Exchange District BIZ
Budget 2008

Message from the Chair

On behalf of the Exchange District BIZ Management Board, I am pleased to present the 2008 Program & Budget. This document provides a comparison of projected revenues and expenditures from the current year and outlines the planned revenues and expenditures for 2008.

The Exchange District BIZ is committed to delivering community based programs and services in the areas of marketing, special events, and image enhancement. Each year, the Management Board requests the Zone members approve a budget for the upcoming year. In 2008, the anticipated operating requirements of the BIZ are $378,543. Of this total, the BIZ is requesting a $262,100 BIZ Levy. There is no increase to the BIZ Levy request over the prior year. The balance of operating funds required will be raised from other sources.

The BIZ levy rate required to support the $262,100 request for 2008 is estimated at 1.559, based on the latest Annual Rental Value (ARV) figure of $16,817,400 (September, 2007). As the table below indicates, this falls within the range of levy rates proposed to Exchange District BIZ members over the past 5 years.

	2003	2004	2005	2006	2007	*2008*
Estimate at AGM	1.420	1.420	1.440	1.578	1.421	*1.559*
Actual at Tax Time	1.386	1.349	1.427	1.339	1.524	*TBA*

As the following table illustrates, the Exchange District's ARV remained relatively stable during years 2002 through 2005. In 2006 the District experienced an increase to its ARV to $18.4 million, which was the result of the city-wide reassessment and also reflective of new businesses setting up operations in the area. Over the past year, the ARV decreased to 16,817,400.

	2002	2003	2004	2005	2006	2007
September ARV	14,570,000	14,792,340	14,911,260	15,067,620	18,442,260	16,817,400

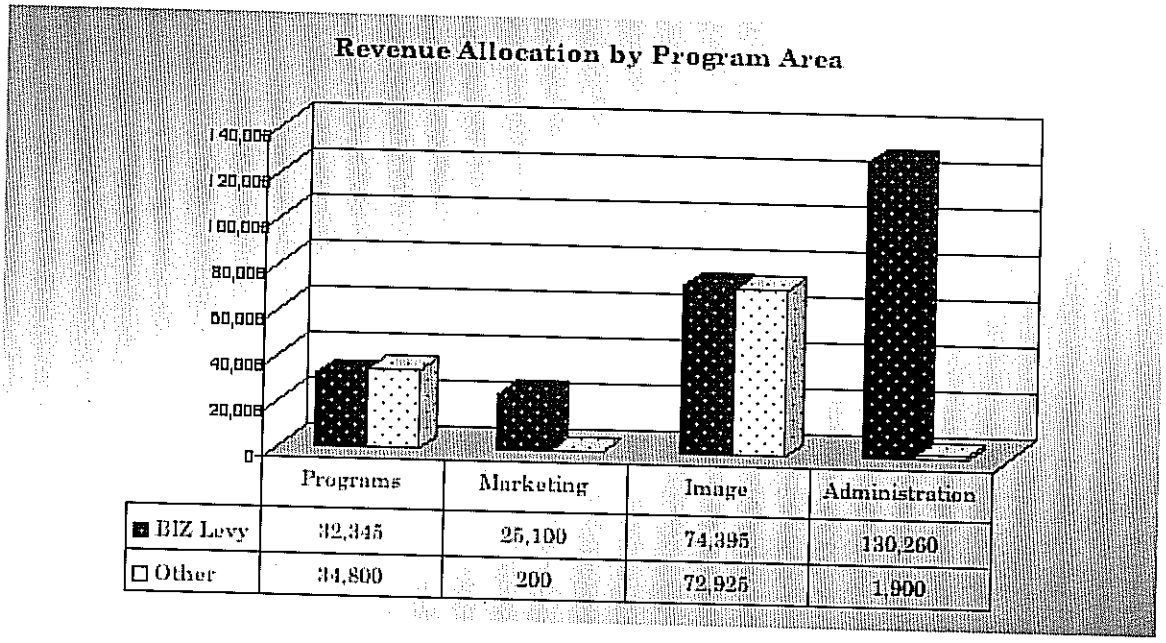
Revenues and expenditures are presented in detail on the following pages. We feel we have budgeted responsibly, recognizing that the BIZ levy represents an expense to local business. We have held the line on the overall BIZ Levy request due to the decrease in the district ARV. We are seeking to raise funds from other sources to ensure we attain the resources required to continue to provide quality programs and services to BIZ members and to add value to the Exchange District community as a whole.

Respectfully submitted,
EXCHANGE DISTRICT BIZ

Trudy Schroeder
Chair

Exchange District BIZ - Budget 2008
Revenues

REVENUES	2007 Budget	2007 Projected	2007 Variance	2008 Budget
BIZ Levy	**262,100**	**262,100**	-	262,100
Grants & Contributions				
Walking Tour Guide Wage Subsidies	2,500	7,376	4,876	4,000
Canada Day Grant	3,500	4,450	950	3,500
Green Team Wage Subsidy	8,500	8,500	-	8,925
Quebec Exchange Wage Subsidy	1,600	-	(1,600)	-
Graffiti & Maintenance Contributions	-	23,000	23,000	42,100
Special Projects*	-	3,920	3,920	-
Other	-	1,040	1,040	-
Total Grants	**16,100**	**48,286**	32,186	58,525
Sponsorships				
Walking Tour Corporate Sponsorships	4,500	4,500	-	5,500
Foot Patrol Corporate Sponsorships	15,000	19,300	4,300	20,300
Other / New Sponsorships	9,225	7,500	(1,725)	7,500
Total Sponsorships	**28,725**	**31,300**	2,575	33,300
Walking Tour Revenue	**8,500**	**8,700**	200	9,000
Heritage Poster Sales	**600**	**300**	(300)	300
Advertising Revenue	**500**	**200**	(300)	200
Farmers Market/OMS Vendor Fees	**3,500**	**4,800**	1,300	5,300
Interest	**750**	**2,750**	2,000	2,750
Miscellaneous Income	**2,150**	**2,452**	302	450
TOTAL REVENUE	**322,925**	**360,888**	**37,963**	**371,925**



Expenditures

Programs, Operations & Old Market Square	2007 Budget	2007 Projected	2007 Variance	2008 Budget
Event Sponsorship	15,000	15,000	-	15,000
Old Market Square - Programming	23,700	23,680	20	22,000
Old Market Square - Operations	3,950	3,745	205	3,950
Guided Walking Tours	18,000	18,000	-	19,995
Farmers' Market	6,600	5,500	1,100	4,000
Special Projects & Committee Expenses	-	-	-	2,200
Total Marketing Expenses	67,250	65,925	1,325	67,145

Marketing & Communications	2007 Budget	2007 Projected	2007 Variance	2008 Budget
Publications & Member Communications	8,000	8,000	-	7,400
Marketing Campaigns & Advertising	2,500	-	2,500	2,000
Website	1,200	1,200	-	1,200
Promotions & Sponsorships	4,500	4,800	(300)	4,200
Annual General Meeting	3,200	3,000	200	3,000
Market Research & Planning	5,000	6,625	(1,625)	200
In-House Marketing Expenses	1,000	1,023	(23)	300
Bus Dev't & Community Outreach (new)	-	750	(750)	7,000
Total Marketing Expenses	25,400	25,398	2	25,300

Image Enhancement & Community Relations	2007 Budget	2007 Projected	2007 Variance	2008 Budget
Maintenance & Beautification Projects	4,925	12,521	(7,596)	11,500
Seasonal Maintenance Crew	13,797	10,700	3,097	12,650
Foot Patrol Program Expenses	4,500	4,500	-	4,500
Image Enhancement Wages & Benefits	78,082	85,000	(6,918)	118,470
Special Projects / Other	-	4,643	(4,643)	200
Total Image Expenses	101,304	117,364	(16,060)	147,320

Expenditures (continued)

Administration	2007 Budget	2007 Projected	2007 Variance	2008 Budget
Accounting Fees	4,100	4,500	(400)	4,635
Bank Charges	250	175	75	180
Courier	400	200	200	210
Depreciation (Amortization)	11,379	11,590	(211)	12,231
Benefits	5,445	5,000	445	5,390
Administration Wages	73,448	76,300	(2,852)	80,000
Employer Contributions - CPP	2,950	-	2,950	-
Employer Contributions - EI	1,656	-	1,656	-
Administration MERCs (new)	-	4,606	(4,606)	4,675
Executive Director Expenses	600	600	-	620
Internet Access Charges	935	935	-	935
Meetings	1,300	1,300	-	1,390
Membership Fees	1,500	1,559	(59)	1,560
Office Equipment & Security Monitoring	3,000	3,000	-	3,090
Office Maintenance & Supplies	2,500	2,750	(250)	2,835
Parking	50	25	25	-
Postage	650	650	-	650
Hydro	1,500	900	600	900
Professional Development	4,000	4,000	-	3,500
Rent	7,800	7,800	-	7,800
Rental Inducement	(1,418)	(1,418)	-	(1,418)
Subscriptions	475	482	(7)	485
Telephone	3,300	3,300	-	3,300
Worker's Compensation	1,800	1,300	500	1,000
Miscellaneous	107	100	7	100
TOTAL ADMINISTRATION	127,727	129,654	(1,927)	134,068
BIZ LEVY ADJUSTMENT EXPENSE	6,205	2,616	3,589	4,710
TOTAL EXPENSES	327,886	340,957	(13,071)	378,543
NET INCOME	(4,961)	19,931	24,892	(6,618)
Non Cash Items (amort net of rental ind)	9,961	10,172	(211)	10,813
SURPLUS (Deficit)	5,000	30,103	25,103	4,195

Exchange District BIZ

Capital Reserve Account

Capital Reserve Account	**Opening Balance Jan 1, 2007**		**7,653**
	Deposits		
	Poster sales		401
	GIC interest		240
	Transfer from operating		25,000
	Expenditures		
	Bank service charges	-	13
	Closing Balance Dec 31, 2007		**33,281**

Capital Plan	2008	2009	2010	Totals
Capital Contributions	**4,000**	**4,000**	**4,000**	**12,000**
Expenses				
Technology & Equipment	**6,400**	**2,500**	**1,500**	**10,400**
Community Projects				
Public Art	5,000			
Old Market Square	10,000	5,000		
Streetscape / Physical Enhancements			5,000	
	15,000	**5,000**	**5,000**	**25,000**
Annual Impact	**- 17,400**	**- 3,500**	**- 2,500**	**- 23,400**
Rolling Balance	**15,881**	**12,381**	**9,881**	**9,881**

Capital Plan

The Exchange District BIZ has implemented a capital reserve program designed to address certain future capital requirements and to support new programs aimed at improving the member and client experience in the Exchange District. The qualifying capital expenditures have been identified as Technology & Equipment and Community Projects.

The Capital Plan will be amended and reviewed annually in conjunction with the BIZ budgeting process.

Program Highlights for 2008

The Board of Directors approved a three-year strategic plan in June of 2007. Our vision is that the Exchange District will realize its full potential as a cultural and heritage mecca known widely for its one-of-a-kind shops, services and attractions. The mission of the BIZ is to champion the unique character of the district and create a clean, safe and thriving environment. Key priority areas are: safe & clean; business recruitment; public space & streetscaping; strategic lobbying & advocacy; marketing; communications; and organizational excellence.

Programs, Operations & Old Market Square

This committee operates to encourage and support programs and special events that add value to the community, foster a sense of neighbourhood, and animate the Exchange District. The committee will continue its support to the Jazz Festival and Fringe Festival, running the July – September concert series, a twice-weekly farmers' market, and build on the Moonlight Movies program that ran last summer. The committee is excited about the planned Old Market Square redevelopment project. A new walking tour featuring "green buildings" will debut in 2008.

Image Enhancement & Community Relations

This committee operates to foster a safe environment, help beautify & maintain public property and encourage pride of ownership in private property in the Exchange District. Our second bi-annual stakeholder survey indicated once again that BIZ members strongly support safe and clean programming. The BIZ will continue to advocate for a stronger community police presence in the Exchange District and the proper enforcement of bylaws related to nuisance behaviour. We will continue our partnership with the City of Winnipeg on graffiti removal and enhanced maintenance. New in 2008 is a partnership with the Winnipeg Parking Authority regarding maintenance and cleanliness in and around parking facilities in the Exchange.

Marketing & Communications

This committee operates to promote the Exchange District as a destination for one-of-a-kind shops, services and attractions and to keep members, stakeholders and the general public informed about the mandate and activities of the BIZ.

The marketing committee has been charged with the "business recruitment" priority area of the strategic plan and has committed funds in 2008 to that end. The committee learned from the 2007 stakeholder survey that improvements on BIZ member communications are required. The committee will be developing outreach initiatives to welcome new area members, tenants and residents and introduce them to area amenities and BIZ services.