Exchange District Business Improvement Zone

Budget
January 1 – December 31, 2009

The mission of the Exchange District Business Improvement Zone is to champion the unique character of the district and create a clean, safe and thriving environment.

Exchange District BIZ
133 Albert Street
Winnipeg, Manitoba R3B 1G6

Phone 942-6716
Facsimile 943-8741
Email info@exchangedistrict.org

www.exchangedistrict.org

Exchange District BIZ
Budget 2009

Message from the Chair

On behalf of the Exchange District BIZ Management Board, I am pleased to present the 2009 Budget. This document provides a comparison of projected revenues and expenditures from the current year and outlines the planned revenues and expenditures for 2009.

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 Zone members approve the budget for the upcoming year. In 2009 our anticipated operating requirements are $433,901. New in 2009 is the establishment of a Winnipeg Foundation donor-directed fund in support of the future maintenance and programming requirements of Old Market Square equivalent to .02% of the ARV totaling $3,490.

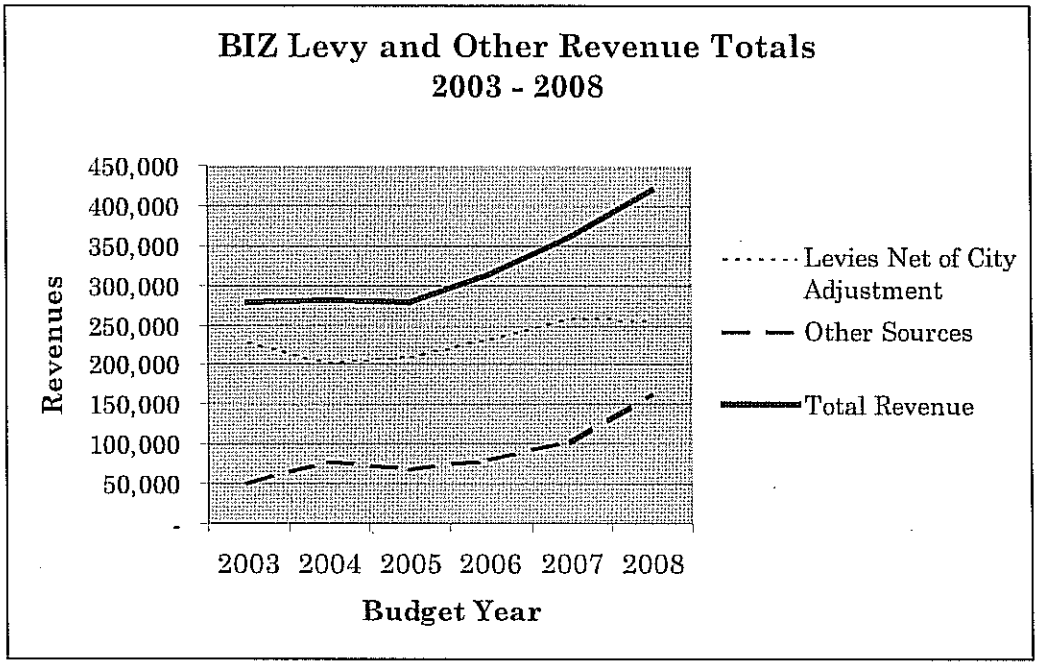
The BIZ is requesting $279,021 in member levies. The balance of funds required will be raised from other sources or drawn from existing reserves. The BIZ levy rate required to support this request is estimated at 1.599%, based on the most recent Annual Rental Value (ARV) figure of $17,449,740 (October, 2008). This represents a projected 4.3% increase over the rate applied in 2008. The table below indicates the Exchange District levy rates over the past five years.

Budget Year	**2004**	**2005**	**2006**	**2007**	**2008**	***2009***
Estimate at AGM	1.420	1.440	1.578	1.421	1.559	*1.599*
Actual at Tax Time	1.349	1.427	1.339	1.524	1.532	*TBA*

As the table below indicates the Exchange District ARV remained stable during 2004 – 2005 and experienced a significant increase in 2006, a city-wide reassessment year. The ARV decreased the following year, mainly due to assessment appeals. However, the board is encouraged by the positive trajectory shown in 2007 – 2008.

	2004	**2005**	**2006**	**2007**	**2008**
Annual Rental Value	14,911,260	15,067,620	18,442,260	16,817,400	17,449,740

The chart below indicates the BIZ's success in raising funds from sources other than the levy. As is demonstrated, the Board has leveraged a 200% increase in the external funds raised through partnerships, sponsorships, government grants and other contributions while applying nominal increases to the BIZ levy rate over the past five years. This growth in the resources available to our organization helps us to add value to the Exchange District community.



Revenues and expenditures are presented on the following pages. We feel we have budgeted responsibly, recognizing that the BIZ levy represents an expense to local business owners. We remain committed to providing quality programs and services to members in order to achieve our goal: to create a clean, safe and thriving environment for business.

Respectfully submitted,
EXCHANGE DISTRICT BIZ

Gord Holmes
Chair, Management Board

Exchange District BIZ - Budget 2009

Revenues

REVENUE	2008 Budget	2008 To Date	2008 Proj. to Y/E	2009 Budget	Variance Budget 2009 to Projected 2008
BIZ Levy	262,100	233,145	262,100	279,021	16,921
(City of Winnipeg Adjustment)	- 4,710	-	- 4,710	- 3,275	1,435
Grants & Contributions	58,525	54,707	97,780	84,582	- 13,198
Sponsorships	33,300	44,600	45,100	45,100	-
Programming & Other	15,250	15,461	15,905	17,150	1,245
Interest	2,750	1,231	4,000	4,000	-
TOTAL REVENUE	**367,215**	**349,144**	**420,175**	**426,578**	**6,403**

Expenses

EXPENSES	2008 Budget	2008 To Date	2008 Proj. to Y/E	2009 Budget	Variance Budget 2009 to Projected 2008
PROGRAMS, OPERATIONS & OMS					
Old Market Square - Operations	3,950	2,519	3,250	4,000	750
Special Projects & Committee Expenses	2,200	5,351	5,410	4,986	- 424
Event Sponsorship	15,000	15,000	15,000	15,000	-
Guided Walking Tours	19,995	20,888	21,500	21,547	47
Programming	26,000	28,029	30,134	28,380	- 1,754
TOTAL PROGRAMS, OPS & OMS	**67,145**	**71,787**	**75,294**	**73,913**	**- 1,381**
MARKETING & COMMUNICATIONS					
Promotions & Sponsorships	6,200	3,150	6,400	3,000	- 3,400
Member Communications	7,142	1,344	6,800	6,800	-
Publications & Website	4,458	4,234	4,458	17,260	12,802
Community Relations & Planning	7,500	1,665	7,675	38,220	30,545
TOTAL MARKETING & COMM	**25,300**	**10,393**	**25,333**	**65,280**	**39,947**
IMAGE ENHANCEMENT					
Foot Patrol Program	4,500	1,581	7,000	4,500	- 2,500
Maintenance & Beautification Projects	11,500	13,575	19,961	18,092	- 1,869
Seasonal Maintenance Crew	12,650	11,874	11,874	20,767	8,893
Image Enhancement Wages & Benefits	118,470	89,279	127,040	130,460	3,420
Special Projects / Other	200	14,037	24,539	-	- 24,539
TOTAL - IMAGE ENHANCEMENT	**147,320**	**130,346**	**190,414**	**173,819**	**- 16,595**

Expenses (continued)

ADMINISTRATION	2008 Budget	2008 To Date	2008 Proj. to Y/E	2009 Budget	Variance Budget 2009 to Projected 2008
Meetings	2,110	1,677	2,510	2,122	- 388
Professional Development	3,500	2,555	4,000	3,500	- 500
Utilities	4,200	3,108	4,700	4,700	-
Memberships, Fees & Subscriptions	6,860	5,258	7,184	7,184	-
Office Equipment & Supplies	7,720	7,161	9,320	9,320	-
Rent	7,800	10,036	9,300	9,300	-
Rental Inducement	- 1,418	-	- 1,418	- 1,418	-
Depreciation	12,231	-	12,231	12,231	-
Salaries, Benefits, MERCs & WCB	91,065	63,846	89,686	73,950	- 15,736
TOTAL ADMINISTRATION	**134,068**	**93,642**	**137,513**	**120,889**	**- 16,624**
TOTAL EXPENSE	**373,833**	**306,168**	**428,554**	**433,901**	**5,347**
NET INCOME	**- 6,618**	**42,977**	**- 8,379**	**- 7,323**	**1,056**
Non-Cash Items (Amort Net of Rental Ind)	**10,813**	**-**	**10,813**	**10,813**	**-**
Net Transfer To Reserve	**-**	**-**	**- 2,434**	**-**	**2,434**
Transfer to Winnipeg Foundation	**-**	**-**	**-**	**- 3,490**	**- 3,490**
Surplus (Deficit)	**4,195**	**-**	**-**	**0**	**0**

Capital Reserve Account

Opening Balance Jan 1, 2008		43,373
	Projected Deposits	
	Poster sales, interest	398
	Transfer from operating	2,434
	Projected Expenditures	
	Bank service charges	- 36
	Technology/Equipment	- 2,555
	Public Art Project	- 5,000
Projected Closing Balance Dec 31, 2008		38,614

	2009	2010	2011	Totals
Contributions	-	5,000	5,000	10,000
Expenses				
Technology & Equipment	11,900	-	2,500	14,400
Community Projects	5,000	5,000	5,000	15,000
Annual Impact	**- 16,900**	**- -**	**2,500 -**	**19,400**
Rolling Balance	**21,714**	**21,714**	**19,214**	**19,214**

Capital Plan

The Exchange District BIZ 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 2009

The Board of Directors approved a three-year strategic plan in 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. The board reaffirmed its vision, mission and core business and refined its key priority areas in a workplan for 2009 as follows:

Safe & Clean

Safe and clean remain the major priority and core business of the BIZ. We will continue our foot patrol and objectives related to police coverage. Garbage dumping, litter control and graffiti removal are ongoing issues. Architectural and decorative lighting and year-round beautification are long-term objectives.

Communications & Marketing

The Board has enhanced resources related to this area and a primary goal for 2009 is to create a marketing and communications strategy. Objectives include strengthening our brand, developing a new website, improved media relations, enhancing electronic communication and engaging community partners.

Public Space & Streetscaping

Fundraising is a top objective to ensure all phases of the Old Market Square redevelopment are completed as planned. As well, we will continue to advocate for improved streetscaping elements (paving, benches, lights, garbage cans, etc) and a stronger annual commitment to the upkeep of the area's public amenities.

Programs & Special Events

The Programs Committee reviews all programs annually. The BIZ will focus on areas of strength, such as the successful walking tour program, and continue to seek sponsorship and partners for programs.

Strategic Lobbying & Advocacy

Lobbying and advocacy functions are a key component of our communications strategy. To ensure an effective strategic approach we will continually improve media, government and community relations.

Business Recruitment

Business recruitment will reflect the mandate and core business of the BIZ. We will work to improve relationships within the real estate and development industry and seek further opportunities for boundary expansion.

Organizational Development

The board and staff continually work on improving governance and administration. Funds are allocated for hiring a part-time administrative assistant in 2009. We are implementing an annual board orientation workshop and review of the organization's governance structure.