SUMMARY

SUMMARY (2010 cf. 2011)
Proposed Programs (as attached)

	2010 * Budget	2010 Projected	Proposed 2011 Budget
Program Expenditures			
Image & Cleanliness	$ 534,130	$ 560,553	$ 619,889
Communications & Marketing	299,000	254,565	253,350
Events & Promotions	245,512	300,022	300,512
Transportation, Parking & Transit	85,500	33,000	37,000
Community Safety	941,211	859,913	1,361,614
Advocacy	-	-	26,488
Administration	738,579	747,779	773,718
Total Expenditures	**2,843,932**	**2,755,832**	**3,372,571**
Program Contributions			
Image & Cleanliness	331,650	355,883	411,945
Communications & Marketing	102,650	75,500	92,500
Events & Promotions	174,000	220,900	224,000
Transportation, Parking & Transit	49,500	6,000	11,500
Community Safety	696,907	615,609	899,250
Advocacy	-	-	-
Administration	1,220	1,220	1,220
Total Contributions	**1,355,927**	**1,275,112**	**1,640,415**
Expenditures Less Contributions	**1,488,005**	**1,480,720**	**1,732,156**
Operating Revenue			
BIZ Levy	1,488,993	1,488,993	1,741,156
Less: Uncollected Tax Levy	(17,000)	(70,463)	(17,000)
Interest	8,000	6,000	8,000
Total Operating Revenue	**1,479,993**	**1,424,530**	**1,732,156**
Difference from total revenue from all sources less total expenditures	(8,012)	(56,190)	-
Projected deficit due to depreciation expense carry over from 2006	-	-	(4,674)
Add: Surplus carry over to offset expense carry over from 2006	8,012	8,012	4,674
Projected deficit due to expense carry over from 2009	(8,000)	(48,178)	-
Add: Surplus carry over to offset expense carry over from 2009	8,000	8,000	-
Surplus/(Deficit)	$ -	$ (40,178)	$ -

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* as restated to conform with the current year's presentation

IMAGE & CLEANLINESS

IMAGE & CLEANLINESS (2010 cf. 2011)

	2010 * Budget	2010 Projected	Proposed 2011 Budget
Expenditures			
Clean Team and Equipment	$ 428,180	$ 472,635	$ 482,284
Banners	14,000	15,434	14,800
Flowers and Vegetation	31,400	30,525	42,700
Neon Broom Program	11,050	11,232	-
Business Participation	3,000	2,197	-
Patio Development	3,000	4,530	3,000
Storefront Enhancements	-	-	11,500
Art on the Avenue	10,000	7,500	11,000
Promotions Team	-	-	27,355
Enhancing Spaces			
Enhancing Spaces General	18,000	11,000	1,000
Portage Avenue Lighting Plan	3,000	3,000	-
Millennium Library Park	12,000	2,000	12,000
Graham District	500	500	-
Site Furniture	-	-	13,250
Neon District	-	-	500
Lighting Initiatives	-	-	500
Total Expenditures	**534,130**	**560,553**	**619,889**
Contributions			
Clean team and Equipment	293,150	335,415	347,963
Banners	2,000	4,000	4,000
Neon Broom Program	5,000	5,182	-
Business Participation	1,500	500	-
Flowers and Vegetation	4,000	2,625	13,500
Patio Development	-	1,161	-
Storefront Enhancements	-	-	5,000
Art on the Avenue	2,500	-	10,000
Promotions Team	-	-	11,982
Enhancing Spaces			
Enhancing Spaces General	13,500	7,000	-
Millennium Library Park	10,000	-	10,000
Site Furniture	-	-	9,500
Total Contributions	**331,650**	**355,883**	**411,945**
Net Expenditures (BIZ Levy)	**$ 202,480**	**$ 204,670**	**$ 207,944**

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* as restated to conform with the current year's presentation

COMMUNICATIONS & MARKETING

COMMUNICATIONS & MARKETING (2010 cf. 2011)

	2010 * Budget	2010 Projected	Proposed 2011 Budget
Expenditures			
Publications			
BIZ Newsletter	$ -	$ -	$ 4,000
Annual Report	9,500	6,500	6,350
Downtown Magazine	50,000	71,215	100,000
Sub-Total	59,500	77,715	110,350
Advertising			
Marketing Campaign	50,000	50,000	50,000
Advertising - Radio	5,000	5,000	-
Advertising - Print	2,500	2,500	2,000
Sub-Total	57,500	57,500	52,000
General			
Annual General Meeting	8,500	8,500	8,500
Strategic Planning	5,000	5,000	-
Brochures and Print Material	5,000	3,000	9,000
Marketing Initiatives	7,500	7,500	5,500
BIZ Program Promotion	10,000	10,000	10,000
Merchant Loyalty Program	2,000	2,000	-
Holiday Promotion	12,000	12,000	20,000
Media Relations	2,000	-	-
Sponsorship Guide	500	500	-
Website	5,500	5,500	8,500
E-newsletter	2,000	2,000	3,000
Business Development	114,000	55,350	-
Surveys	8,000	8,000	3,500
Downtown Bridal	-	-	20,000
Market Research	-	-	3,000
Sub-Total	182,000	119,350	91,000
Total Expenditures	**299,000**	**254,565**	**253,350**
Contributions			
Downtown Magazine	25,000	55,000	60,000
Marketing Campaign	500	500	500
Brochures and Print Material	-	-	2,500
Holiday Promotion	2,500	2,500	2,500
Business Development	74,650	16,000	-
E-newsletter	-	1,500	1,000
Downtown Bridal	-	-	26,000
Total Contributions	**102,650**	**75,500**	**92,500**
Net Expenditures (BIZ Levy)	**$ 196,350**	**$ 179,065**	**$ 160,850**

* as restated to conform with the current year's presentation.

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EVENTS & PROMOTIONS

EVENTS & PROMOTIONS (2010 cf. 2011)

Expenditures	2010 * Budget	2010 Projected	Proposed 2011 Budget
Santa Claus Parade	$ 4,000	$ 4,500	$ 4,500
Star Treatment	3,950	3,950	3,412
In for Lunch	14,500	-	-
Out to Lunch	22,100	15,568	25,000
Library Skywalk Series	2,000	1,000	-
Chinatown Concert Series	2,400	4,512	3,500
Young Artists on the Avenue	11,600	9,514	-
City Lights Cruise	4,185	12,513	-
Cruz In Downtown	4,940	8,874	-
Sports	4,450	4,450	4,500
Fringe Festival	1,600	1,600	-
Freeze Frame Int'l Kids Festival	1,000	1,000	1,000
New Initiatives	7,500	3,187	2,500
Kiosk Program	8,512	8,055	300
Major National Events	3,000	3,000	2,500
Downtown Living	40,000	35,000	60,000
Chess in the Park	2,275	1,350	800
Busker Initiative	7,500	-	-
Out on the Avenue	-	9,238	-
Lights on Broadway / Ciclovia	100,000	172,711	175,000
Restaurant Month	-	-	7,500
Festival of Trees and Lights	-	-	3,000
10X10 Race	-	-	7,000
Total Expenditures	**245,512**	**300,022**	**300,512**
Contributions			
In for Lunch	13,500	-	-
Out to Lunch	16,500	9,000	12,000
Young Artists on the Avenue	6,500	6,726	-
Downtown Living	30,000	26,950	54,000
Busker Initiative	7,500	-	-
Out on the Avenue	-	9,000	-
Lights on Broadway/Ciclovia	100,000	156,711	153,000
City Lights Cruise	-	12,513	-
Restaurant Month	-	-	5,000
Total Contributions	**174,000**	**220,900**	**224,000**
Net Expenditures (BIZ Levy)	**$ 71,512**	**$ 79,122**	**$ 76,512**

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* as restated to conform with the current year's presentation

TRANSPORTATION, PARKING & TRANSIT

TRANSPORTATION, PARKING & TRANSIT (2010 cf. 2011)

	2010 * Budget	2010 Projected	Proposed 2011 Budget
Expenditures			
Blue Loonie Program	$ 13,500	$ 13,500	$ 11,500
Downtown Free Spirit Bus	12,000	9,000	12,500
Research	8,000	4,000	6,000
Weather Protected Walkway System	6,000	6,000	6,000
Cycling	1,000	500	1,000
Ciclovia	45,000	-	-
Total Expenditures	**85,500**	**33,000**	**37,000**
Contributions			
Blue Loonie Program	3,000	3,000	3,000
Downtown Free Spirit Bus	3,000	-	3,000
Research	4,000	-	2,000
Weather Protected Walkway System	3,000	3,000	3,000
Cycling	500	-	500
Ciclovia	36,000	-	-
Total Contributions	**49,500**	**6,000**	**11,500**
Net Expenditures (BIZ Levy)	**$ 36,000**	**$ 27,000**	**$ 25,500**

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* as restated to conform with the current year's presentation

COMMUNITY SAFETY

COMMUNITY SAFETY (2010 cf. 2011)

	2010 * Budget	2010 Projected	Proposed 2011 Budget
Expenditures			
Downtown Watch	$ 455,804	$ 465,835	$ 671,491
Portage Avenue Safety Strategy	-	-	271,250
Downtown Security Network	7,500	7,500	12,500
Special Constable / Outreach	455,407	364,078	383,373
Change for the Better	22,500	22,500	23,000
Total Expenditures	**941,211**	**859,913**	**1,361,614**
Contributions			
Downtown Watch	313,000	315,900	313,000
Portage Avenue Safety Strategy	-	-	271,250
Downtown Security Network	7,500	7,500	12,500
Special Constable / Outreach	356,407	272,209	282,500
Change for the Better	20,000	20,000	20,000
Total Contributions	**696,907**	**615,609**	**899,250**
Net Expenditures (BIZ Levy)	**$ 244,304**	**$ 244,304**	**$ 462,364**

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* as restated to conform with the current year's presentation

ADVOCACY

Advocacy and Business Development (2010 cf. 2011)

	2010 * Budget	2010 Projected	Proposed 2011 Budget
Expenditures			
SHED / Retail Strategy	$ -	$ -	$ 23,000
Advocacy / Public Relations	-	-	3,488
Total Expenditures	-	-	**26,488**
Contributions			
	-	-	-
Total Contributions	-	-	-
Net Expenditures (BIZ Levy)	$ -	$ -	$ **26,488**

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* as restated to conform with the current year's presentation

ADMINISTRATION

ADMINISTRATON (2010 cf. 2011)

	2010 * Budget	2010 Projected	Proposed 2011 Budget
Expenditures			
Salaries and Wages	$ 533,084	$ 537,851	$ 560,669
Meetings / Event Support	14,800	14,800	14,937
Communication	13,197	13,197	15,543
Office equipment and leases	12,045	12,045	13,300
Amortization	1,200	221	318
Travel / Transportation	23,147	30,000	24,404
Services Charges / Service Fees	7,306	7,306	8,197
Legal / Accounting / Insurance	6,600	5,300	6,800
Technical Support / Software Upgrades / Licenses	2,800	5,000	4,800
Office Expenses	21,750	17,487	18,860
Rent	75,000	75,000	75,000
Subscriptions / Publications / Memberships	3,850	3,200	3,990
Advertising / Promotion	1,100	1,800	1,200
Professional Development / Training	5,700	4,700	5,700
BIZ Open House	2,000	-	-
Contract Position	15,000	19,872	20,000
Total Expenditures	**738,579**	**747,779**	**773,718**
Contributions			
Other Revenue	1,220	1,220	1,220
Total Contributions	**1,220**	**1,220**	**1,220**
Net Expenditures (BIZ Levy)	**$ 737,359**	**$ 746,559**	**$ 772,498**

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* as restated to conform with the current year's presentation