



TO: GENERAL COMMITTEE

SUBJECT: 2019 DOWNTOWN BARRIE BUSINESS ASSOCIATION LEVY

WARD: 2

PREPARED BY AND KEY CONTACT: C. SMITH, SENIOR MANAGER, ACCOUNTING AND REVENUE, X 5128

SUBMITTED BY: C. MILLAR, DIRECTOR OF FINANCE AND TREASURER

GENERAL MANAGER APPROVAL: D. MCALPINE, GENERAL MANAGER OF COMMUNITY AND CORPORATE SERVICES

CHIEF ADMINISTRATIVE OFFICER APPROVAL: M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RECOMMENDED MOTION

1. That the City of Barrie (City) establish a special charge of 0.358280% for 2019 to levy an amount of \$626,422 upon commercial and industrial properties in the Downtown Improvement Area.
2. That the Downtown Barrie Business Association (BIA) 2019 Operating and Capital budgets, as presented in Staff Report FIN008-19, be approved.
3. That the City Clerk be authorized to prepare the appropriate by-law authorizing this 2019 special charge rate and levy requirement.

PURPOSE & BACKGROUND

4. As required under Section 205(2) of the *Municipal Act, 2001*, the Downtown Barrie Business Association (BIA) Board of Management is required to seek Council approval of the annual BIA budget in order that a levy for funds to cover their annual operating and capital costs can be made. Council may approve the budget submission in whole or in part, but may not add expenditures to it.
5. As per Section 205(3)(b) of the *Municipal Act, 2001*, the BIA is not permitted to “incur any indebtedness extending beyond the current year without the prior approval of the municipality”.

ANALYSIS

6. The BIA levy is a special charge upon taxable commercial and industrial properties in the “Downtown” area of Barrie as defined by previous by-laws.
7. The 2019 BIA detailed budget is attached as Appendix ‘A’ for information, but proposed expenditures and use of funds are summarized as follows:

Operational Expenses

Organizational & Management	\$252,622
Marketing & Communication	111,650
Beautification & Cleanliness	15,250
Culture & Heritage Events	<u>126,900</u>
Total Operational Expenses	\$506,422

Capital Investments

Barrie Police Security Cameras	\$ 5,000
Minor Capital Fund	5,000
Sandbox Innovation Centre	10,000
Memorial Square	<u>100,000</u>
Total Capital Investments	\$120,000
Net Levy Required	<u>\$626,422</u>

8. In 2018 the net levy requirement was \$574,399.
9. The total taxable assessment for 2019 for the BIA is \$174,841,321.
10. The proposed special charge for 2019 is 0.358280% compared to the 2018 special charge of 0.342253%.
11. The budget deliberations process for the 2019 levy requirements was conducted as part of the regular Board meetings. The BIA Board of Management has passed a motion to approve the 2019 budget (see Appendix 'B').

ENVIRONMENTAL MATTERS

12. There are no environmental matters related to the recommendation.

ALTERNATIVES

13. There is one alternative available for consideration by General Committee:

Alternative #1 General Committee could choose to approve only a portion of the budget to be included in the levy.

This alternative is not recommended as the budget submitted reflects the needs of the Downtown Improvement Area.

FINANCIAL

14. There are no direct financial implications to the City related to the levy request as it is only applicable to those commercial and industrial properties within the designated improvement area boundaries.

LINKAGE TO 2018-2022 STRATEGIC PLAN

15. This is an operational matter that is not specifically related to the goals identified in the 2018-2022 Strategic Plan.

APPENDIX 'A'

Downtown Barrie Business Association (BIA)

2019 Budget

Activity	2019	2018
Administration	Budget	Budget
Salary & Wages	168,920	164,000
Benefits	22,270	17,770
WSIB	2,000	1,500
Office Equipment	2,200	2,200
Insurance	10,000	8,897
Audit	4,500	4,500
Office Rental	18,132	18,132
Office Expenses	2,000	1,750
Board & Special Meetings	2,100	2,000
Partnerships/Memberships	1,650	1,000
Special Items	1,250	750
Telephone	4,600	2,500
Maintenance	1,500	750
Staff – Professional Development	6,600	4,000
Computer / IT Maintenance	<u>4,900</u>	<u>3,600</u>
Total	<u>252,622</u>	<u>233,349</u>
 Marketing & Communication		
Website and Social Media	24,000	24,000
Print Media	30,150	27,150
Radio Program	13,000	13,000
Partnership Marketing	9,100	9,100
Direct Mail	6,000	6,000
Outdoor Advertising	12,000	12,000
Communication	<u>17,400</u>	<u>14,400</u>
Total	<u>111,650</u>	<u>105,650</u>
 Beautification and Cleanliness		
Flowers	3,250	3,250
Christmas Decorations	6,000	6,000
Manual Cleanup	<u>6,000</u>	<u>6,000</u>
Total	<u>15,250</u>	<u>15,250</u>



Activity	2019	2018
Culture & Heritage Events	Budget	Budget
Community Events	2,400	3,000
Event Sponsorships	37,500	39,500
Canada Promenade Days	1000	1,000
May Days	5,000	4,700
Noella	27,500	19,350
October Tasting Trail	5,000	3,800
Hot Cocoa Trail	5,000	3,800
Barrie Boat Show	7,500	0
Lawnchair Luminata	33,000	17,000
Curb Appeal	<u>3,000</u>	<u>3,000</u>
Total	<u>126,900</u>	<u>95,150</u>
Capital Investments		
Barrie Police Security Cameras	5,000	5,000
Minor Capital Fund	5,000	0
Sandbox Innovation Centre	10,000	0
Memorial Square	<u>100,000</u>	<u>120,000</u>
Total	<u>120,000</u>	<u>125,000</u>
BIA Levy Required	<u>626,422</u>	<u>574,399</u>

APPENDIX 'B'

Downtown Barrie Business Association (BIA) Board of Management
Motion to Approve Budget

DOWNTOWN BARRIE BUSINESS ASSOCIATION (BIA)
BOARD OF MANAGEMENT – SPECIAL MEETING MOTIONS RECORD
TUESDAY MARCH 5TH 2019
SIR ROBERT BARRIE ROOM, CITY HALL

DOWNTOWN BARRIE BUSINESS ASSOCIATION (BIA) - BUDGET MOTION

• MOTION TO APPROVE THE 2019 ORGANIZATIONAL & MANAGEMENT BUDGET -

○ 03_2019 - BIA Motion #1:

The Downtown Barrie (BIA) Board of Management moves a motion to approve the 2019 Downtown Barrie Business Association (BIA) **Organizational & Management Budget, inclusive of line items Office Rent and Maintenance**, as presented.

Motion moved by: Mr. Wayne Hay
Seconded by: Ms. Tracey Baker

Vote: All in Favour Approved

• MOTION TO APPROVE THE 2019 CULTURE & HERITAGE EVENTS BUDGET -

○ 03_2019 - BIA Motion #2:

The Downtown Barrie (BIA) Board of Management moves a motion to approve the 2019 Downtown Barrie Business Association (BIA) **Culture & Heritage Events Budget** as presented.

Conflict declared by: Mr. Tom Ambeau Jr.
Motion moved by: Ms. Tracey Baker
Seconded by: Mr. Jason Ing

Vote: All in Favour Approved

• MOTION TO APPROVE THE 2019 MARKETING & COMMUNICATIONS -

○ 03_2019 - BIA Motion #3:

The Downtown Barrie (BIA) Board of Management moves a motion to approve the 2019 Downtown Barrie Business Association (BIA) **Marketing & Communication Budget** as presented.

Conflict declared by: Mr. Tom Ambeau Jr.
Motion moved by: Mr. Wayne Hay
Seconded by: Ms. Tracey Baker

Vote: All in Favour Approved

• MOTION TO APPROVE THE REMAINING 2019 BIA OPERATIONAL BUDGET ---

○ 03_2019 - BIA Motion #4:

The Downtown Barrie (BIA) Board of Management moves a motion to approve the remaining 2019 Downtown Barrie Business Association (BIA) **Operational Budget** as presented.

Motion moved by: Ms. Tracey Baker
Seconded by: Mr. Tom Ambeau Jr.

Vote: All in Favour Approved

APPENDIX 'B'

Downtown Barrie Business Association (BIA) Board of Management
Motion to Approve Budget

DOWNTOWN BARRIE BUSINESS ASSOCIATION (BIA)
BOARD OF MANAGEMENT – SPECIAL MEETING MOTIONS RECORD
TUESDAY MARCH 5TH 2019
SIR ROBERT BARRIE ROOM, CITY HALL

- MOTION TO APPROVE THE 2019 BIA CAPITAL INVESTMENTS BUDGET --
 - 03_2019 - BIA Motion #4:

The Downtown Barrie (BIA) Board of Management moves a motion to approve the 2019 Downtown Barrie Business Association (BIA) Capital Investments Budget as presented.

Motion moved by: Ms. Tracey Baker
Seconded by: Councillor Clare Riepma
Vote: All in Favour Approved