



TO: GENERAL COMMITTEE


SUBJECT: 2014 DOWNTOWN IMPROVEMENT AREA BOARD LEVY

WARD: 2

PREPARED BY AND KEY CONTACT: R. McDOUGALL, REVENUE & TAXATION SUPERVISOR, EXT 4791 

SUBMITTED BY: D. McKINNON, DIRECTOR OF FINANCE 

GENERAL MANAGER APPROVAL: R. J. FORWARD, MBA, M.Sc., P. Eng.
GENERAL MANAGER OF COMMUNITY AND CORPORATE SERVICES 

CHIEF ADMINISTRATIVE OFFICER APPROVAL: C. LADD, CHIEF ADMINISTRATIVE OFFICER 

RECOMMENDED MOTION

1. That the City of Barrie establish a special charge 0.356243% for 2014 to levy an amount of \$492,381 upon commercial and industrial properties in the Downtown Improvement Area;
2. That the City Clerk be authorized to prepare the appropriate by-law authorizing the 2014 special charge rate and levy requirement.

PURPOSE & BACKGROUND

3. As required under Section 205(2) of the Municipal Act, 2001 the Downtown Improvement Area Board (DIAB) is required to seek Council approval of their annual 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.
4. As per Section 205(3)(b) of the Municipal Act, 2001, the DIAB is not permitted to "incur any indebtedness extending beyond the current year without the prior approval of the municipality".

ANALYSIS

5. The Downtown Board levy is a special charge upon taxable commercial and industrial properties in the "Downtown" area of Barrie as defined by previous by-laws.
6. The 2014 detailed budget is attached as Appendix A for information but proposed expenditures and use of funds are summarized as follows:

Operational Expenses

Organizational & Management	\$173,616
Marketing & Communication	81,650
Beautification & Cleanliness	18,330
Culture & Heritage Events	<u>88,285</u>

Total Operational Expenses \$361,881

Capital Investments

Security Cameras	\$ 5,000
Mady Centre	20,000
Flower Hoop House	10,000
Christmas Lighting/Décor	10,000
Downtown WiFi	5,000
Brand Guide	3,000
Barrie Pathways	2,500
Memorial Square	<u>75,000</u>

Total Capital Investments \$130,500

Net Levy Required \$492,381

In 2013 the net levy requirement was \$459,566.

7. The total taxable assessment for 2014 for the Downtown Business Improvement Area is \$138,214,887.
8. The proposed special charge for 2014 is 0.356243% compared to the 2013 special charge of 0.347501%.
9. The budget deliberations process for the 2014 levy requirements was conducted as part of the regular Board meetings. The Board passed a motion to approve the 2014 budget.

ENVIRONMENTAL MATTERS

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

ALTERNATIVES

11. 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

12. 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 COUNCIL STRATEGIC PRIORITIES

13. This is an operational matter that has no direct relationship to the City of Barrie's Strategic Priorities.

APPENDIX A

Downtown Barrie Business Improvement Area

2014 Budget

Activity	2014	2013
Administration	Budget	Budget
Salary & Wages	115,059	111,754
Benefits	14,150	14,000
WSIB	1,000	1,000
Office Equipment	2,409	2,400
Insurance	9,500	8,862
Audit	3,500	3,500
Office Rental	11,573	11,573
Office Expenses	1,750	1,750
Board & Special Meetings	1,730	1,730
Subscriptions/Memberships	830	1,080
Special Items	500	500
Telephone	2,880	2,880
Maintenance	660	300
Staff Development (Seminars)	3,975	3,500
Web/Computer Maintenance	<u>4,100</u>	<u>3,000</u>
	Total	<u>167,829</u>
Marketing & Communication		
Website and Online	26,650	42,900
Print Media	30,650	19,555
Radio Program	8,700	8,205
TV Program	0	8,205
Partnerships	5,150	7,150
Newsletter/Communication (Direct Mail)	8,000	12,430
Outdoor Advertising	0	0
Creative	0	0
Communication	<u>2,500</u>	<u>15,000</u>
	Total	<u>113,445</u>
Beautification and Cleanliness		
Flowers	1,350	7,100
Banners	0	2,000
Christmas Decorations	10,980	10,942
Green Machine	0	0
Manual Cleanup	6,000	6,000
Way Finding Signage	<u>0</u>	<u>0</u>
	Total	<u>26,042</u>

	2014	2013
	Budget	Budget
Culture & Heritage Events		
Community Events - Sponsorship	1,750	750
Event Sponsorships	35,000	31,000
Canada Promenade Days	5,400	0
Tree Lighting	14,900	9,500
Spring Pancake Breakfast	5,900	2,250
Autumn Market	5,900	2,250
Lawnchair Luminata	12,135	6,500
Curb Appeal	<u>7,300</u>	<u>0</u>
Total	<u>88,285</u>	<u>52,250</u>
 Capital Investments		
Security Cameras	5,000	5,000
Flower Hoop House	10,000	0
Christmas Lighting/Décor	10,000	0
Downtown WiFi	5,000	0
Brand Guide	3,000	0
Barrie Pathways	2,500	0
Mady Centre Contribution	20,000	20,000
Memorial Square	<u>75,000</u>	<u>75,000</u>
Total	<u>130,500</u>	<u>100,000</u>
BIA Levy Required	<u>492,381</u>	<u>459,567</u>