

Exeter Business Improvement Association (BIA)

2018 BUDGET REPORT

	Budget 2017	2017 Actual	2018 Budget	Comments
Income				
General				
Municipal Tax Levy Base	\$67,783	\$67,783	\$68,685	*1.3% increase - Stats Canada cost of living (will increase by this on an annual basis)
HWY 83/4 Sign	\$5,000	\$1,350	\$0	
Awards Gala	\$7,000	\$7,000	\$7,000	
Breakfast with the Mayor / Summer Social	\$850	\$690	\$0	
MOSH: Welcome Centre Rent	\$6,000	\$6,000	\$6,000	*MOSH Grant - 1/3 of rent to cover tourism / heritage portion
MOSH: Barrel Replacement	\$3,120	\$3,043	\$0	
SHCC Office Reimbursement (splitting expenses)	\$1,400	\$1,072	\$1,500	*2017: \$1,000 JCP Rent+ balance of office expenses / 2018: \$1,400 JCP Rent + balance of office expenses
HST Rebate	\$0	\$15,805	\$6,500	
Other Reimbursement	\$500	\$456	\$500	White squirrel sales, bank fees, CRA reimbursement, etc.
General TOTAL	\$91,653	\$103,198	\$90,185	
Initiative-Based				
Events - Ladies Night Out (spring)	\$2,600	\$2,400	\$2,400	
Events - Sidewalk Sales (summer)	\$0	\$0	\$0	
Events - Moonlight Madness (fall)	\$2,500	\$0	\$0	
Events - Christmas Event	\$1,700	\$0	\$1,000	
Coupon Book (\$10)	\$11,000	\$11,640	\$10,000	
Exeter 360 Video / Promo Fees	\$2,500	\$1,750	\$2,500	*2017: 7 biz (not 10) at \$250 each
Radio Advertising Fees	\$4,000	\$0	\$0	
Website Advertising Fees	\$0	\$0	\$0	
Initiative-Based TOTAL	\$24,300	\$15,790	\$15,900	
TOTAL INCOME	\$115,953	\$118,988	\$106,085	
Expenses				
Beautification				
Flowers	\$2,900	\$4,086	\$3,000	*50% funded by MOSH.
Water & Care	\$5,000	\$7,068	\$5,000	*50% funded by MOSH.
Equipment Maintenance	\$225	\$340	\$250	
Christmas Decoration	\$100	\$49	\$100	
Lights & Banners	\$2,500	\$0	\$3,847	*Additional funds for banner program support
Barrel Replacement / Repair	\$3,120	\$3,204	\$0	
Beautification TOTAL	\$13,845	\$14,746	\$12,197	
Advertising & Promotion				
Initiative-Based				
Events - Ladies Night Out (spring)	\$2,500	\$1,911	\$2,400	
Events - Sidewalk Sales (summer)	\$375	\$245	\$410	
Events - Moonlight Madness (fall)	\$2,500	\$0	\$0	
Coupon Book (\$10)	\$4,000	\$4,372	\$4,500	
Initiative-Based TOTAL	\$9,375	\$6,528	\$7,310	
General Promotion				
Signage	\$2,000	\$2,036	\$2,150	*Digital sign hydro + tech support; tourism sign on Hwy 83.
Campaign - Branding / Website Launch	\$1,450	\$0	\$1,450	
Campaign - Holiday Shopping	\$1,500	\$500	\$1,140	
Events - Santa Claus Parade	\$2,200	\$2,495	\$2,200	
Event - Christmas Weekend Event	\$2,380	\$2,555	\$1,560	
General - Print Advertising	\$3,125	\$2,113	\$2,210	*Paid 2017 fees in 2016 for early bird rates
General - Radio / 360 Video / Promo Videos	\$7,500	\$5,801	\$4,740	
General - Online Marketing	\$6,778	\$3,349	\$3,128	
Other Promotional Activities	\$0	\$0	\$0	
Marketing - Reserves	\$0	\$0	\$1,600	
Advertising & Promotion TOTAL	\$26,933	\$18,850	\$20,178	
Administrative				
Bank Charges	\$150	\$152	\$100	
Legal Fees. Municipal Audit	\$800	\$800	\$1,000	
Miscellaneous	\$600	\$519	\$650	*2017: Snow removal + comm info pkg mailing + strat plan dinners
Conferences & Travel Expenses	\$1,000	\$1,019	\$1,000	
BIA X-mas & appreciation	\$200	\$190	\$200	
Office Supplies	\$600	\$516	\$600	*Numbers only show our share of expenses. 2017: Costs were \$900, but reduced via JCP program.
Phone / Internet	\$1,200	\$588	\$600	*Full amount paid by the BIA (\$1176); 50% reimbursed by SHCC.
Rent	\$12,000	\$12,000	\$12,000	*50% funded by MOSH grant + \$1,000 JCP Rent (2017) / \$1,400 JCP Rent (2018)
Association Memberships	\$250	\$213	\$250	
Payroll	\$49,000	\$49,721	\$50,000	
Administrative TOTAL	\$65,800	\$65,717	\$66,400	
TOTAL EXPENSES	\$115,953	\$105,841	\$106,085	