

Exeter Business Improvement Association (BIA)

2017 BUDGET REPORT

	Budget 2016	2016 Actual	2017 Budget	Comments
Income				
General				
Municipal Tax Levy Base	\$66,584	\$66,584	\$67,783	*1.8% increase - Stats Canada cost of living (will increase by this on an annual basis)
HWY 83/4 Sign	\$9,000	\$8,865	\$5,000	
Awards Gala	\$7,000	\$6,700	\$7,000	
Breakfast with the Mayor / Summer Social	\$500	\$850	\$850	
MOSH: Welcome Centre Rent	\$6,000	\$6,000	\$6,000	*MOSH Grant - 1/3 of rent to cover tourism / heritage portion
MOSH: Barrel Replacement	\$0	\$0	\$3,120	
SHCC Office Reimbursement (splitting expenses)	\$0	\$0	\$1,400	*New in 2017 - Chamber to split \$600 phone/internet + \$800 misc office expenses
Other Reimbursement	\$500	\$438	\$500	Life's a Slice, white squirrel sales, etc.
General TOTAL	\$89,584	\$89,437	\$91,653	
Initiative-Based				
Events - Ladies Night Out (spring)	\$2,800	\$2,600	\$2,600	
Events - Sidewalk Sales	\$0	\$0	\$0	
Events - Ladies Night Out (fall)	\$0	\$0	\$2,500	
Events - Christmas Event	\$2,000	\$850	\$1,700	
Coupon Book (\$10)	\$10,145	\$10,760	\$11,000	
Exeter 360 Video / Promo Fees	\$0	\$0	\$2,500	
Radio Advertising Fees	\$0	\$0	\$4,000	
Website Advertising Fess	\$1,000	\$0	\$0	
Initiative-Based TOTAL	\$15,945	\$14,210	\$24,300	
TOTAL INCOME	\$105,529	\$103,647	\$115,953	
Expenses				
Beautification (*Note: 20% of Manager time on beautification = \$9,980 of				
Flowers	\$2,800	\$2,900	\$2,900	*50% funded by MOSH
Water & Care	\$4,500	\$4,988	\$5,000	*50% funded by MOSH
Equipment Maintenance	\$200	\$213	\$225	
Christmas Decoration	\$100	\$74	\$100	
Lights & Banners	\$2,500	\$2,027	\$2,500	
Barrel Replacement / Repair	\$152	\$152	\$3,120	*Funded by MOSH grant
Beautification TOTAL	\$10,252	\$10,354	\$13,845	
Advertising & Promotion (*Note: 35% of Manager time on marketing =				
Initiative-Based				
Events - Ladies Night Out (spring)	\$2,700	\$2,625	\$2,500	
Events - Sidewalk Sales	\$450	\$210	\$375	
Events - Ladies Night Out (fall)	\$0	\$0	\$2,500	
Coupon Book (\$10)	\$3,930	\$4,480	\$4,000	
Initiative-Based TOTAL	\$7,080	\$7,315	\$9,375	
General Promotion				
Signage	\$2,000	\$1,978	\$2,000	
Campaign - Construction	\$2,250	\$1,940	\$0	
Campaign - Branding / Website Launch	\$4,825	\$630	\$1,450	
Campaign - Holiday Shopping	\$2,000	\$1,635	\$1,500	
Events - Santa Claus Parade	\$2,252	\$2,300	\$2,200	
Event - Christmas Weekend Event	\$3,200	\$1,630	\$2,380	*2016: Sponsored newspaper ads vs. paid
General - Print Advertising	\$1,570	\$2,205	\$3,125	*Paid 2017 fees in 2016 for early bird rates
General - Radio Advertising	\$0	\$0	\$7,500	
General - Online Marketing	\$4,220	\$2,826	\$6,778	
Other Promotional Activities	\$50	\$50	\$0	
Marketing - Reserves	\$0	\$2,485	\$0	*Christmas Festival
Advertising & Promotion TOTAL	\$22,367	\$17,679	\$26,933	
Administrative (*Note: 20% of Manager time on admin = \$9,980 of salary)				
Bank Charges	\$320	\$136	\$150	
Legal Fees. Municipal Audit	\$800	\$800	\$800	
Miscellaneous	\$450	\$520	\$600	*Snow removal at Welcome Centre (50% reimbursed by SHCC)
Conferences & Travel Expenses	\$650	\$712	\$1,000	*Manager attendance at OBIAA in Toronto
BIA X-mas & appreciation	\$200	\$215	\$200	
Office Supplies	\$0	\$555	\$600	
Phone / Internet	\$1,000	\$1,100	\$1,200	*50% reimbursed by SHCC
Rent	\$12,000	\$12,000	\$12,000	*50% funded by MOSH grant
Association Memberships	\$450	\$408	\$250	
Payroll	\$49,000	\$49,430	\$49,000	
Administrative TOTAL	\$64,870	\$65,876	\$65,800	
TOTAL EXPENSES	\$104,569	\$101,224	\$115,953	