

Exeter Business Improvement Area (BIA)

2022 BUDGET REPORT

2018 Actual 2019 Actual 2020 Budget 2021 Budget 2022 Budget Comments

2020 Reserves

Expected Account balance as of March 2021					\$15,000	\$20,000.00	estimated amount to be in reserves as of March 1, 2022
General TOTAL							
					\$15,000	\$20,000.00	

Income

General

Municipal Tax Levy Base	\$68,685	\$70,195	\$71,529	\$71,887	\$75,050.00		4.4% increase (based on CPI increase - Sept 2019 - 2020
Awards Gala	\$7,467	\$7,958	\$8,000	\$0	\$0.00		Gala Revenue in 2023 expected to be approximately \$7,500.00
Breakfast with the Mayor / Summer Social	\$97	\$174	\$250	\$0	\$250.00		2022 TBD
SHCC - Welcome Centre Rent					\$669.00		1/3 of rent for Welcome Centre in January. All future payments made directly to landlord
SNCC - Welcome Centre Utilities					\$1,440.00		Estimate based on bills in October and November 2021
MOSH: Welcome Centre Expenses	\$6,000	\$6,120	\$6,120	\$6,120	\$9,678.12		1/3 of rent and utilities for Welcome Centre
SHCC Office Reimbursement (Phone / Internet)	\$749.05	\$561	\$600	\$700	\$700.00		
SHCC Office Reimbursement (splitting expenses)	\$1,546	\$0	\$0	\$0	\$0.00		
SLED Funds	\$0	\$0	\$0	\$10,000	\$0.00		
RTO4 Funds	\$0	\$0	\$0	\$3,000	\$0.00		
Other Reimbursement	\$207	\$26	\$25	\$35	\$35.00		banking interest
General TOTAL	\$84,751	\$85,034	\$86,524	\$91,742	\$97,822.12		

Initiative-Based

Events - Breakfast with the Mayor	\$0	\$2,025	\$0	\$0	\$0.00		Event TBD
Events - Ladies Night Out (spring)	\$2,500	\$2,400	\$2,400	\$0	\$0.00		
Events - Moonlight Madness / Ladies Night (fall)	\$0	\$0	\$1,200	\$0	\$0.00		
Coupon Book (\$10)	\$9,340	\$8,340	\$6,000	\$0	\$0.00		discontinued after 2019
Farmers Market	\$0	\$0	\$0	\$600	\$1,600.00		minimum earnings based on 10 vendors per market May - Oct at \$25/market
Jack-o-lantern Jamboree	\$0	\$0	\$0	\$0	\$0.00		Community event in the downtown core
Calendar with Coupons (\$10)	\$0	\$0	\$0	\$5,000	\$3,500.00		2021 Estimated based on distribution and sales at end of December
Banner Program	\$11,469	\$0	\$3,550	\$1,700	\$1,950.00		due to issues with banners only 39 remain at \$50 per banner. Renewals sent out. BIA
Initiative-Based TOTAL	\$23,309	\$10,740	\$13,150	\$7,300	\$7,050.00		BIA and MOSH are not paid for.

TOTAL INCOME+RESERVES

	\$108,061	\$95,774	\$99,674	\$114,042	\$114,872.12		
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Expenses

Beautification

Flowers	\$8,000	\$7,622	\$8,000	\$8,000	\$8,000.00		included as part of the Flowers fee
Water & Care	\$0	\$0	\$0	\$0	\$0.00		included as part of the Flowers fee
Equipment Maintenance	\$0	\$0	\$0	\$0	\$0.00		Replacement of banners at \$84.50 each + shipping.
Lights & Banners	\$14,599	\$717	\$1,500	\$500	\$500.00		cost of app for scavenger hunt/town activities, heritage and more
White Squirrel Hunt	\$0	\$0	\$0	\$11,000	\$2,500.00		Seasonal decorations to beautify downtown core. Seeking sponsorship
Seasonal Decorations	\$0	\$0	\$0	\$1,050	\$250.00		For future projects, such as replacement of Christmas Decorations, lighting in parkette etc.
Reserve	\$0	\$0	\$0	\$1,000	\$250.00		
Beautification TOTAL	\$22,599.26	\$8,339	\$9,500	\$21,550	\$11,500.00		

Advertising & Promotion

Initiative-Based

Events - Breakfast with the Mayor	\$0	\$905	\$0	\$0	\$0.00	advertising to be paid for by SHCC. Labour by BIA
Event s - White Squirrel Hunt Launch	\$0	\$0	\$0	\$2,000	\$250.00	Ongoing promotion of white squirrel experience
Events - Ladies Night Out (spring)	\$2,081	\$2,025	\$1,760	\$1,000	\$500.00	in order to ensure this can reduce the cost of event to businesses.
Events - Sidewalk Sales (summer)	\$215	\$255	\$255	\$1,000	\$500.00	advertising and expanding event
Events - Moonlight Madness / Ladies Night (fall)	\$0	\$0	\$1,760	\$1,000	\$500.00	in order to ensure this can reduce the cost of event to businesses.
Events - Santa Claus Parade	\$2,141	\$2,231	\$2,000	\$2,000	\$1,502.00	based on full parade being possible and an increase in payment to the lions
Event - Christmas Weekend Event	\$1,886	\$2,097	\$500	\$500	\$500.00	to be used to promote Christmas Weekend event
Calendar with Coupons						creation and printing of calendars with coupons created in-house
Event - Gala				\$2,500	\$2,500.00	50% of the costs incurred by the BIA and the Chamber. With no revenue no expense.
Exeter + South Huron Guide	\$0	\$0	\$0	\$500	\$500.00	printing and creation of guides
Farmers Market				\$500	\$400.00	Municipal fee for market and advertising for the events
Coupon Book (\$10)	\$4,010	\$3,770	\$3,620	\$0	\$0.00	discontinued after 2019
Initiative-Based TOTAL	\$10,333	\$10,378	\$9,895	\$11,000	\$7,152.00	

General Promotion

Signage	\$945	\$216	\$200	\$150	\$1,000.00	Tourism Sign on Hwy 83 and new farmers market sign proposed
Campaign - Branding / Website Launch	\$0	\$0	\$1,000	\$0	\$500.00	Photography updates needed
General - Print Advertising	\$1,838	\$2,250	\$1,580	\$1,000	\$1,000.00	advertise the BIA
General - Radio / 360 Video / Promo Videos	\$189	\$0	\$0	\$1,000	\$500.00	advertise BIA promotions
General - Online Marketing	\$2,925	\$350	\$350	\$300	\$300.00	sponsored ads
Other Promotional Activities	\$0	\$0	\$0	\$0	\$0.00	
Marketing - Reserves	\$0	\$0	\$0	\$0	\$0.00	
Advertising & Promotion TOTAL	\$5,897	\$2,816	\$3,130	\$2,450	\$3,300.00	

Administrative

Bank Charges	\$6	\$0	\$0	\$0	\$0.00	
Legal Fees, Municipal Audit	\$800	\$850	\$1,000	\$1,100	\$1,250.00	based on reasonable increase
Miscellaneous	\$670	\$142	\$250	\$250	\$0.00	
Conferences & Travel Expenses	\$1,223	\$1,786	\$0	\$0	\$100.00	minimal travel expected in 2022
BIA X-mas & appreciation	\$19	\$0	\$200	\$1,000	\$500.00	board recognition etc.
Office Supplies	\$520	\$527	\$1,000	\$1,500	\$1,500.00	Domain, Subscriptions, Office Supplies (50% split with SHCC)
Phone / Internet	\$1,498	\$1,122	\$1,400	\$1,400	\$1,400.00	50% covered by SHCC (see: SHCC office reimbursement: phone/internet)
Computer Related	\$0	\$0	\$1,500	\$0	\$0.00	
Rent	\$12,000	\$12,239	\$12,240	\$12,240	\$16,711.99	1/3 subsidy above from MOSH One mth paid full amt, all others BIA pays 2/3 of rent
Association Memberships	\$250	\$250	\$250	\$265	\$275.00	OBIAA membership
Payroll	\$53,013	\$45,936	\$47,307	\$50,627	\$51,112.00	Includes annual salary
Payroll Expense					\$3,844.56	Employers Remittance etc
Payroll - One-Time Vacation Payout/Bonus	\$0	\$0	\$5,174	\$1,500	\$0.00	
Payroll - bonus				\$1,599	\$0.00	No longer applicable
Manager - Cell Phone Allowance	\$125	\$300	\$300	\$300	\$300.00	
Manager - Mileage	\$0	\$122	\$150	\$0	\$50.00	minimal travel expected in 2022
Administrative TOTAL	\$70,125	\$63,274	\$70,771	\$71,781	\$77,043.55	

TOTAL EXPENSES

\$108,953

TOTAL RESERVES (expected as of end of 2021 fiscal)

\$93,296

\$106,781

\$7,261

\$98,995.55

\$15,876.57