

Annual General Meeting

November 28, 2017



Agenda

- Welcome & Introductions
- Presentation of the 2016 Financial Report – Walter Flaszka, BDO
- 2017 Overview & Operating Budget – Jim Comuzzi
- 2018 Plans & Operating Budget – Jim Comuzzi
 - 2018 Marketing Strategy – Henry Suarez and Kara Kozub, Firedog Communications
 - The Power of Social Media – Damien Gilbert, Epica Pictures
- Closing – Jim Comuzzi



Corporate Sponsors

The City of Thunder Bay

Firedog Communications

Gridlink

JP Northern Corp

Prince Arthur Hotel & Waterfront Suites

RII Realty Holdings

Sleeping Giant Brewing Company

Sysco Foods

Thunder Bay Hydro



2016 Financial Report

Presented by Walter Flasz, BDO



2017 Overview



- Renewed Focus for the Waterfront District
 - Beautification and Marketing
- Membership
 - 136 businesses and 54 property owners
 - Welcomed 17 new members in 2017

Welcome to our New Members

- Alanna McKenzie Professional Services
- Barbecupid
- Chocolitts
- Covello Financial Services
- Damascus Donair
- El Tres
- Epica Pictures
- HPG Property Development
- JSWaG Investments Ltd.
- Jim Peterson
- Loving Her Life
- Milk & Water Baking Company
- Morgan's School of Highland Dancing
- Shout Media
- The Chanterelle on Park
- The Waterhouse
- White Macgillivray Lester



Waterfront DISTRICT PRESENTS:

THE CRAFT REVIVAL

DOWNTOWN TAKEOVER

NOVEMBER 26th 10^{am} - 5^{pm}

MORE THAN 100 LOCAL ARTISANS PERFORMANCES

LIVE MUSIC: TRIBAL DANCE POI AERIAL SILK

FIRE SPINNING

DOOR PRIZES AT ALL 13 VENUES

ENTER TO WIN 2 NIGHT STAY

BEYOND THE GIANT NATURE RETREAT www.beyondthegiant.ca

VENUES: THE FOUNDRY • THE RED LION SMOKEHOUSE • THE SOVEREIGN ROOM • PRIME GELATO • THE SWEET NORTH • THE PRINCE ARTHUR HOTEL • DEJA VU CONSIGNMENT • THE MADHOUSE • RED RIVER TRADE COMPANY • MARS CLOTHING • THE LOOP • THE CHANTRELLE • PNEUMATICITY SALON

Waterfront DISTRICT Shop.Eat.Play.

Window Wonderland

IN THE WATERFRONT DISTRICT
DECEMBER 5th TO DECEMBER 15th

CHECK OUT THE DISPLAYS

- ChocoLits
- Collins Project Leaders
- Creations Body Piercing
- Firedog Communications
- Gillons Insurance
- Hey Sailor
- Kitty Cucumber
- MapleTops

VOTE!

Fill out a ballot at any of the participating locations to vote for your favourite window display.

WaterFrontDistrict.BIA

SPONSORED BY

THUNDER BAY HYDRO FIREDOG COMMUNICATIONS

#liveoutsidethebox



Sponsorship of Events

- Joint beautification project - Firedog Communications & Sleeping Giant Brewery
- Christmas in the Waterfront – Fun and Activities - Mapletops & Rooster's Bistro
- Second Annual Window Wonderland Contest - Firedog Communications & Thunder Bay Hydro
- Craft Revival 7 – the event held on Sunday - 2,000 people to the downtown – thank you Maelyn
- The Hunger 12, Halloween Party, Definitely Superior Art Gallery
- Let It Ride, Special Olympics
- Grub Crawl, Shift Thunder Bay
- Ribfest with Our Kids Count
- Annual Girls Day Out, Charity Golf Tournament, VON
- Welcoming the New Doctors to Thunder Bay, NOSM
- Student Orientation, Lakehead University
- Bluesfest
- Live on the Waterfront
- Charity Chairs, Ruttan Block Canada Day
- Roller Ski Race, National Team Development Centre
- Superior Theatre Festival
- Thunder Bay Chill Soccer Team
- Canadian Lighthouses Fundraiser
- Craft Revival 6
- Golf Tournament, Shift Thunder Bay
- CUPE Delegate Bags
- Snow Day, City of Thunder Bay, Culture Division
- Urban Infill, Definitely Superior Art Gallery



Tourism Partner Award



Beautification

- Part-time maintenance technician in partnership with KKETS
- Added 24 new planters, total 35
- Continued with the Seagull Management Program
- Repaired tree lights in partnership with City Parks Dept & Gridlink



Marketing



- Started re-branding the Waterfront District
- Newly designed website
- with support from
Firedog Communications



Fiscal Responsibility

- Continue to demonstrate fiscal responsibility in our decision making
- Worked diligently to address areas where we were able to save dollars
- Continue to find ways to operate all of programs and services as efficiently as possible



Management Income Statement

October 31, 2017

Item	2017 Budget	Oct 31/17 Actual
Revenue		
Taxes Levied	65,000.00	60,583.00
Contributions from City of Thunder Bay	62,000.00	54,467.00
Falcon Donations	0.00	3,200.00
Other Revenue	0.00	12,239.00
Total Revenue	\$127,000.00	\$130,489.00
Expenses		
Construction & Beautification	33,254.08	42,344.00
Advertising & Promotion	43,910.00	36,095.00
Administration & Office-Related Expenses	49,835.92	45,650.00
Total Expenses	\$127,000.00	\$124,089.00

2018 Proposed Budget

Item	2018 Budget
Revenue	
2018 BIA Tax Levy	81,500.00
Contributions from the City of Thunder Bay	81,500.00
Total Revenue	\$163,000.00
Expenses	
Construction & Beautification	67,262.00
Advertising & Promotion	47,450.00
Administration & Payroll	48,288.00
Total Expenses	\$163,000.00

2017 Board of Management Team



2018 Marketing Strategy

Henry Suarez and Kara Kozub, Firedog Communications



The Power of Social Media

Damien Gilbert, Epica Pictures





the
Waterfront
district

Shop. Eat. Play.