

The Waterfront District BIA

2018 Budget Request

January 24, 2018

Presented by: Jim Comuzzi, Chair



The Value of a Business Improvement Area

A BIA is integral to advancing a distinct, livable, vibrant and resilient business district in its local community.



Downtowns Matter

- represent sustainable development
- encourage walking and cycling
- offer historic connections to our community
- centres of City life



Downtowns Matter

- central hub for festivals and celebrations
- reflect a positive image of the entire city
- provide opportunities for local and incubator businesses
- offer an **experience** not found in the big box stores/new malls



What We Do

- oversee the improvement, beautification and maintenance of municipally-owned land, buildings and structures in the area beyond that provided at the expense of the municipality generally; and
- promote the area as a place to **shop**, **eat**, **play** ... **work** and **do business**



Who Benefits

- **Business Operators**

 - improved atmosphere and ambience

 - Retail

 - Service

 - Professional

- **Property Owners**

 - potential to increase property values and occupancy

- **The Community**

 - more vibrant community

 - prosperous local economy

 - potential to increase property values

- **Municipality and Province**

 - BIAs are strong local economic engines





2018 Budget Request

Item	Total
<u>Revenue</u>	
<u>BIA Tax Levy</u>	
Base Budget	65,000
Additional Funding	16,500
Total BIA Tax Levy	\$81,500
<u>City Contribution</u>	
Base Budget	62,000
Additional Funding	19,500
Total City Contribution	\$81,500
Total Revenue	\$163,000
<u>Expenses</u>	
Construction & Beautification	67,262
Marketing	47,450
Administration	48,288
Total Expenses	\$163,000



2018 Budget Details

Item	Total
<u>BIA Tax Levy</u>	
Construction & Beautification	27,020
Administration (contracts/consultant/audit)	37,980
	<u>\$65,000</u>
Additional Funding	
Membership - engagement, networking, marketing programs	<u>\$16,500</u>
	\$81,500
<u>City Contribution</u>	
Construction & Beautification	24,242
Media (social, website, radio & print)	27,450
Administration (fixed - rent, insurance, hydro)	7,680
Other administration (postage, supplies, bank)	2,628
	<u>\$62,000</u>
Additional Funding	
Beautification - ongoing revitalization programs; trees/tree lights, seagull maintenance, walkability strategies	<u>\$19,500</u>
	\$81,500
Total Budget Request for 2018	\$163,000



Historical BIA Tax Levy & City Contribution

	2013	2013	2014	2014	2015	2015	2016	2016	2017	2017	2018 (Proposed)	2018 (Proposed)
	\$ (000)	%	\$ (000)	%	\$ (000)	%	\$ (000)	%	\$ (000)	%	\$ (000)	%
BIA Tax Levy	55	58	55	58	55	58	65	51	65	51	81.5	50
City Contribution	40	42	40	42	40	42	62	49	62	49	81.5	50
Total	95	100	95	100	95	100	127	100	127	100	163	100

Expansion Goals for 2018

- align with the City's plan in the revitalization of the downtowns
- addresses ongoing development and improvements to attract customers and new businesses to the downtown north core
- key expansion areas: **beautification** and **marketing**



Beautification

- trees & tree lights maintenance program with City Parks
 - tree inventory, schedule tree trimming, replace tree guards
 - assess and implement new technology for lighting – current infrastructure is outdated
- new planters to beautify the area
- Seagull Management – commence year 4 of this program



Beautification (cont'd)

- walkability – to assess and promote our district as a walkable pedestrian focused tourist destination
- proposed Loitering by-law – to present a deputation with support from other stakeholders
- new Student Ambassadors – to apply for funding support to keep the downtown streets clean



Marketing

- to promote our District as a tourist destination
- to increase economic activity
- to leverage our media presence including our rebranding campaign with a new slogan



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**Step outside your comfort zone.
Live life to the fullest!**

The Waterfront District is a place to experience real life. A vibrant and welcoming downtown hub to easily discover unique shopping, food and entertainment experiences.

We all know life is not a spectator sport; that we need to step into it, smell it, taste it and experience it.

Experience life outside the box. Visit the Waterfront District today.

The Waterfront District

- is alive and vibrant ... and the place where people want to go
- is the place where people want to be and where businesses want to invest
- with your support, the positive growth can continue for the years to come







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district

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Vision without action is merely a dream.
Action without vision just passes the time.
Vision with action can change the world.

– Joel A. Barker



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