



**BUSINESS IMPROVEMENT AREA**

# **2022 Wiar-ton BIA Draft Budget Presentation**

October 6, 2021 at 6:00 pm  
Town Hall Council Chambers



# 2022 Draft Budget Presentation

## Municipal Act Section 204.(1)

A local municipality may designate an area as an improvement area and may establish a board of management,

- a) To 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
- b) To promote the area as a business or shopping area.



# 2022 Draft Budget Presentation

## 2022 BIA Board of Management

Chair Jim Turner

Deputy Chair David Nusko

Deputy Mayor Jay Kirkland

Wendy Chen

Melanie Hepburn

Caleb Hull

Matt Shaw

## 2021 Year-to-Date Comments

- COVID19 delayed the start of the Wiar-ton Goldrush Campaign
- Beautification was limited to flowers for the Cenotaph and Parkette – Big Dig
- Requested that Council implement a bus loading/unloading zone for GTR – Louisa Street was chosen by Council
- Applied for and received RT07 funding for social media advertising - \$2,000 grant
- Radio advertising on The Bruce, CFOS and Country 93 – started in July

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## Highlights of 2022 Draft Budget

- Advertising allocation of \$5,000 for a Big Dig celebration – Council also has \$5,000 for the celebration
- \$1,000 online advertising allocation
- Discontinue BIA enhanced ad on [visitwiaraton.ca](http://visitwiaraton.ca)
- General advertising allocation of \$4,000
- Street beautification will consist of flowers for the Parkette (\$500) and Cenotaph (\$250 spring/\$250 fall), flower baskets for downtown (\$4,500), fall cornstalks/ribbons (\$250)



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## Highlights of 2022 Draft Budget

- No MOU with the Chamber
- Collaboration with Bruce Peninsula Association for Community Living for a Pumpkin Contest - \$500
- McLaren Pipe and Drum Band in the Parkette each week throughout the summer - \$2,500



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## 2022 Proposed Budget

Account	Description	2022 Proposed Budget
1-05-63-41022	BIA Tax Levy	-34,560
<b>Total Revenue</b>		-34,560
1-05-63-61058	Marketing and Advertising	12,000
1-05-63-61060	Memberships	260
1-05-63-61120	Insurance - Policy Premiums	1,500
1-05-63-62504	Audit Fees	1,700
1-05-63-63630	Contracted Services	13,000
1-05-63-65040	Materials/Supplies	250
1-05-63-65090	Rep and Maint Property/Bldg	5,850
<b>Total Expenditures</b>		34,560



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## Reserve Fund

Opening Balance 2021	\$27,280
Projected 2021 Utilized	\$(15,290)
Projected Opening 2022	\$11,990
Projected Utilized 2022	\$ 0
Projected Closing 2022	\$11,990







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## Chamber of Commerce 2022 Request

- Request received after BIA budget deliberations
- Total of \$6,000 requested (\$3,000 Santa Claus Parade and \$3,000 Home Show)
- BIA to consider adding these to the budget (levy would be \$40,560)
- Current proposed budget would see the BIA put a booth in the Home Show instead of sponsoring it (budgeted \$1,000)
- Current proposed budget has no allocation for Santa Claus Parade – BIA mandate must be considered when giving money for the Parade (in the past, money was to support the advertisement of a shopping experience/market)



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**Questions?**