



**BUSINESS IMPROVEMENT AREA**

# **2023 Wiar-ton BIA Draft Budget Presentation**

January 11, 2023 at 6:00 pm  
Town Hall Council Chambers



# 2023 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.



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## 2023 BIA Board of Management

Chair Jim Turner

Deputy Chair David Nusko

Councillor Caleb Hull

Wendy Chen

Melanie Hepburn

Matt Shaw

Vacancy



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## 2022 Year-to-Date Comments

- Radio advertising – started in August \$9,660 on two Bayshore stations (CFOS and CKYC93)
- Held a sidewalk sale “The Gravy on Top” and a Pumpkin Carving Contest and Shopping Event
- Beautification – ribbons and cornstalks, flowers at Cenotaph and in Parkette
- Welcomed 8 new businesses and celebrated with 3 existing businesses who moved locations



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## Highlights of 2023 Draft Budget

- \$1,000 online advertising allocation
- Special event advertising \$6,000
- General radio advertising \$10,000
- Big Dig celebration \$5,000 (add to Council's \$5,000)
- Start a BIA Bucks Program \$1,000
- Street beautification will consist of flowers for the Parkette (\$430) and Cenotaph (\$500), flower baskets for downtown (\$2,800), fall cornstalks/ribbons (\$800), tree tagging (\$1,000)



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## Highlights of 2023 Draft Budget

- Town administrative support \$10,000
- Collaboration with Bruce Peninsula Association for Community Living for a Pumpkin Contest - \$500
- McLaren Pipe and Drum Band in the Parkette - \$5,000
- Downtown video \$3,000
- Projects to be funded from Reserve Transfer (tree tagging, BIA Bucks Program, Big Dig Celebration)
- Projects to be funded from grants (Downtown video)



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## 2023 Proposed Budget

Account	Description	2023 Proposed Budget
1-05-63-41022	BIA Tax Levy	-40,300
1-05-63-47010	Transfer from Reserve	-7,000
1-05-63-45410	Provincial Grant	-3,000
<b>Total Revenue</b>		<b>50,300</b>
1-05-63-61058	Marketing and Advertising	23,000
1-05-63-61060	Memberships	280
1-05-63-61120	Insurance - Policy Premiums	860
1-05-63-62504	Audit Fees	1,880
1-05-63-63630	Contracted Services	18,500
1-05-63-65040	Materials/Supplies	1,250
1-05-63-65090	Rep and Maint Property/Bldg	4,530
<b>Total Expenditures</b>		<b>50,300</b>



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## Reserve Fund

Balance at December 31, 2022 (unaudited)  
\$24,718\*\*

\*\*All invoices for 2022 are not processed







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**Questions?**