

**APPENDIX A
DOWNTOWN WINDSOR (DWBIA)**

	2016		2017	
	Approved Budget		Proposed Budget	
REVENUE – BIA Levy				
Total BIA Levy	\$	538,000.00	\$	538,000.00
Government Grants				
Federal or Provincial				
Municipal				
Other		-		
Other Revenue				
Sponsorships		-		18423
Accum. Surplus				
Other: Interest; Retail Advertising Income		-		2,500
TOTAL REVENUE	\$	538,000.00	\$	558,923.00
EXPENDITURES (net of gst)				
Total Administration	\$	208,485.00	\$	208,885.00
Total Capital	\$	114,065.00	\$	129,238.00
Total Marketing	\$	215,450.00	\$	220,800.00
TOTAL EXPENDITURES	\$	538,000.00	\$	558,923.00
Surplus/Deficit	\$	-	\$	-
Accum. Surplus		-		
Cumulative Surplus/Deficit –End of Year		-		-
Cost Share Payables at Year End		-		-
Funds reserved by BIA for Capital Cost-Share Projects at Year-End				
Signature of Chair:	25 January 2017		519-817-6264	
	Day	Month	Year	Phone Number
Signature of Treasurer :	25 January 2017		519-980-0988	
	Day	Month	Year	Phone Number
If budget is prepared by someone other than the Treasurer, please provide the name of the contact person below.:				
Name		Phone Number:		

APPENDIX A (CONT'D)

DOWNTOWN WINDSOR (DWBIA) Administration Expenses		2016	2017
		Approved Budget	Proposed Budget
Staff		146,235.00	146,235.00
Other Admin.	Accounting		
	Audit/Legal	6,800.00	6,300.00
	Bank Charges	350.00	350.00
	Insurance	4,500.00	4,500.00
	Office Expenses	13,300.00	14,000.00
	Rent/Lease	37,300.00	37,500.00
	Utilities	-	-
	Other (1)		-
Total Administration Expenses		\$ 208,485.00	\$ 208,885.00

COMMENTS:

Staff: salary/wages for 2 employees including benefits, CPP, EI, WSIB and EHT; temporary staffing for specific events; bookkeeping; Executive Director

Office Expenses: office supplies \$5,000; equipment/furniture maintenance \$5,300; telephone \$3,200; postage & courier \$500

Rent/Lease: office rent \$33,000; storage rent \$4,500

APPENDIX A (CONT'D)

DOWNTOWN WINDSOR (DWBIA) Capital Expenses		2016	2017
		Approved Budget	Proposed Budget
Capital			
(Only include BIA portion of any cost-share initiatives)	Banners/Murals Decorations/Lighting	10,000.00	24,000.00
	Street Furniture	0.00	0.00
	Planters	10,000.00	10,000.00
	Signage	500.00	500.00
	Other Streetscape Improvements (1)	42,238.00	42,238.00
	Other (2)	18,000.00	5,000.00
General Maintenance			
	Flowers/Trees	0.00	0.00
	Snow Removal	0.00	0.00
	Decorations	0.00	0.00
	General Repairs	30,000.00	42,000.00
	Other (3)	3,327.00	5,500.00
Total Capital Expenses		\$ 114,065.00	\$ 129,238.00
COMMENTS:			
Banners/Murals/Decorations/Lighting: decorative lighting maintenance \$10,000; seasonal decorations \$10,000; mural/graffiti program \$4,000			
Planters: floral beautification program \$2,500; flower planter boxes \$7,500			
Other Streetscape Improvements (1): COW streetscaping retroactive streetscaping and property reassessment repayments			
Other (2): St. Clair Mediaplex façade grant program \$5,000			
General Repairs: street cleaning \$30,000; powerwashing \$12,000			
Other (3): Festival Tent (storage of tent) \$500; wayfinding signage \$2,000; broken window program \$3,000			

APPENDIX A (CONT'D)

DOWNTOWN WINDSOR (DWBIA)		2016	2017
Communications/Marketing/Promotional		Approved Budget	Proposed Budget
Communications			
	Memberships	2,500.00	2,500.00
	Professional Development	1,200.00	1,000.00
	Travel	500.00	500.00
	Other (1)	53,750.00	23,650.00
Advertising and Marketing			
	Advertising	18,000.00	22,150.00
	Printing – (Flyers, Brochures, etc...)	-	-
	Newsletter	-	-
	Other (please identify)	-	-
Promotions			
	Events	99,000.00	104,000.00
	Other Promotions (2)	40,500.00	67,000.00
Total		\$ 215,450.00	\$ 220,800.00

COMMENTS:

Memberships: IDA, OBIAA, FEO, Chamber of Commerce

Professional Development: Conference expense \$1,000

Other (1): AGM expense \$1,200; board/committee meetings \$5,500; budget meeting expense \$500; business meeting expense \$750; internet/website \$1,500; Wi-Fi \$10,500; public relations \$2,500; parking tokens \$1,200

Advertising: retail/recruitment retention advertising \$8,000; advertising \$10,000; marketing design \$2,000; Our Students. Our Future coupon program \$2,150

Events: Summer Events (Balloonalooza, Fiesta Latina, Downtown Summer Event Series, event sponsorship) \$28,000; Winter Fest \$35,000; Ouellette Car Cruise \$7,500; Farmers Market \$30,000; Alley Art \$1,500; WIFF \$2,000

Other Promotions (2): DWBRA \$1,000; business recruitment \$45,000; grant writing \$1,000; Façade Improvement Grant Program \$20,000