

Port Perry BIA		BUDGET	
		2025	
Annual Levy		\$149,992	
Reserve		\$16,000	
Event/grant revenues			
Film Revenue			
Total Revenue		\$165,992	
Administration		\$21,982	
Part time staff & Bookkeeping		\$17,000	
Office expenses(totes, meetins, agm, copies)		\$1,000	
Software costs,post, supplies, computer		\$2,160	much higher with us \$
Rent		\$1,822	Rent reserve for deposit if required
Utilities		\$0	
Marketing & Promotion		\$59,700	
Media Buy			
Digital (incl. Instagram, facebook, Google adwords)		\$2,500	increased digital
Print/Radio/TV - general BIA / Port Perry ad		\$3,500	
Social Media Services (C. Tripp)		\$12,000	add additional time - for social/content creation/websit
Vive - marketing contract		\$32,000	
Influencer comp budget		\$5,000	Focus on influencer experience
Event Marketing			
Spring event marketing - handouts,posters, print/radio		\$1,000	
Summer event marketing - handouts,posters, print/radio		\$1,200	
Christmas shop/eat event marketing - poster handout		\$2,000	XMAS EVENT/trolley mktg
Website maintance		\$500	
Events		\$53,250	
Christmas lighting- building tops 100%		\$24,000	no major change to lighting
Post office tree		\$2,600	program
Boom truck		\$2,600	
Trees- Titlers/War Memorial etc		\$4,600	
garland/poles		\$800	
Christmas expenses (Santa; trolley rides etc.)		\$10,000	
Spring Event - Diva hard costs - music/giveaways		\$1,000	
Summer Event - hard costs - music/giveaways		\$1,400	
Fall Event - décor		\$600	
Christmas shop/eat event		\$650	
Street entertainment		\$4,000	
Trolley rides (Mother's Day)		\$1,000	
Area Beautification		\$31,060	
Street cleaning		\$1,000	
Flowers		\$7,000	
Lighting Infrastructure Maint/Installation		\$9,000	
additional garbage cans/liners		\$0	
new rope lights / fixtures- snowflakes		\$7,560	
2 new sets banners		\$6,500	
Capital Expenditures			
Capital expenditures		\$0	
Total Expenditures		\$165,992	