

**CONCESSION STREET
BUSINESS IMPROVEMENT AREA (BIA)
PROPOSED 2021 OPERATING BUDGET**

Revenue	
BIA Levy	\$115,499
Contingency Funds	
Deferred 2020 Shared Parking Funds	\$14,271.77
HST Refund	\$8,000
Cashable Guaranteed Investment	\$50,000
Carryover 2020 Bank Balance	\$35,000
Total Revenues	\$222,770.77
Expenses	
Operations	
Admin Support	\$1,200
Website/Tech/Cell Phone	\$2,200
Rent	\$7,787.96
Insurance (Director Liability)	\$5,100
Acct/Auditor	\$1,300
Utilities (Hydro)	\$1,200
Payroll	
Admin (50%)	\$23,769
Marketing (35%)	\$16,637.95
Beautification (15%)	\$7,130.05
Marketing	
Advertising/Promotion	\$10,000
Sidewalk Sounds	\$8,500
Streetfest	\$10,000
Winter Solstice	\$2,500
Fallfest	\$4,174.04
Easter Celebration	\$300
Beautification	
City Flower Contract	\$5,000
Banners	\$5,000
Street Cleaning	\$200
On-Street Patio	\$3,500
Contingency (from non-BIA Revenue)	\$107,271.77
Total Expenses	\$220,770.77