

March 20, 2017

To: St. Marys Town Council
From: St. Marys BIA
RE: 2017 Budget

At our BIA Board Meeting on Monday, March 13, 2017 we passed our draft 2017 budget. A copy of that budget is attached. We request approval from Council on this attached budget.

If you have any questions or comments please do not hesitate to contact me.

Sincerely,

A handwritten signature in cursive script that reads "Julie Docker Johnson". The signature is written in dark ink and is positioned above the printed name and title.

Julie Docker Johnson
Chairperson, St. Marys BIA

519-284-1391
johnsonjulie@rogers.com

c.c. Sue Hyatt Griffiths, Treasurer

Revenue

Source	Amount
Levy from Membership	\$45,000.00
Interest	
Donations	
Other	

Project	Proposed 2017 Budget
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1. Providing Member Support & Engagement

Policies & Procedures

Repeal Vacant Space Rebate	\$0.00
20% Heritage Tax Rebate	\$0.00

Networking for Members

Networking Social	\$200.00
Town of St. Marys Holiday Business Open House & Networking (participate in Town's event)	\$0.00
Perth County & Huron County BIA Networking/Information/Education event	\$0.00

Welcome & Recognition for Members

New Businesses

Business Anniversaries (start recognizing at 5 years in business)	\$250.00
Business Milestones & Key Accomplishments (expansions, launch of new product, award, launch online business)	

Member Communications & Education

Customer Service Training & Information	tbd
Keep Contact List Updated	\$0.00
BIA Information on Town Website	\$300.00
Regular Communications with Members	tbd
Product & Service Awareness Campaigns	tbd

\$750.00

2. Strategic Planning

Board Education (conferences, seminars)	tbd
OBIAA Conference	\$2,000.00
Developing a Vision for Downtown St. Marys	
Facilitated workshop led by OMAFRA and L. Davies Snyder open to all BIA Members	\$225.00
Governance Training	\$1,000.00
Business Recruitment	tbd

\$3,225.00

3. Improving Public Space

Making Downtown Green & Alive

Flowers	\$4,000.00
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Lighting

Christmas lights on poles	tbd
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New Light Standard Shades	capital fund
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Pole Recoating	capital fund
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Public Art / Interactive Features

Murals	\$10,000.00
Interactive (e.g. Chess Boards)	
other art project	

Seating	\$0.00
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Public Washrooms	\$0.00
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Public Space	\$0.00
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\$14,000.00

4. Bringing People Downtown

Back Alley Activities	\$0.00
Promotions, Advertising, Communications	
Messaging and promotion re: downtown awareness	tbd
Bus ads	\$4,000.00
Daytripper - page header - annual cost	\$750.00
Stratford Tourism Alliance (STA) guide	\$509.00
Product & Service Awareness Campagins	\$1,000.00
Brochure Racks in stores	\$0.00
Social Media	\$0.00
Canada's 150th	\$1,750.00
Christmas is Golden	\$5,000.00
Downtown Play Day	\$1,000.00
Celebrating St. Marys History	
Stories of Memories of St. Marys	\$500.00
Ghost Walks	\$250.00
Heritage Festival	\$1,600.00
Induction weekend	\$750.00
Fall Decoration	\$500.00
Car Show	\$0.00
Santa Claus Parade	
Donation to Kinsman	\$1,000.00
BIA Float	\$0.00
Customer Appreciation	\$250.00
	\$18,859.00

5. Keeping the Downtown Clean & Safe

Snow Clearing so people can safely walk on the sidewalks & cross the roads	\$0.00
Lighting	\$0.00
Education about Property Standards	\$0.00
	\$0.00

6. Running an Effective, Efficient & Responsible Organization

Memberships	
Ontario Business Improvement Area Association (OBIAA)	\$250.00
Stratford Tourism Alliance	tbd
Annual General Meeting (AGM)	\$250.00
Administrative Support	\$5,000.00
Bank Fees	\$50.00
Internet	\$300.00
Audit	\$950.00
Non-Recoverable GST	\$700.00
Miscellaneous Office Supplies	\$250.00
	\$7,750.00

TOTAL: \$44,584.00