

## 2021-2022 PROPOSED BUDGET

<p><b>PROMOTION / MARKETING</b></p> <p>Includes initiatives such as: digital marketing, social media and website maintenance, events, tourism promotion, maps &amp; advertising and associated staffing costs</p>	<b>\$188,600</b>
<p><b>CLEAN &amp; SAFE</b></p> <p>Includes initiatives such as: concierge service, street infrastructure audits, loss prevention, merchant awareness campaigns, crime prevention consultation, microcleaning/street custodial, graffiti abatement and associated staffing costs</p>	<b>\$235,000</b>
<p><b>PUBLIC REALM</b></p> <p>Includes initiatives such as: banners, lighting, electrical box wraps, flower baskets &amp; planters, murals, public space and associated staffing costs</p>	<b>\$145,000</b>
<p><b>ADVOCACY &amp; ENGAGEMENT</b></p> <p>Includes initiatives such as: advocacy on the Broadway Subway line, Granville Bridge connector and Broadway plan; property tax, newsletters, AGM materials, networking events, pedestrian counters, economic development and associated staffing costs</p>	<b>\$60,000</b>
<p><b>ADMINISTRATION</b></p> <p>Includes costs such as: office equipment; audit &amp; bookkeeping, insurance, board meetings; conference/membership fees; office expenses (rent, phone, WiFi etc); associated staffing costs</p>	<b>\$130,000</b>
	Operational Contingency      \$10,000
	Proposed Levy      \$728,600
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	Approved Levy for 2020/2021      \$728,000
	Increase      0%
For a more detailed budget, please contact the BIA office.	

