

PROPOSED BUDGET 2020–2021

PROMOTION / MARKETING

Includes initiatives such as: digital marketing, social media and website maintenance, events, tourism promotion, maps & advertising and associated staffing costs

\$160,142

CLEAN & SAFE

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

\$256,160

PUBLIC REALM

Includes initiatives such as: banners, lighting, electrical box wraps, flower baskets & planters, murals, public space and associated staffing costs

\$124,234

ADVOCACY & ENGAGEMENT

Includes initiatives such as: advocacy on the Broadway Subway line, Granville Bridge connector and Broadway Plan; newsletters, AGM materials, networking events, property tax, pedestrian counters, economic development and associated staffing costs

\$56,413

ADMINISTRATION

Includes costs such as: office equipment; audit & bookkeeping, insurance, board meetings; conference/ membership fees; office expenses (rent, phone, WiFi etc); associated staffing costs

\$134,550

Capital Reserves	\$5,000
Operational Contingency	\$5,000

Proposed Levy: \$728,600

Approved Levy for 2019/2020	\$700,000
Increase	4%

For a more detailed budget, please contact the BIA office.

