



Report to: General Committee

Date Report: April 16, 2012

SUBJECT: 2012 Unionville & Markham Village Business Improvement Areas (B.I.A.) Operating Budgets
PREPARED BY: Andrea Tang, Manager of Financial Planning, ext. 2433

RECOMMENDATION:

- 1) That the report entitled “2012 Unionville & Markham Village Business Improvement Areas (B.I.A.) Operating Budgets” dated April 16, 2012 be received;
- 2) And that the 2012 Operating Budget in the amount of \$256,000 for the Unionville B.I.A. (UBIA) be approved;
- 3) And that the 2012 Operating Budget in the amount of \$305,665 for the Markham Village B.I.A. (MBIA) be approved;
- 4) And that the Special Tax Rate levy, in the amount of \$199,500 for the UBIA members and \$215,327 for the MBIA members be included in the 2012 Tax Levy By-law;
- 5) And that Staff be authorized and directed to do all things necessary to give effect to this resolution.

EXECUTIVE SUMMARY:

Not applicable.

PURPOSE:

To obtain Council approval for the UBIA and MBIA 2012 Operating Budgets.

BACKGROUND:

The Business Improvement Areas (B.I.A.) are geographical areas encompassing the Main Street of Unionville and the Main Street of Markham. The associations co-ordinate promotion of the businesses within the areas.

The Board of Management of both the UBIA and MBIA has approved a budget in the amounts of \$256,000 (Exhibit 1) and \$305,665 (Exhibit 2) respectively.

Funding of the 2012 operating budgets in the amount of \$199,500 for the UBIA and \$215,327 for the MBIA will be by means of a Special Tax Rate for those businesses within the Business Improvement Areas. This does not affect the General Tax Rate.

The authority to establish this tax rate and to levy taxes for the two B.I.A.’s will be included in the 2012 levying by-law.

OPTIONS/ DISCUSSION:

OPERATING BUDGETS:Unionville B.I.A. 2012 Budget

The UBIA has approved a budget of \$256,000 and the Operating Budget revenues include the following:

- Members' tax levy \$199,500 is the same level as 2011;
- Directory advertising sales and other \$6,000;
- Fundraising and other revenues \$30,176;
- Prior year surplus \$20,324.

When compared to the 2011 budget, revenues are increasing by \$45,000 mainly due to the carry forward of the 2011 surplus, grants, general promotion, and the introduction of directory advertising sales.

The 2012 Operating Budget expenditures include the following:

- Street beautification \$21,800;
- Discretionary advertising \$57,200;
- Event and entertainment promotion \$75,000;
- Contracted services \$57,665;
- Other expenses \$29,335, including office expenses, Unionville Festival, and tax write-offs;
- Year 2 of 6 loan repayment of \$15,000 (loan balance at beginning of 2012 is \$76,301).

The 2012 expenditure budget is increasing by \$45,000 mainly due to increases in event & entertainment promotion with more events planned for this year, such as the World Music and Dance Festival as well as additional entertainment every weekend during the summer months; discretionary advertising and office expenses totaling \$55,000, offset by a decrease in strategic planning \$10,000 (one-time budget in 2011).

Markham Village B.I.A. Budget

The MBIA has approved a budget of \$305,665 and the Operating Budget revenues include the following:

- Members' tax levy \$215,327 is the same level as 2011;
- Event promotion revenues \$50,371;
- Merchandise sales \$400;
- Washroom maintenance recovery \$22,200 with direct offset in expenditures;
- World Music and Dance Festival Grant \$2,500;
- Prior year surplus \$14,867.

When compared to the 2011 budget, revenues are increasing by \$24,410 mainly due to recovery from washroom maintenance of \$22,200 which has a direct offset in expenditures, higher 2011 year end surplus offset by the discontinuation of the summer student grant.

The 2012 Operating Budget expenditures include the following:

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- Administration expenses \$108,685 which includes salaries and benefits (\$73,850), office expenses (\$33,000) and audit fees (\$1,835);
 - Street beautification \$30,960;
 - Discretionary advertising \$57,150;
 - Event promotion \$61,870;
 - Contracted services \$12,300;
 - Washroom maintenance \$22,200 with direct offset in revenues;
 - Tax write-offs \$12,500.

The 2012 expenditure budget is increasing by \$24,410 mainly due to the washroom maintenance which has direct offset in revenues, increases in discretionary advertising \$8,050, street beautification for new banners \$5,960 and office expenses \$5,300, offset by lower event promotion expenses of \$9,230.

FINANCIAL CONSIDERATIONS AND TEMPLATE: (external link)

Following adoption of this report by Council, Finance will bring forward the annual tax levy report and by-law in May which will include the BIA's special tax rate for Council's approval.

HUMAN RESOURCES CONSIDERATIONS

Not applicable.

ALIGNMENT WITH STRATEGIC PRIORITIES:

Not applicable.

BUSINESS UNITS CONSULTED AND AFFECTED:

Not applicable.

RECOMMENDED BY:

12/04/2012

4/12/2012

X 

Joel Lustig
Treasurer

X 

Nasir Kenea
Acting Commissioner, Corporate Services

ATTACHMENTS:

[Exhibit I – Unionville Business Improvement Area Proposed 2012 Budget & Approved 2011 Budget](#)

[Exhibit II – Markham Village Business Improvement Area Proposed 2012 Budget & Approved 2011 Budget](#)