

APPENDIX A

DOWNTOWN WINDSOR (DWBIA)

	2022		2023		2024	
	Approved Budget		Approved Budget		Proposed Budget	
REVENUE						
BIA Levy	\$	667,550	\$	667,550	\$	-
<u>Government Grants</u>						
Federal or Provincial	\$	187,000	\$	50,000		\$
Municipal						
<u>Other Revenue</u>						
Donations						
Sponsorships	\$	66,000	\$	46,500		\$
Promotions & Events Revenue	\$	4,000	\$	5,800		\$
Farmer's Market	\$	70,000	\$	50,800		\$
Miscellaneous	\$	500	\$	5,000		\$
TOTAL REVENUE	\$	995,050	\$	825,650	\$	-
EXPENDITURES (includes non-recoverable HST)						
Total Administrative	\$	352,300	\$	292,950	\$	-
Total Capital	\$	247,000	\$	283,950	\$	-
Total Marketing	\$	393,750	\$	282,032	\$	-
TOTAL EXPENDITURES	\$	993,050	\$	858,932	\$	-
Surplus/Deficit	\$	2,000	-\$	33,282	\$	-

ACCUMULATED
SURPLUS/(DEFICIT)

Beginning Balance						
Use of Reserve					\$	-
Addition to Reserve						
Ending Balance				\$	-	\$

BUDGET DECLARATION TO BE SIGNED AFTER AGM

Board of Management Approval	November 28, 2023		General Membership Approval		
	Date	Month	Year	Date	Month
DocuSigned by:			DocuSigned by:		
<i>Chris MacLeod</i>			<i>Jennie Atkins</i>		
3EC28EEA909643B...	12/8/2023		ACD24992054E4B0...	12/8/2023	
Signature of Chair	Date		Signature of Treasurer	Date	
If budget is prepared by someone other than the Treasurer, please provide the name of the contact person below.:					
Name: Debi Croucher Phone Number: 519-252-5723 ext 210 Phone Number: Email Address: debi@downtownwindsor.ca					

APPENDIX A (CONT'D)

DOWNTOWN WINDSOR (DWBIA) Administrative Expenses		2022	2023	2023	2024
		Approved Budget	Approved Budget	Projected Actual	Proposed Budget
Staff	Salaries/Wages/Benefits	187,500	187,500		187,500
Other Admin.	Accounting				
	Audit	10,000	12,000		12,000
	AGM Expenses				
	Meeting Expenses (non AGM)	800	500		500
	Bank Charges	2,000	1,200		1,500
	Conferences/Seminars				
	Consultants	40,000			
	Donations				
	IT Support	2,000	3,000		5,000
	Strategic Plan	500			
	Memberships				
	Subscriptions				
	Insurance	8,000	11,000		11,000
	Legal	20,000	25,000		25,000
	Telephone	2,000	500		-
	Postage & Courier	500	500		500
	Transportation & Travel				
	Office Supplies	4,000	3,250		2,700
	Office Equipment/Furniture/Maintenance	10,000	6,000		5,000
	Printing				
	Storage/Maintenance	5,000	2,500		2,500
	Rent/Lease	35,000	35,000		35,000
	Utilities				
	Other: Grant Writing	15,000	5,000		5,000
	Other: Property Standards Incentive	10,000			
Total Administrative Expenses		352,300	292,950	-	293,200

APPENDIX A (CONT'D)

DOWNTOWN WINDSOR (DWBIA)		2022	2023	2023	2024
Capital Expenses		Approved Budget	Approved Budget	Projected Actual	Proposed Budget
Capital					
(Only include BIA portion of any cost-share initiatives)	City of Windsor Loan Repayment				
	Alley Enhancements	3,000	1,500		1,500
	Art Alley	100,000	5,000		2,500
	Banners	10,000			
	Benches				
	Decorations-Other				
	Decorations-Seasonal	30,000			
	Decorative Lighting	7,500	57,000		15,000
	Hanging Baskets				
	Murals				
	Planters				
	Security Cameras & Safety Measures		108,550		108,500
	Signage				
	Signage				
	St Clair College/Univ. of Windsor	5,000	5,000		5,000
	Street Furniture				
	Technical/Professional Services				
General Maintenance					
	Broken Windows	2,500	4,000		4,000
	Cleanup - Other (please specify)	2,000			
	Decorations				
	Flowers/Plants/Trees	9,000	11,000		12,000
	Garage sweeper	5,000			
	Graffiti Removal				
	Hydro				
	Miscellaneous Repairs				
	Needle Collection	5,000	4,500		4,500
	Permit Fees				
	Power Washing	10,000	10,000		15,000
	Security				
	Snow Removal	20,000	15,000		15,000
	Street Cleaning	38,000	62,400		130,000
Total Capital Expenses		247,000	283,950	0	313,000

APPENDIX A (CONT'D)

DOWNTOWN WINDSOR (DWBIA)		2022	2023	2023	2024
Communications/Marketing/Promotions & Events		Approved Budget	Approved Budget	Projected Actual	Proposed Budget
Communications					
	Board/Committee Meeting Expense	3,000	6,000		6,000
	Budget Meeting Expense	500	500		500
	Conference Expense	3,000	500		500
	Downtown Safety Association		1,500		
	DWBIA e-Commerce Platform	10,000	1,500		
	DWBIA Election	2,500			
	DWBRA	2,000	1,000		
	General Meeting Expense	1,500	500		500
	Internet/Website	1,500	1,500		1,500
	Member Services (Parking Tokens)	500	800		800
	Memberships	6,000	6,500		10,000
	Professional Development				
	Public Relations/Liaison	3,500	3,000		2,500
	Subscriptions				
	Travel	500	250		250
Advertising and Marketing					
	Advertising & Promotional Items	10,000	12,000		16,000
	Digital/ Print Advertising/ Website/ Brand	40,000	25,000		30,000
	Marketing/ Graphic Design	3,000	2,000		1,500
	Newsletter				
	Printing – (Flyers, Brochures, etc...)				
	Recruitment, Programming & Support	30,000	12,200		15,850
	Signage/ Rebranding/ Districting				
	Social Media				
	Sponsorships				
	Strategic Plan				
	Website Development/Maintenance/CRM	2,000	4,500		2,000
	Welcome Kits	1,500	1,500		
	Wi-Fi	10,000	6,500		
Promotions & Events					
	2023 CanAm Games	10,000			
	Arts Fair/ WIFF	21,000	26,000		25,000
	Canada Day		10,000		28,000
	Farmers Market	60,750	76,800		65,000
	Farmer's Market Incubator	10,000			
	Good Greens Food Reclamation Program				17,000
	Night Market	21,000	200		
	Summer Events	50,000	20,000		29,000
	Signature Event 1 (Ouellette Car Cruise)	20,000	25,198		20,000
	Signature Event 2 (Winter Fest & Parade)	70,000	36,584		23,000
	Signature Event 3 (Volleyball Beach Bash)				20,000
Total		393,750	282,032	0	314,900

APPENDIX A (CONT'D)

DOWNTOWN WINDSOR (DWBIA)		2022	2023	2023	2024
Signature Event 1 - Supporting Information		Approved Budget	Approved Budget	Projected Actual	Proposed Budget
Event Name: Ouellette Car Cruise					
Event Dates:					
Revenues					
Must be shown on Cover Page	BIA Contribution		6,000		6,000
	Federal/Provincial Grant				
	Municipal Grant				
	Donations				
	Sponsorships		10,000		10,000
	Festival Revenue		4,000		4,000
Total Revenues		0	20,000	0	20,000
Expenditures					
	Consultants				
	Entertainers				
	Fees - EMS				
	Fees - Police	3,400	3,400		3,400
	Permits	3,300	3,300		3,300
	Signage	1,500	1,500		1,500
	Barricades				
	Advertising/Promotion	4,500	4,500		4,500
	Waste Handling/Removal				
	Porto-potties				
	Staging/ Equipment Rentals	1,800	1,800		1,800
	Volunteers & Staffing	2,000	2,000		2,000
	Graphic Design, Photography, Video & Website	3,500	3,500		3,500
	Dash Palques				
Total Expenditures		20,000	20,000	0	20,000
Notes:					
<p>In 2024, the DWBIA will present the 9th iteration of the annual Ouellette Car Cruise at Riverfront Festival Plaza. The event draws approximately 1,200 participants and thousands of spectators to the city centre.</p>					

APPENDIX A (CONT'D)

DOWNTOWN WINDSOR (DWBIA)		2022	2023	2023	2024
Signature Event 2 - Supporting Information		Approved Budget	Approved Budget	Projected Actual	Proposed Budget
Event Name: Winter Fest					
Event Dates:					
Revenues					
Must be shown on Cover Page	BIA Contribution	20,000	6,000		6,000
	Federal/Provincial Grant				
	Municipal Grant				
	Donations				
	Sponsorships	50,000	2,500		2,500
	Festival Revenue				
Total Revenues		70,000	8,500	0	8,500
Expenditures					
	Consultants				
	Parade				18,000
	Programming	24,000	5,250		3,000
	Fees - EMS				
	Fees - Police				
	Permits				
	Signage				
	Barricades				
	Advertising/Promotion	12,000	850		2,000
	Waste Handling/Removal				
	Porto-potties				
	Staging				
	Lighting	34,000	2,400		
Total Expenditures		70,000	8,500	0	23,000

Notes: Please provide description of the event

In 2024, the DWBIA will present the 56th Windsor Santa Claus Parade, the Holiday Market, and several other Winter Fest activities, e.g. storefront window displays. The Parade alone draws thousands of spectators to the city centre.

APPENDIX A (CONT'D)

DOWNTOWN WINDSOR (DWBIA)		2022	2023	2023	2024
Signature Event 3 - Supporting Information		Approved Budget	Approved Budget	Projected Actual	Proposed Budget
Event Name: Volleyball Beach Bash Tournament					
Event Dates:					
Revenues					
Must be shown on Cover Page	BIA Contribution				15,000
	Federal/Provincial Grant				
	Municipal Grant				
	Donations				
	Sponsorships				5,000
	Festival Revenue				
Total Revenues		0	0	0	20,000
Expenditures					
	Courts				5,000
	Equipment Rental				3,500
	Medallions & Prizes				4,000
	Security				2,500
	Staging/ Equipment Rentals				
	Volunteers & Staffing				2,000
	Graphic Design, Photography, Website				2000
					1,000
Total Expenditures		0	0	0	20,000
Notes:					
<p>In 2024, the DWBIA will present the 2nd annual Rotary Volleyball Beach Bash in partnership with the Rotary Club of Windsor (1918). In its inaugural year (2023), the event attract significant participation and visitation to the city centre.</p>					

APPENDIX A (CONT'D)
DOWNTOWN WINDSOR (DWBIA)
Commentary - 2023 Actual Expenditures

Explanation of Significant Variances (2023 Projected Actual vs. 2023 Approved Budget):

SUMMARY

(Include 2023 accomplishments; also indicate what was not accomplished in 2023 and why)

1. 2023 Accomplishments

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Mandatory

REVENUES

*Provide explanations for significant variances only, i.e. **plus or minus 10%** variance for each section below*

2. Grants, Donations & Sponsorships

--

Variance -100%

3. Promotions, Events & Other Revenues

--

Variance -100%

EXPENDITURES

*Provide explanations for significant variances only, i.e. **plus or minus 10%** variance for each category below*

4. Administration

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Variance -100%

5. Capital & General Maintenance

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Variance -100%

7. Communications, Marketing, Promotions & Events

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Variance -100%

8. Harmonized Sales Tax (HST) Rebates

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Mandatory

APPENDIX A (CONT'D)
DOWNTOWN WINDSOR (DWBIA)
Commentary - 2024 Proposed Budget

Explanation of Significant Variances (2024 Proposed Budget vs. 2019 Approved Budget):

SUMMARY

(Include any other pertinent information)

1. 2024 Goals and Objectives

The DWBIA Board's goals and objectives for 2024 centre primarily on safety and security, maintaining cleanliness, and driving visitation into the business district.

Mandatory

REVENUES

*Provide explanations for significant variances only, i.e. **plus or minus 10%** variance for each section below*

2. Grants, Donations & Sponsorships

Variance
-2%

3. Promotions, Events & Other Revenues

Variance
0%

EXPENDITURES

*Provide explanations for significant variances only, i.e. **plus or minus 10%** variance for each category below*

4. Administration

Variance
0%

5. Capital & General Maintenance

In 2024, the DWBIA has realigned its strategic priorities and increased its capital and general maintenance budget by \$29,050. 2024 priorities include additional street cleaning to include Ouellette from Wyandotte to Giles, increased power washing, and a nominal increase in floral beautification.

Variance
10%

7. Communications, Marketing, Promotions & Events

In 2024, the DWBIA has realigned its strategic priorities and increased its marketing budget by \$32,868. 2024 projects/initiatives include a great number of summer events, Santa Claus Parade & Volleyball Beach Bash.

Variance
12%