



# LINDSAY DOWNTOWN

STYLE + FLAVOUR + LIFE

**2018 Budget**  
**January 1, 2018 – December 31, 2018**

**Lindsay Downtown Business Improvement Association**  
**Budget 2018**

**PRESENTED BY:**

**Charlie McDonald**  
**Chair - LDBIA**

**Stephen Podolsky**  
**Vice Chair - LDBIA**

**Jillian Tider**  
**Secretary/Treasurer**

**Tana N. Torch**  
**General Manager**



Lindsay Downtown Business Improvement Association  
Budget 2018

2018 TAX LEVY

\$140,000.00

2018 CPDF

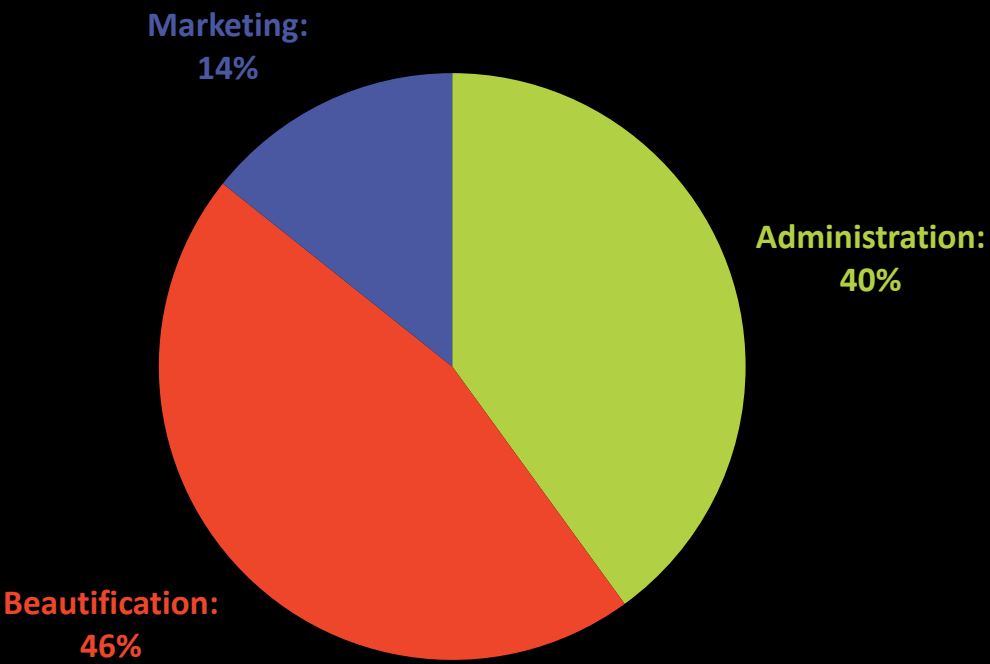
\$35,000.00

TOTAL: \$175,000.00



ALLOCATION OF EXPENSES

Committee/Office	Amount
Administration	\$70,000.00
Beautification	\$45,000.00
CPDF	\$35,000.00
Sub-Total:	\$80,000.00
Marketing	\$25,000.00
TOTAL:	\$175,000.00





# BREAKDOWN OF ALLOCATIONS



LINDSAY DOWNTOWN  
BUSINESS IMPROVEMENT ASSOCIATION

## BUDGET 2018 PLANNED EXPENSES

Planned Expenses	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	YEAR	
ADMINISTRATION														
Wages	\$ 2,800.00	\$ 2,800.00	\$ 2,800.00	\$ 2,800.00	\$ 2,800.00	\$ 2,800.00	\$ 5,600.00	\$ 5,600.00	\$ 5,600.00	\$ 5,600.00	\$ 5,600.00	\$ 5,600.00	\$ 50,400.00	
Receiver General	\$ 900.00	\$ 900.00	\$ 900.00	\$ 900.00	\$ 900.00	\$ 900.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 12,600.00	
	\$ 3,700.00	\$ 3,700.00	\$ 3,700.00	\$ 3,700.00	\$ 3,700.00	\$ 3,700.00	\$ 6,800.00	\$ 6,800.00	\$ 6,800.00	\$ 6,800.00	\$ 6,800.00	\$ 6,800.00	\$ 63,000.00	
	SUBTOTAL:												\$ 63,000.00	
Office Costs														
Insurance	\$ 2,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,500.00	
Membership Fees	\$ 650.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 650.00	
Office Supplies	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 58.00	\$ 608.00	
Telephone	\$ 104.25	\$ 104.25	\$ 104.25	\$ 104.25	\$ 104.25	\$ 104.25	\$ 104.25	\$ 104.25	\$ 104.00	\$ 104.00	\$ 104.00	\$ 104.00	\$ 1,250.00	
Training/Courses	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 600.00	
Utilities	\$ 116.00	\$ 116.00	\$ 116.00	\$ 116.00	\$ 116.00	\$ 116.00	\$ 116.00	\$ 116.00	\$ 116.00	\$ 116.00	\$ 116.00	\$ 116.00	\$ 1,392.00	
	\$ 3,470.25	\$ 320.25	\$ 320.25	\$ 320.25	\$ 320.25	\$ 320.25	\$ 320.25	\$ 320.25	\$ 320.00	\$ 320.00	\$ 320.00	\$ 328.00	\$ 7,000.00	
	SUBTOTAL:												\$ 7,000.00	
	TOTAL:												\$ 70,000.00	
BEAUTIFICATION														
Contract Fees	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ 20,800.00	
Home Hardware	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 600.00	
Flowers	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 40,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 40,000.00	
Other Initiatives	\$ 1,550.00	\$ 1,550.00	\$ 1,550.00	\$ 1,550.00	\$ 1,550.00	\$ 1,550.00	\$ 1,550.00	\$ 1,550.00	\$ 1,550.00	\$ 1,550.00	\$ 1,550.00	\$ 1,550.00	\$ 18,600.00	
	\$ 3,200.00	\$ 3,200.00	\$ 3,200.00	\$ 3,200.00	\$ 3,600.00	\$ 3,600.00	\$ 43,600.00	\$ 3,600.00	\$ 3,200.00	\$ 3,200.00	\$ 3,200.00	\$ 3,200.00	\$ 80,000.00	
	TOTAL:												\$ 80,000.00	
MARKETING														
Advertisement	\$ 351.50	\$ 351.50	\$ 351.50	\$ 351.50	\$ 351.50	\$ 351.50	\$ 351.50	\$ 351.50	\$ 351.50	\$ 551.50	\$ 551.50	\$ 351.50	\$ 4,618.00	
Donations	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 480.00	
Events	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 18,000.00	
Gift Cards	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 1,500.00	
Website	\$ 33.50	\$ 33.50	\$ 33.50	\$ 33.50	\$ 33.50	\$ 33.50	\$ 33.50	\$ 33.50	\$ 33.50	\$ 33.50	\$ 33.50	\$ 33.50	\$ 402.00	
	\$ 2,050.00	\$ 2,050.00	\$ 2,050.00	\$ 2,050.00	\$ 2,050.00	\$ 2,050.00	\$ 2,050.00	\$ 2,050.00	\$ 2,050.00	\$ 2,250.00	\$ 2,250.00	\$ 2,050.00	\$ 25,000.00	
	TOTAL:												\$ 25,000.00	
GRAND TOTAL:														\$ 175,000.00

## ADMINISTRATION OVERVIEW

BUDGET - \$70,000.00

- **PAYROLL**

- Payroll and Receiver General Payroll Taxes contribute to 90% of the overall Administrative Budget for 2018.
- June – December 2018 shows an increase in Payroll and Receiver General Payroll Taxes which contribute to an overlap of Current General Manager Tana N. Torch and returning General Manager Melissa McFarland (Maternity Leave). Ms. Torch's contract will be potentially be extended to December 2018 to continue with marketing, events, parking and membership initiatives.

- **OFFICE COSTS**

- The remaining 10% of administrative allocated funds are divided into the following five (5) categories:
  - Membership Fees – OBIAA and Lindsay Chamber of Commerce
  - Office Supplies – ie. Printer Ink, paper, pens etc.
  - Telephone
  - Training Courses – Professional Development, Workshops, Networking and Promotion
  - Utilities - ie. Internet and Hydro



## BEAUTIFICATION OVERVIEW

BUDGET - \$80,000.00 (\$45,000 – Levy and \$35,000 CPDF)

- **FLOWERS – IE. Hanging Baskets, summer flowers and winter greenery**
  - 50% of the Beautification budget is allocated to hanging baskets, summer flowers and winter greenery.
  - All projects are tendered
- **OTHER RELATED FEES**
  - The remaining 50% of the budget is broken-down into the following categories:
    - Contract Fees – Spring weeding, watering, general maintenance of the Downtown
    - Maintenance Supplies – ie. Fertilizer, hoses, garbage bags etc.
    - Projects/New Purchases – ie. New Benches, bench Legs, signage, urns, garbage bins, cigarette disposal units, flags etc.



# MARKETING OVERVIEW

BUDGET - \$25,000.00

- **EVENTS**

- 72% of the Marketing Budget is dedicated to fully running or partnering in events that will promote and encourage tourism within the Lindsay Downtown geographical area.

Current BIA Scheduled Events for 2018

- Sounds of the Street (Every Saturday, July – August)
- Christmas on Kent (November 17, 2018)
- Shop, hop & Wine Walk (November 30<sup>th</sup>, 2018)

- **Potential Partnered Events**

- The Amazing Habitat Race – Habitat for Humanity Kawartha Lakes Project
- Artapalooza

- **OTHER RELATED INITIATIVES**

- The remaining 28% of the budget is broken-down into the following categories:
  - Advertisement – ie. Exploring Lindsay, Kawartha Lakes Map, Lindsay Curling Club etc.
  - Donations/Gift Cards – Supporting Downtown Events. Ie. Pride in the Park, Fleming College etc.
  - Website – Website/survey fees





**Lindsay Downtown Business Improvement Association**  
**Budget 2018**

*Thank You*



LINDSAY DOWNTOWN

STYLE • FLAVOUR • LIFE