

# 2024 LINDSAY DOWNTOWN BIA (LDBIA) BUDGET

For Presentation to City of Kawartha Lakes  
Council

Request	Committee	2024 Amount	2023 Amount	Notes
Levy	All Committee's	240,492.28	192,000.00	The rationale for the proposed Levy increase will be reviewed in the remainder of the presentation
Parking By-Law Officer's	Parking & Advocacy	55,000.00	40,000.00	Increase to almost fully offset parking enforcement in the downtown.
Ontario Closed Circuit Television (CCTV) Grant	Administration	40,000.00	0.00	<p>In Partnership with the Kawartha Lakes Police Service Department, we secured a 50% matching grant for Downtown CCTV (Security Cameras) Grant approved on September 11, 2023.</p> <p>Stipulations of the grant require expenses to be paid by end of March, 2024.</p> <p>The initiative would have full coverage of the downtown from Victoria to Lindsay St with camera views facing towards all the side streets.</p> <p><u>Asking 40,000 to be requested from City of Kawartha Lakes (COKL) for rest of CCTV initiative to offset some of the cost while the BIA contributes 15,000 towards the PIA Without contribution from the COKL, it is unlikely we can carry through with the much-needed approved initiative.</u></p>
CPDF Grant	Beautification	65,000.00	65,000.00	Apply on October 31 of each year

## SUMMARY OF FUNDING REQUESTS TO COUNCIL

## Benefits to Stakeholders are:

- Enhance public safety in Lindsay's downtown core with the installation of CCTV cameras.
- Enhance the ability for Kawartha Lakes Police Service to provide leads and evidence in cases relating to the downtown Lindsay.
- Low-cost method of increasing the perceived safety of the downtown relative to the cost of more police officer presence.
- Potential to reduce the liabilities associated with legal actions brought against the City for downtown incidents.
- Assist in the review of monitoring maintenance standards and property related issues

# CCTV CAMERA GRANT FUNDING REQUEST

The scope of the grant will provide full coverage of downtown Lindsay including:

- Kent St. W. from Victoria St. to Lindsay St.
- North and south coverage from the intersections of:
  - Victoria St. & Kent St.
  - Cambridge St. & Kent St.
  - William St. & Kent St.
  - Peel St. & Kent St.
  - Lindsay St. & Kent St.

The cameras will not be actively monitored by the Kawartha Lakes Police Services or the LDBIA but be reviewed on an as requested as needed basis.

The LDBIA will be entrusted as the owner of the equipment, responsible for maintenance of and facilitate any requests for information in accordance with all applicable laws of governance

**CCTV CAMERA GRANT FUNDING  
REQUEST CON'T**

The grant specifies install completion date of spring, 2024.

A public consultation process has been started with a description of the project and a survey on Jump In Kawartha which the LDBIA has been promoting.

The LDBIA has been discussing the project with City's department Managers and third party stakeholders receiving a broad general support if all the due diligence is met.

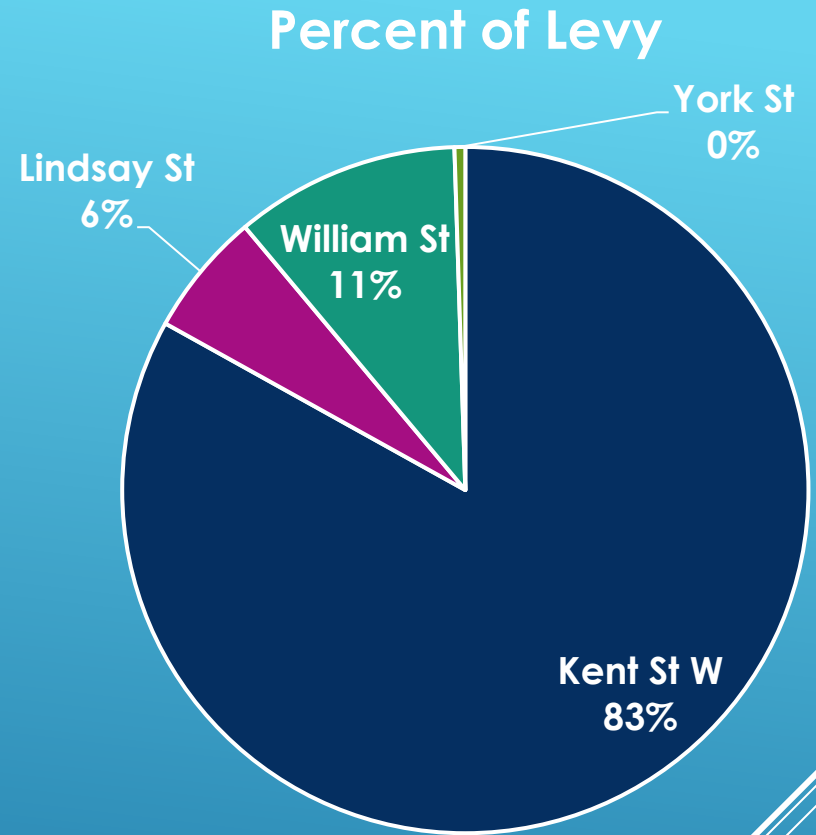
# CCTV CAMERA GRANT CONSULTATION PROCESS

## The initiative has been put on the 2024 operating budget council meeting as a Decision Unit.

- Through our consultation process with stakeholders to provide feedback and support, BIA underestimated the hurdles needed to be overcome to make the project successful. A good problem to find at this stage.
- Consultation with By-Law, EconDev and Clerks office found the largest hurdle being MFIPPA strongly encouraging a Privacy Impact Assessment (PIA).
- Purpose of the PIA would be to have a specific policy and procedures manual based on the unique structure of the initiative that would include all stakeholders.
- Clerks Office reached out to an outfit that specialized in PIA's and found that a PIA can be completed in sufficient time and upper end cost estimate would be \$25,000. The BIA would refine some of our 2024 initiatives to fund \$15,000 of the CCTV camera project along with any further potential cost escalations.
- While the BIA being a torch bearer of the project, we came to this position reluctantly as to not have this opportunity pass and by no means and only vested interest is ensuring the project is successful as we feel strongly in its merit.
- Alternatively, the BIA would be an advocate to Council considering the City takes on this project.

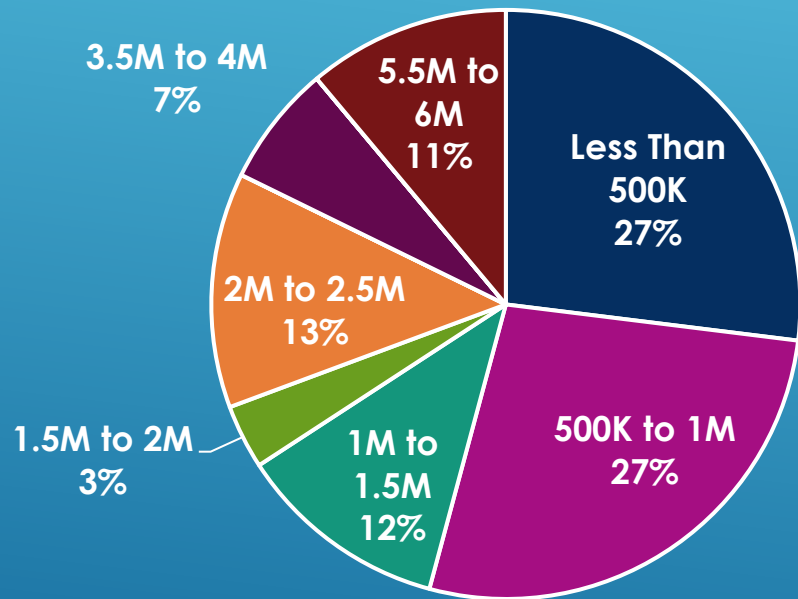
# CCTV CAMERA GRANT FUNDING REQUEST

Levy By Street	Percent of Levy	Percent of Properties	2024 Levy Proposed	2023 Levy Amount	Levy Increase
<i>Kent St W</i>	83.1%	75.7%	199,776.45	159,494.01	40,282.44
<i>Lindsay St</i>	5.8%	4.1%	14,028.45	11,199.79	2,828.66
<i>William St</i>	10.6%	18.9%	25,468.51	20,333.10	5,135.41
<i>York St</i>	0.5%	1.4%	1,218.87	973.10	245.77
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>240,492.28</b>	<b>192,000.00</b>	<b>48,492.28</b>
<i>Levy Per 100,000 Assessed Value</i>			<i>456.51</i>	<i>364.46</i>	<i>92.05</i>



# LEVY DISTRIBUTION BY STREET

## Percentage of Levy by Assessed Value



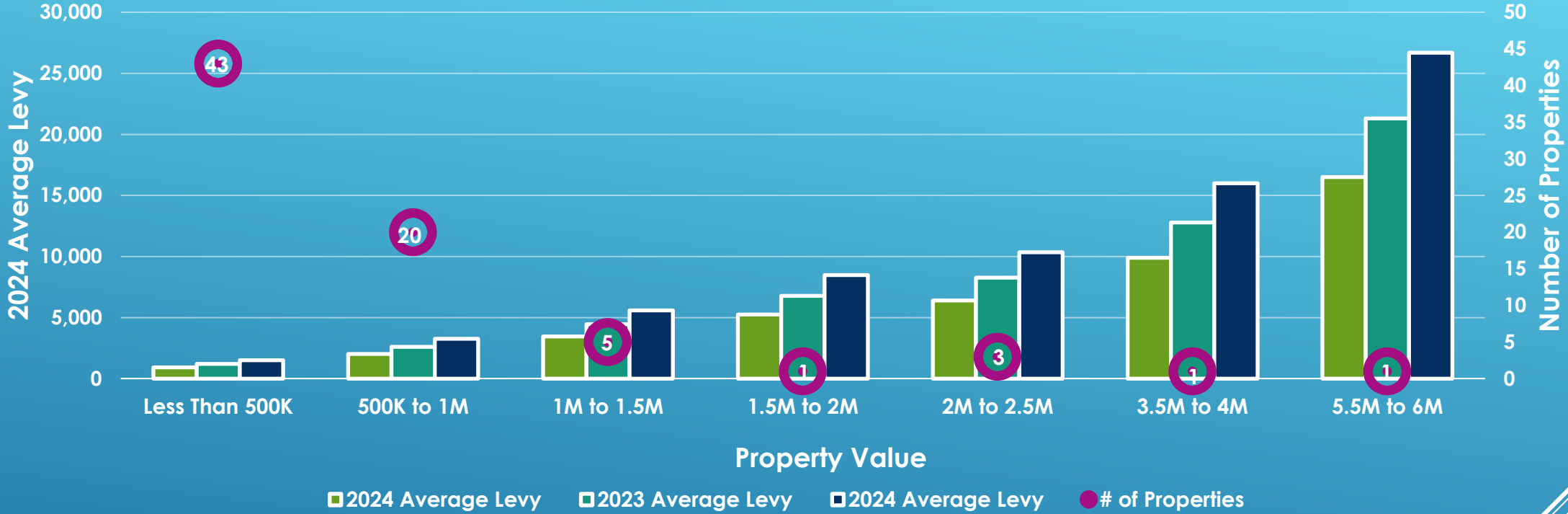
## LEVY BY PROPERTY ASSESSED VALUE

65% of the Levy comes from properties with 1.5 million assessed value or less.

Properties within this range of assessed value accounts for 93% of the properties in the LDBIA catchment area.



### Average Levy Size and Percent of Properties



- Average levy amount is \$13,000 or greater for properties with an assessed value above \$1.5 million.
- Properties in this range make up 8% of the LDBIA properties while contributing 37% of the LDBIA levy.

Levy Allocation	Levy Ask	Percent of Levy	Other Funding Sources	Total Revenue	% of Total Revenue	Levy Per 100k Assessed Value
<i>Marketing</i>	64,849.55	27.0%	6,900.00	77,976.34	16.3%	123.10
<i>Beautification</i>	59,414.96	24.7%	65,000.00	140,234.93	29.4%	112.78
<i>Parking &amp; Advocacy</i>	14,760.29	6.1%	45,000.00	61,339.21	12.8%	28.02
<i>Administration</i>	101,467.49	42.2%	74,900.00	198,009.31	41.5%	192.61
<b>Total</b>	<b>240,492.28</b>	<b>100.0%</b>	<b>191,800.00</b>	<b>477,559.78</b>	<b>100.0%</b>	<b>456.51</b>

# 2024 LDBIA BUDGET BY COMMITTEE

Revenue	Amount	% of Revenue	Notes
Canada Summer Jobs	4,900.00	2.5%	1 Summer Student @ \$4,900 Subsidy
<i>2023 Estimated Carry Over</i>	17,008.13	8.6%	2023 Estimated HST Rebate + Estimated Carry Over
Grants	70,000.00	35.4%	In Partnership with the Kawartha Lakes Police Service Department, we secured a 50% matching grant for Downtown CCTV (Security Cameras) Grant approved on September 11, 2023.  The initiative would have full coverage of the downtown from Victoria to Lindsay St with camera views facing towards all the side streets.
Levy	106,101.18	53.6%	42.2% of total levy.
<b>Total Revenue</b>	<b>198,009.31</b>		

# 2024 ADMINISTRATION BUDGET REVENUE

Expenses	Amount	% of Expenses	Notes
Bank Charges	180.00	0.1%	
Miscellaneous	94,430.00	48.7%	Combination of the 8 costs detailed below
<i>Insurance</i>	<i>3,300.00</i>	<i>1.7%</i>	<i>Previous year was \$2,367.36</i>
<i>Miscellaneous Budget</i>	<i>2,000.00</i>	<i>1.0%</i>	
<i>Payroll Provider Cost</i>	<i>1,680.00</i>	<i>0.9%</i>	
<i>OBIAA Conference</i>	<i>2,000.00</i>	<i>1.0%</i>	<i>2 employees &amp; one overnight accommodation</i>
<i>CCTV Camera</i>	<i>70,000.00</i>	<i>36.1%</i>	<i>Fully offset by grant and subsidy revenue</i>
<i>OBIAA Membership</i>	<i>700.00</i>	<i>0.4%</i>	<i>Last year was approximately \$650</i>
<i>OBIAA CRM Software</i>	<i>2,250.00</i>	<i>1.2%</i>	<i>Onboarding &amp; Yearly Fee Included</i>
<i>Strategic Plan Consulting Services</i>	<i>12,500.00</i>	<i>6.5%</i>	<i>Estimated Cost for Strategic Plan 3rd Party Services</i>
Occupancy Costs	17,312.00	8.9%	Rent + Utilities + Phone + Internet
Office Supplies	4,500.00	2.3%	Board Room Projection Display + 3k general budget
Payroll	74,520.11	38.5%	Combination of the 2 costs below
<i>Executive Director Salary</i>	<i>61,799.15</i>	<i>31.9%</i>	<i>60k Salary plus source deductions</i>
<i>Summer Student Payroll</i>	<i>12,720.96</i>	<i>6.6%</i>	<i>\$18/hr @ 35hrs per week May to August</i>
Payroll Liabilities	2,848.04	1.5%	Accrued Vacation Pay
<b>Total Expenses</b>	<b>193,790.15</b>		
<b>Total Surplus</b>	<b>4,219.16</b>		Surplus is due to estimated 2023 carry over

# 2024 ADMINISTRATION BUDGET

## EXPENSES

Revenue	Amount	% of Revenue	Notes
<i>By-Law Reimbursement</i>	45,000.00	73.4%	Last Year was 40,000. <b><u>Asking the City of Kawartha Lakes By-Law Department for 55,000</u></b> to come close to fully offsetting enforcement cost.
<i>2023 Estimated Carry Over</i>	835.42	1.4%	2023 Estimated HST Rebate + Estimated Carry Over
<i>Levy</i>	15,503.79	25.3%	6.1% of total levy.
<b>Total Revenue</b>	<b>61,339.21</b>		

# 2024 PARKING & ADVOCACY BUDGET REVENUE

Expenses	Amount	% of Expenses	Notes
<i>Miscellaneous</i>	1,000.00	1.6%	Uniform Costs
<i>Payroll</i>	56,763.28	92.6%	Supervisor at \$30/hr 6hrs per week Staff at \$25/hr 30hrs per week for Feb Staff at \$25/hr 36hrs per week from March to January
<i>Parking Officers Payroll</i>	56,763.28	92.6%	
<i>Payroll Liabilities</i>	3,526.32	5.8%	Accrued Vacation Pay
<b>Total Expenses</b>	<b>61,289.60</b>		
<b>Total Surplus</b>	<b>49.61</b>		Surplus is due to estimated 2023 carry over

# 2024 PARKING & ADVOCACY BUDGET EXPENSES

Revenue	Amount	% of Revenue	Notes
<i>2023 Estimated Carry Over</i>	13,054.73	9.3%	2023 Estimated HST Rebate + Estimated Carry Over
<i>Grants</i>	65,000.00	46.4%	Beautification Matching Funds from City of Kawartha Lakes Community Partnership Development Fund (CPDF).
<i>Levy</i>	62,180.20	44.3%	24.7% of total levy.
<b>Total Revenue</b>	<b>140,234.93</b>		

# 2024 BEAUTIFICATION BUDGET REVENUE

Expenses	Amount	% of Expenses	Notes
<i>Contract Fees</i>	44,000.00	31.6%	Last year was \$35,000 To bring up to the desired rate is determined to be \$44,000
<i>Flowers &amp; Trees Total</i>	72,700.00	52.3%	Combination of the 8 costs below
<i>Summer Large Planters</i>	5,500.00	4.0%	
<i>Summer Baskets</i>	24,000.00	17.3%	
<i>Summer Urns</i>	10,000.00	7.2%	
<i>Summer Bumpouts</i>	4,000.00	2.9%	
<i>Fall Urns</i>	6,600.00	4.7%	
<i>Fall Large Planters</i>	5,000.00	3.6%	
<i>Winter Urns</i>	7,000.00	5.0%	
<i>Winter Bumpouts</i>	1,100.00	0.8%	
<i>Payroll Total</i>	9,449.86	6.8%	
<i>Part-Time Ongoing</i>	9,449.86	6.8%	\$18/hr @ 10hrs per week all year
<i>Payroll Liabilities</i>	853.12	0.6%	Accrued Vacation Pay
<i>Projects</i>	11,000.00	7.9%	Combination of the 4 costs below
<i>Signage</i>	4,000.00	2.9%	
<i>Christmas Decorations</i>	0.00	0.0%	
<i>Renewal Projects</i>	5,000.00	3.6%	
<i>New Urn Planters</i>	2,000.00	1.4%	
<b>Total Expenses</b>	<b>139,102.97</b>		
<b>Total Surplus</b>	<b>1,131.96</b>		Surplus is due to estimated 2023 carry over

# 2024 BEAUTIFICATION BUDGET EXPENSES



Revenue	Amount	% of Revenue	Notes
<i>Canada Summer Jobs</i>	4,900.00	6.3%	1 Summer Students @ \$4,900 subsidy each
<i>2023 Estimated Carry Over</i>	3,369.22	4.3%	2023 Estimated HST Rebate + Estimated Carry Over
<i>Events</i>	2,000.00	2.6%	Estimated Surplus from 2024 Classics on Kent
<i>Gift Certificates</i>	0.00	0.0%	
<i>Levy</i>	67,707.11	86.8%	27% of total levy
<b>Total Revenue</b>	<b>77,976.34</b>		

# 2024 MARKETING BUDGET REVENUE

<b>Expenses</b>	<b>Amount</b>	<b>% of Expenses</b>	<b>Notes</b>
<i>Events</i>	20,000.00	26.6%	Combination of the 4 costs below
<i>Valentines Day Event</i>	1,000.00	1.3%	
<i>Holiday Passport</i>	5,000.00	6.6%	
<i>Events Grant</i>	4,000.00	5.3%	2 Grants Available
<i>Summer Events Slush Funds</i>	8,000.00	10.6%	General Funds for other summer events TBD
<i>Gift Certificates</i>	1,975.00	2.6%	No Increase In Gift Certificate Liability
<i>Payroll Total</i>	39,724.56	52.8%	Combination of the two costs below
<i>Part Time Marketing &amp; Events Coordinator Payroll</i>	27,003.60	35.9%	\$25/hr @ 20hrs per week
<i>Summer Students Payroll</i>	12,720.96	16.9%	1 summer students \$18/hr 35hrs per week May to August
<i>Payroll Liabilities</i>	1,580.24	2.1%	Accrued vacation pay
<i>Promos &amp; Advertising</i>	12,000.00	15.9%	General BIA & Membership Media Buys
<b>Total Expenses</b>	<b>75,279.80</b>		
<b>Total Surplus</b>	<b>2,696.53</b>		Surplus is due to estimated 2023 carry over

# 2024 MARKETING BUDGET EXPENSES