



2026 OPERATING BUDGET & ANNUAL REPORT

# LINDSAY DOWNTOWN BIA

*Where Charm Meets Community*



# Our Mission

The Lindsay Downtown Business Improvement Association is committed to promoting and supporting the downtown area as a premier destination for businesses and consumers.

Through strategic marketing, beautification projects, advocacy efforts, and community engagement, we aim to create an environment where businesses can flourish, and the community can thrive.



# 2025 Highlights

## Implementation of Downtown-Wide CCTV System

*The system installed in late 2024 was put to full use, with the BIA able to assist Kawartha Lakes Police Service in dozens of investigations by providing relevant footage. The project won an Award of Merit from the Ontario BIA Association at the annual conference.*

## Downtown Magazine

*The first edition of 'Pulse', a high-quality print magazine with exclusive downtown content and subsidized advertising for our members, was produced and delivered to Lindsay postal codes this past summer. The first edition was so well received, that a second edition for fall and winter, as well as a holiday gift guide, is currently underway.*

## Holiday Kickoff & Passport

*The annual Tree Lighting Ceremony had record attendance, and the 7th Annual Holiday Passport captured at least 8000 purchases made downtown in the 2024 holiday season with \$4000 in Downtown Gift Certificates awarded as prizes, generating even more spinoff revenue as a result.*

# Looking Ahead

## Strategic Planning

*Sessions were conducted with a third-party facilitator with extensive BIA experience over the summer, with the full action plan to be presented at our Annual General Meeting this fall.*

## Boundary Expansion

*With support from the City's Economic Development department and Clerk's office, the first phase of a formal boundary expansion is underway, with extensive data gathering on current and potential new properties, researching best practices from other BIA's, and developing content for the Jump In page.*

## Website Redesign

*Will launch early 2026, with refreshed visuals and state-of-the-art mapping and business database for enhanced visitor experience and downtown promotion.*

## Historical Street Banners

*Endorsement and support has already been received from the Heritage Committee, Archives & Records, and Economic Development for the development of a set of 80 beautiful street banners depicting photos of Lindsay's rich history, with accompanying stories.*



# Budget Overview

Operating Year

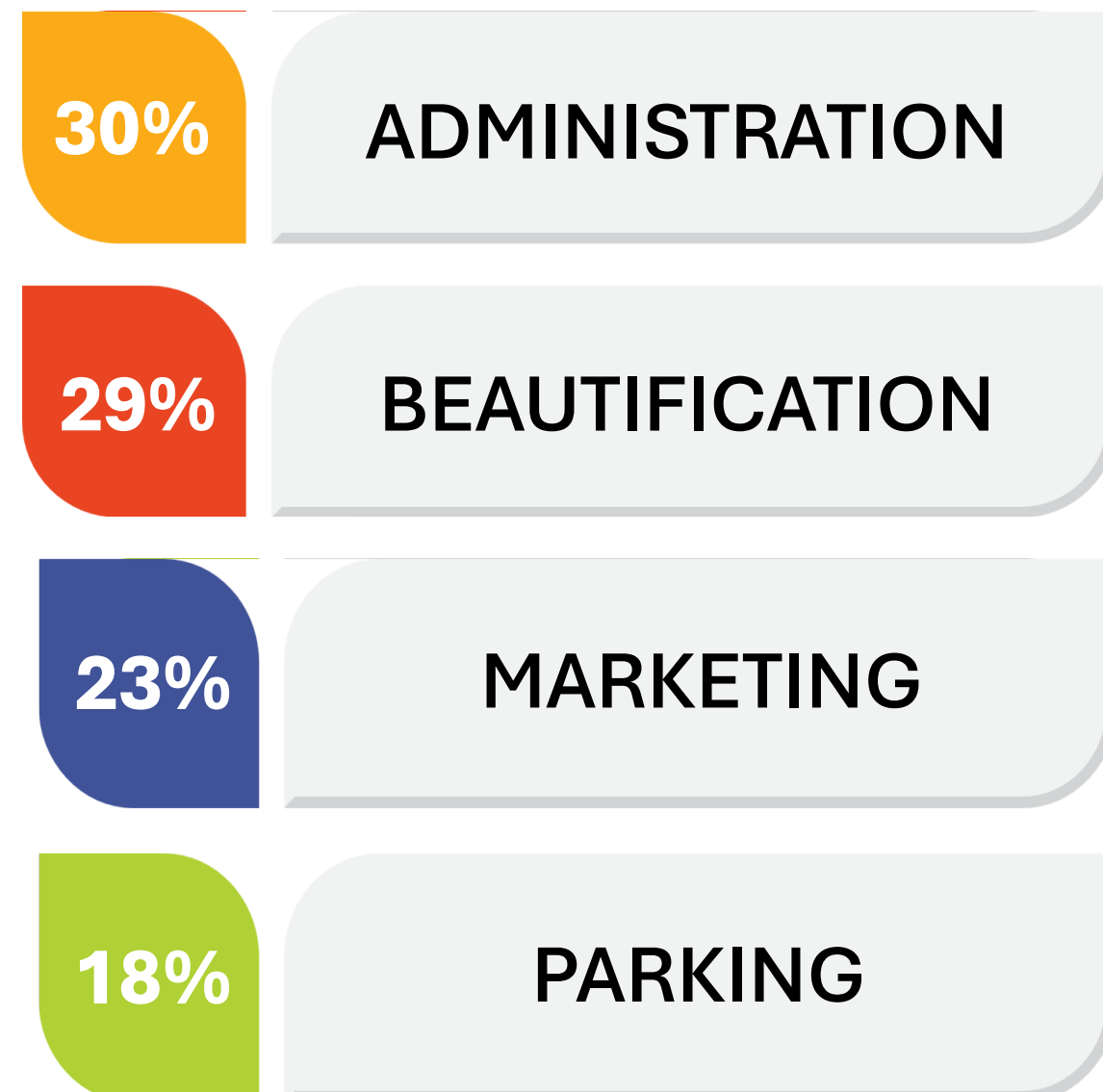
February 2026

*through*

January 2027

**TOTAL PROPOSED OPERATING BUDGET**

**\$420,488**



# REVENUE & INCOME

# \$420,488

## **PROPERTY TAX LEVY REQUEST** .....\$267,488

*Overall increase of 7.25% requested from Corporate Services, above 2025  
Cost to property owners: \$506 per \$100K assessed value (up from \$471)*

## **HST RETURN** ..... \$20,000

*Projected, based on 2025's estimated expenditures, used as an 'Opportunity Fund' for special projects or unforeseen costs throughout the year.*

## **CPDF 50/50 FUNDING** ..... \$65,000

*Requested to CKL's Community Services department  
No increase from 2024*

## **PARKING CONTROL SUBSIDY**.....\$60,000

*Requested to CKL's By-Law Enforcement department  
No increase from 2024 - funding by quarterly reimbursement only*

## **EVENT SPONSORSHIPS**.....\$5,000

*Target amount, used as a supplement toward Marketing budget, from interested downtown businesses*

## **ASSOCIATE MEMBERSHIP FEES**.....\$3,000

*Target amount, based on increased interest due to boundary expansion project  
Associate Memberships to be offered to businesses & properties interested in services*



# ADMINISTRATION

**\$124,300**

## Expense Categories

Occupancy	\$22,500.00
Operational Expenses	\$16,000.00
Subscriptions & Membership	\$9,700.00
Payroll: Executive Director	\$76,100.00
<b>TOTAL</b>	<b>\$124,300.00</b>

## Income Sources

Property Tax Levy	\$101,300.00
Opportunity Fund (HST Return & Associate Memberships)	\$23,000.00
<b>TOTAL</b>	<b>\$124,300.00</b>



# BEAUTIFICATION

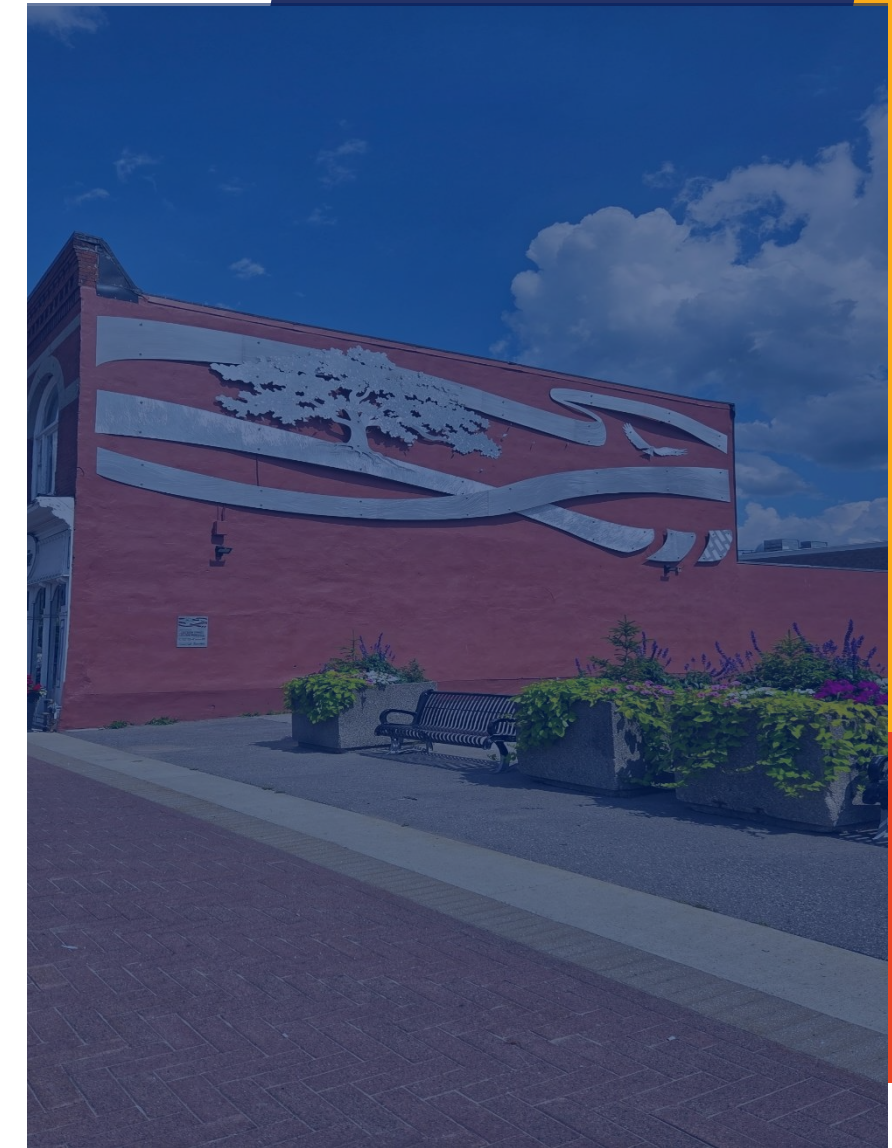
**\$123,588**

## Expense Categories

Flowers & Plants	\$38,100.00
Maintenance	\$51,700.00
Projects	\$28,000.00
Payroll: Casual Maintenance	\$5,788.00
<b>TOTAL</b>	<b>\$123,588.00</b>

## Income Sources

Property Tax Levy	\$58,588.00
CPDF Grant	\$65,000.00
<b>TOTAL</b>	<b>\$123,588.00</b>



# MARKETING

# \$96,720

## Expense Categories

Activations & Events	\$22,000.00
Advertising & Promotions	\$17,700.00
Payroll: Marketing Coordinator	\$57,020.00
<b>TOTAL</b>	<b>\$96,720.00</b>

## Income Sources

Property Tax Levy	\$91,720.00
Sponsorships	\$5,000.00
<b>TOTAL</b>	<b>\$96,720.00</b>



# PARKING

# \$75,880

## Expense Categories

General Expenses	\$1,000.00
Payroll: Community Liaison	\$55,380.00
Payroll: Parking Control	\$19,500.00
<b>TOTAL</b>	<b>\$75,880.00</b>

## Income Sources

Property Tax Levy	\$15,880.00
By-Law Wage Subsidy	\$60,000.00
<b>TOTAL</b>	<b>\$75,880.00</b>



# Summary of Requests

Property Tax Levy | Corporate Services  
\$267,488

Community Partnership & Development Fund | Community Services  
\$65,000

Subsidy for Parking Control | Municipal Law Enforcement  
\$60,000

# Thank You!

Looking forward to furthering the growth and vibrancy of Downtown Lindsay with your support in 2026!



## LINDSAY DOWNTOWN BIA

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