

TRANSCONA BIZ
2021 Year of Budget
Budget Summary

Revenue	2020 Budget	2020 Projections	2021 Budget
BIZ Levy	\$ 316,467.36	\$ 334,859.53	\$ 350,000.00
Fundraising/Miscellaneous	\$ -	\$ -	\$ -
Other Revenue	\$ 103,500.00	\$ 88,144.55	\$ 143,360.00
REVENUE TOTAL	\$ 419,967.36	\$ 423,004.08	\$ 493,360.00
Expenses			
Administration Total	\$ 199,400.00	\$ 233,025.48	\$ 218,864.48
Business Incentives Total	\$ 10,000.00	\$ 7,635.50	\$ 10,000.00
Marketing & Promotion Total	\$ 93,850.00	\$ 50,252.58	\$ 115,400.00
Physical Enhancements & Maintenance Total	\$ 100,500.00	\$ 75,373.82	\$ 123,500.00
Transfer to Reserves	\$ 14,000.00	\$ 54,601.68	\$ 22,000.00
EXPENSE TOTAL	\$ 417,750.00	\$ 420,889.06	\$ 489,764.48
Net Income/(Loss)	\$ 2,217.36	\$ 2,115.02	\$ 3,595.52

TRANSCONA BIZ

Revenue	2020 Budget		2020 Projections		2021 Budget	
BIZ Levy	\$	316,467.36	\$	334,859.53	\$	350,000.00
Fundraising/Miscellaneous						
Buy A Paver	\$	-	\$	4,250.00	\$	-
Event Income						
Board Game Night	\$	-	\$	-	\$	-
Canada Day Celebrations	\$	18,000.00	\$	3,200.00	\$	10,000.00
Community Clean Up	\$	3,500.00	\$	4,000.00	\$	4,000.00
Community Market	\$	3,500.00	\$	1,582.03	\$	4,000.00
Concerts and Movies	\$	3,000.00	\$	1,500.00	\$	3,000.00
Crafts and Cocktails	\$	-	\$	550.00	\$	-
Holiday Market	\$	-	\$	604.00	\$	-
Winter Wonderland	\$	5,000.00	\$	600.00	\$	3,000.00
Yoga in the Park	\$	1,000.00	\$	-	\$	200.00
Total Event Income	\$	34,000.00	\$	12,036.03	\$	24,200.00
Reader Board	\$	-	\$	470.00	\$	1,200.00
Miscellaneous	\$	21,000.00	\$	20,633.63	\$	-
Total Fundraising	\$	55,000.00	\$	37,389.66	\$	25,400.00
Grants - City of Winnipeg						
Community Incentive Grant Program	\$	-	\$	-	\$	-
Graffiti	\$	20,000.00	\$	11,014.22	\$	20,000.00
Streetscaping	\$	-	\$	-	\$	37,000.00
Total Grants - City of Winnipeg	\$	20,000.00	\$	11,014.22	\$	57,000.00
Grants - Other						
Canada Summer Jobs	\$	-	\$	16,558.56	\$	13,000.00
Green Team	\$	25,500.00	\$	17,775.22	\$	8,000.00
Land Dedication	\$	-	\$	-	\$	-
Miscellaneous	\$	-	\$	3,243.52	\$	5,000.00
Total Grants - Other	\$	25,500.00	\$	37,577.30	\$	26,000.00
Interest Income	\$	3,000.00	\$	954.97	\$	960.00
Projected Over/Underpayment from Prior Year	\$	-	\$	-	\$	32,000.00
Sponsorship						
Advertising Income	\$	-	\$	1,208.40	\$	2,000.00
Total Sponsorship	\$	-	\$	1,208.40	\$	2,000.00
Transfer from Reserve Fund	\$	-	\$	-	\$	-
REVENUE TOTAL	\$	419,967.36	\$	423,004.08	\$	493,360.00

Expenses	2020 Budget		2020 Projections		2021 Budget	
Bank Service Charges & Interest	\$	-	\$	781.34	\$	600.00
Board Development	\$	-	\$	-	\$	-
Legal and Professional Fees	\$	13,000.00	\$	9,962.14	\$	7,600.00
Meals and Entertainment	\$	-	\$	219.77	\$	500.00
Meetings and Conventions	\$	3,000.00	\$	2,484.12	\$	3,000.00
Membership Dues and Licenses	\$	-	\$	-	\$	-
Miscellaneous costs	\$	13,500.00	\$	11.15	\$	200.00
Office Supplies	\$	6,500.00	\$	2,908.57	\$	6,000.00
Payroll	\$	-	\$	-	\$	-
Employer Contributions	\$	-	\$	9,361.03	\$	9,400.00

Economic Development Officer	\$	-	\$	-	\$	5,500.00
Service Fees	\$	-	\$	889.92	\$	800.00
Wages	\$	120,000.00	\$	132,519.86	\$	131,500.00
Total Payroll	\$	120,000.00	\$	142,770.81	\$	147,200.00
Postage/Mailing	\$	-				
Professional Development & Training	\$	1,000.00	\$	-	\$	500.00
Rent and Leases			\$	-		
Equipment Leases	\$	-	\$	1,117.08	\$	1,117.08
Rent	\$	30,000.00	\$	31,731.55	\$	31,877.40
Storage Container	\$	-	\$	1,787.50	\$	1,650.00
Total Rent and Leases	\$	30,000.00	\$	34,636.13	\$	34,644.48
Repairs and Maintenance			\$	-		
General	\$	-	\$	20,634.35	\$	2,500.00
TCS	\$	6,200.00	\$	12,697.43	\$	10,000.00
Total Repair and Maintenance	\$	6,200.00	\$	33,331.78	\$	12,500.00
Telephone	\$	2,500.00	\$	3,574.65	\$	3,720.00
Travel	\$	1,000.00	\$	-	\$	-
Utilities	\$	2,700.00	\$	2,345.02	\$	2,400.00
Administration Total	\$	199,400.00	\$	233,025.48	\$	218,864.48
Business Development Grant	\$	-	\$	-	\$	-
Storefront Improvement Grant	\$	10,000.00	\$	7,635.50	\$	10,000.00
Safety Improvement Grant	\$	-	\$	-	\$	-
Business Incentives Total	\$	10,000.00	\$	7,635.50	\$	10,000.00
Advertising, Promotions & Publications						
BIZ Bucks	\$	1,800.00	\$	1,550.00	\$	1,800.00
BIZ Bullet	\$	32,350.00	\$	23,371.83	\$	32,000.00
Promo Products	\$	6,200.00	\$	2,000.00	\$	2,000.00
Total Advertising	\$	40,350.00	\$	26,921.83	\$	35,800.00
Banners, Signs & Maintenance	\$	-	\$	-	\$	-
Buhler Park	\$	-	\$	6,000.00	\$	6,000.00
Buy A Paver	\$	-	\$	2,842.50	\$	-
Economic Development Plan	\$	3,000.00	\$	-	\$	3,000.00
Events			\$	-		
Board Game Night	\$	-	\$	-	\$	-
Canada Day Celebrations	\$	15,000.00	\$	-	\$	15,000.00
Community Clean Up	\$	3,500.00	\$	1,089.12	\$	3,000.00
Community Market	\$	3,500.00	\$	889.12	\$	3,000.00
Concerts and Movies	\$	-	\$	-	\$	13,200.00
Crafts and Cocktails	\$	-	\$	-	\$	-
Holiday Market	\$	-	\$	-	\$	1,000.00
Winter Wonderland	\$	5,000.00	\$	80.00	\$	5,000.00
Yoga in the Park	\$	1,000.00	\$	-	\$	500.00
Total Events	\$	28,000.00	\$	2,058.24	\$	40,700.00
Festival of Banners	\$	7,500.00	\$	7,007.24	\$	7,000.00
Marketing	\$	3,000.00	\$	3,000.00	\$	20,000.00
Miscellaneous	\$	-	\$	53.50	\$	-
Reader Board	\$	-	\$	1,557.73	\$	2,100.00
Strategic planning and Special projects	\$	-	\$	-	\$	-
Transcona Centennial Square	\$	12,000.00	\$	-	\$	-

Transportation, Parking, and Transit	\$	-	\$	-	\$	-
Website / Social Media	\$	-	\$	811.54	\$	800.00
Marketing & Promotion Total	\$	93,850.00	\$	50,252.58	\$	115,400.00
Active Transportation	\$	-	\$	120.86	\$	500.00
Beautification			\$	-		
Summer	\$	37,500.00	\$	13,513.69	\$	15,000.00
Winter	\$	20,000.00	\$	23,327.06	\$	20,000.00
Total Beautification	\$	57,500.00	\$	36,840.75	\$	35,000.00
City of Winnipeg Expenses			\$	-		
Community Incentive Grant Program	\$	-	\$	-	\$	-
Graffiti	\$	20,000.00	\$	5,114.96	\$	20,000.00
Streetscaping	\$	-	\$	18,297.25	\$	37,000.00
Total City of Winnipeg Expenses	\$	20,000.00	\$	23,412.21	\$	57,000.00
Equipment & Supplies Rental	\$	-	\$	-	\$	-
Murals Program	\$	6,000.00	\$	-	\$	6,000.00
Street Lighting	\$	10,000.00	\$	15,000.00	\$	20,000.00
Public Art	\$	7,000.00	\$	-	\$	5,000.00
Physical Enhancements & Maintenance Total	\$	100,500.00	\$	75,373.82	\$	123,500.00
Amortization	\$	4,000.00	\$	-	\$	2,000.00
Bad Debt	\$	-	\$	640.00	\$	-
See Notes	\$	-	\$	53,961.68	\$	15,000.00
Contingency Fund -Over/Under allocation	\$	10,000.00	\$	-	\$	5,000.00
Other Total	\$	14,000.00	\$	54,601.68	\$	22,000.00
EXPENSE TOTAL	\$	417,750.00	\$	420,889.06	\$	489,764.48
NET INCOME (LOSS)	\$	2,217.36	\$	2,115.02	\$	3,595.52

Notes

Revenue

BIZ Levy:

2021	\$ 17,457,686.00	0.02	\$ 349,153.72
2020	\$ 14,059,140.00	0.0251	\$ 352,884.41

ARV based on the report from City Liaison on September 30, 2020. ARV increase based on 6 new business in the Park City Commons and 3 in downtown Transcona.

Grants - City of Winnipeg

Grants - other

Grants based on Canada Summer Jobs and Green Team in 2020.

Interest Revenue

Projected Over/Underpayment

October 2 email from the City of Winnipeg shows a reconciliation for the BIZ zone as of August 31, 2020 to be \$40,634.48. Funds to be added to the June 2021 payment.

Sponsorship

Fundraising/Miscellaneous

Transfer from Reserve Fund

Transfer to new EconDev fund - 2019 \$2,569.27 - 2020 \$6,108.76 - 2021 \$15,000.00

Expenses

Administration

Staffing based on 2 full-time employees (Executive Director and Events & Office Coordinator with a 3% increase. Summer students include 4 Green Team staff and 3 Canada Summer Jobs funding as per 2020. No full-time staff benefits included in the 2021 budget.

Business Incentives

Marketing & Promotion

Physical Enhancements

Other expenses

No Capital expenditures planned for the 2021 budget (over \$1,000.00).

2020 Adjustments

Unexpected income - MB Hydro moved to Hugh Yield Savings	\$	7,080.15
Unexpected income - Land Dedication moved to Hugh Yield Savings	\$	24,888.50
Unexpected income - Barkmen moved to Hugh Yield Savings	\$	315.00
Transfer to new EconDev fund - 2019	\$	2,569.27
Transfer to new EconDev fund - 2020	\$	6,108.76
2020 Mural deferred to 2021	\$	7,000.00
2020 Public Art deferred to 2021	\$	6,000.00
	\$	53,961.68

Assessment & Taxation Department

Business Improvement Zones

Budget Template Narrative

1. Revenue:

- a. **BIZ Levy** - The amounts to be billed and collected by the City of Winnipeg on behalf of the Business Improvement Zone during the annual business tax billing.
- b. **Grants - City of Winnipeg** includes Graffiti Removal, Streetscaping Renewal Grants, Active Transportation –Bike Racks, and all grants administered and funded by the City.
- c. **Grants – Others** such as Land Dedication, Green Team Grant, Student grants, Provincial Infrastructure, Canada Summer Job and all other grants which are funded by third party administrators
- d. **Sponsorship** –marketing which includes advertising, trade shows, media coverage, educational programs, and any activity that offers significant opportunities for distinct marketing and competitive advantages.
- e. **Fundraising**-involves an organized activity of soliciting money or pledges. It can be a direct appeal fundraiser, event fundraiser and product fundraising. A few examples are Summer Employment Funding, Canada Day and Capital Project Fundraising.

2. Expenses:

- a. **Administration expenses** – encompass a variety of expenses associated with performing the daily operations of a business such as:
 - Bank Service Charges and interests
 - Meetings and workshops – conferences, Board of Director Meetings, annual general meeting
 - Memberships, dues, and licenses – annual dues for membership in a trade union or an association of public servants;
 - Office maintenance and supplies –depreciation, postage, photocopies, printing materials, paper supplies, repairs and maintenance
 - Professional fees – consulting fee, audit fee, legal fee,
 - Staffing and benefits: accounting staff wages and benefits
 - Rent – Storage space, rental space, office rent
 - Telephone and web/email hosting
- b. **Business Incentives**
 - Storefront Improvement Grant – includes replacing or installing awnings, signage, painting business exterior, adding patio seating or other decorative elements
 - Safety Improvement Grant – includes installation of door alarms, exterior night lights, video surveillance systems or deadbolt locks
- c. **Marketing and Promotion** – expenses that effectively promote and market the business to the general public.
 - Advertising, events and promotions, community directory – e.g. publications, news ads, and seasonal events
 - Banners, signs and maintenance
 - Board Development involves effective board leadership and governance that helps ensure that the business can operate to its fullest capacity such as developing an orientation and training plan for new board of directors
 - Community Cleaners Program – e.g. snow clearing, community support and safety like Foot Patrol program
 - Graffiti removal includes soda blasting, pressure washing, paint spraying, and chemical wipes and sprays
 - Production/Entertainment / Programs – e.g. Walking Tour program, Food tour program
 - Special projects and Strategic Planning –community engagement process
 - Street Festival, Street Lights and Holiday Décor – e.g. Sidewalk Festival, Christmas decors and lighting
 - Transportation, Parking, and Transit
 - Website/Social Media - includes hosting, domain name, web planning, design and development time
- d. **Physical Enhancements** are expenses that beautify and enhance the street for people who work, live, visit and tour the business location.
 - Enhanced streetscape renewal- includes summer and winter streetscaping
 - Equipment and supplies rental - banner maintenance, trailer rental
 - Flowers, Planters, and supplies -planting, watering and maintaining planters
 - Landscaping involves improving the aesthetic appearance by changing its contours or adding ornamental features, planting trees and shrubs
 - Murals/Art Programs - is a great opportunity to stimulate ideas and deepen the understanding of artists and their arts such as Summer Beautification Programs and urban canvass programs
 - Street Furnishings – pieces of equipment’s placed at the side of the street for the benefit of the public such as Bike Racks, kiosks, benches, pillar boxes
 - Tree lights - Christmas trees, hydro lighting costs, lighting on building