

**APPENDIX A  
DOWNTOWN WINDSOR (DWBIA)**

	2015		2016	
	Approved Budget		Proposed Budget	
<b>REVENUE – BIA Levy</b>				
Total BIA Levy	\$	545,000.00	\$	538,000.00
Government Grants				
Federal or Provincial				
Municipal				
Other		-		
Other Revenue		5,250.00		
Sponsorships		-		
Accum. Surplus				
Other: (PLEASE IDENTIFY)		-		
<b>TOTAL REVENUE</b>	\$	550,250.00	\$	538,000.00
<b>EXPENDITURES (net of gst)</b>				
Total Administration	\$	202,450.00	\$	208,485.00
Total Capital	\$	116,738.00	\$	114,065.00
Total Marketing	\$	231,062.00	\$	215,450.00
<b>TOTAL EXPENDITURES</b>	\$	550,250.00	\$	538,000.00
Surplus/Deficit	\$	-	\$	-
Accum. Surplus		-		
Cumulative Surplus/Deficit –End of Year		-		-
Cost Share Payables at Year End		-		-
Funds reserved by BIA for Capital Cost-Share Projects at Year-End				
Signature of Chair: _____ Day    Month    Year    Phone Number				
Signature of Treasurer : _____ Day    Month    Year    Phone Number				
If budget is prepared by someone other than the Treasurer, please provide the name of the contact person below.:				
Name _____ Phone Number: _____				

**APPENDIX A (CONT'D)**

<b>DOWNTOWN WINDSOR (DWBIA) Administration Expenses</b>		<b>2015</b>	<b>2016</b>
		<b>Approved Budget</b>	<b>Proposed Budget</b>
<b>Staff</b>		138,500.00	146,235.00
<b>Other Admin.</b>	Accounting		
	Audit/Legal	10,000.00	6,800.00
	Bank Charges	350.00	350.00
	Insurance	6,300.00	4,500.00
	Office Expenses	13,200.00	13,300.00
	Rent/Lease	30,000.00	37,300.00
	Utilities	-	-
	Other (1)	4,100.00	-
<b>Total Administration Expenses</b>		<b>\$ 202,450.00</b>	<b>\$ 208,485.00</b>

**COMMENTS:**

Staff: Salary/wages for 2 employees including benefits, CPP, EI, WSIB and EHT; temporary staffing for specific events; bookkeeping; Executive Director.

Office Expenses: Office supplies \$4,700; equipment/furniture maintenance \$4,900; telephone \$3,200; postage & courier \$500

Rent/Lease: Office rent \$33,000; storage rent \$4,300

**APPENDIX A (CONT'D)**

<b>DOWNTOWN WINDSOR (DWBIA)</b> <b>Capital Expenses</b>		<b>2015</b>	<b>2016</b>
		<b>Approved Budget</b>	<b>Proposed Budget</b>
<b>Capital</b>			
(Only include BIA portion of any cost-share initiatives)	Banners/Murals Decorations/Lighting	4,000.00	10,000.00
	Street Furniture	0.00	0.00
	Planters	6,000.00	10,000.00
	Signage	2,000.00	500.00
	Other Streetscape Improvements (1)	42,238.00	42,238.00
	Other (2)	34,000.00	18,000.00
<b>General Maintenance</b>			
	Flowers/Trees	0.00	0.00
	Snow Removal	0.00	0.00
	Decorations	0.00	0.00
	General Repairs	24,000.00	30,000.00
	Other (3)	4,500.00	3,327.00
<b>Total Capital Expenses</b>		<b>\$ 116,738.00</b>	<b>\$ 114,065.00</b>
<b>COMMENTS:</b>			
Banners/Murals Decorations/Lighting: Decorative lighting maintenance; EnWin hydro consumption; monthly street lighting checks			
Planters: Floral beautification \$2,500; flower planter box barriers \$7,500			
Other Streetscape Improvements (1): COW streetscaping retroactive property assessment repayments			
Other (2): COW other streetscaping; St. Clair Mediaplex \$5,000; façade grant program \$15,000			
General Repairs: Street cleaning			
Other (3): Festival Tent (storage of tent) \$500; broken windows \$2,827			

**APPENDIX A (CONT'D)**

<b>DOWNTOWN WINDSOR (DWBIA)</b>		<b>2015</b>	<b>2016</b>
<b>Communications/Marketing/Promotional</b>		<b>Approved Budget</b>	<b>Proposed Budget</b>
<b>Communications</b>			
	Memberships	2,500.00	2,500.00
	Professional Development	1,200.00	1,200.00
	Travel	650.00	500.00
	Other (1)	35,074.00	53,750.00
<b>Advertising and Marketing</b>			
	Advertising	10,500.00	18,000.00
	Printing – (Flyers, Brochures, etc...)	-	-
	Newsletter	-	-
	Other (please identify)	-	-
<b>Promotions</b>			
	Events	102,638.00	99,000.00
	Other Promotions (2)	78,500.00	40,500.00
<b>Total</b>		<b>\$ 231,062.00</b>	<b>\$ 215,450.00</b>
<b>COMMENTS:</b>			
Memberships: IDA, OBIAA, FEO, Chamber of Commerce			
Professional Development: Parking tokens			
Other (1): Board/Committee meetings \$5,500; AGM expense \$1,000; budget meeting \$500; business meetings \$750; conference expenses \$1,000; internet/website \$1,500; WIFI \$40,000; public relations \$2,500, grant consulting \$1,000			
Advertising: Retail/recruitment seasonal advertising \$8,000; out-of-town/US advertising \$10,000			
Events: Event sponsorship \$2,000; Farmers Market/Summer Events \$50,000; Winter Fest \$35,000; car cruise \$5,000; CARHA \$5,000; WIFF \$2,000			
Other Promotions (2): DWBRA \$1,000; business recruitment \$42,000; our students/our future campaign			