



<b>Moved By</b>	<u>Deputy Mayor Suzanne Séguin</u>	<b>Resolution No.:</b>
<b>Last Name Printed</b>	<u>S. SEGUIN</u>	068-21
<b>Seconded By</b>	<u>Councillor Aaron Burchat</u>	<b>Council Date:</b>
<b>Last Name Printed</b>	<u>A. BURCHAT</u>	February 22, 2021

**WHEREAS** at the Committee of the Whole Meeting on February 16, 2021 Council considered the proposed 2021 Budget from the Cobourg Downtown Business Improvement Area (Cobourg DBIA);

**NOW THEREFORE BE IT RESOLVED** that Council approve the 2021 Cobourg Downtown Business Improvement Area Budget attached to the Resolution as Appendix "A".

<b>DBIA 2021 Draft Budget</b>			
		<b>2021</b>	
		<b>Draft</b>	
		<b>Budget</b>	
	<b>BUDGET</b>		
	<b>2020</b>		
<b>REVENUE</b>			
Town of Cobourg Tax Levy	<b>180,000.00</b>	<b>180,000.00</b>	Town Levy
Town Wage Subsidy	<b>12,500.00</b>	<b>12,500.00</b>	Wage Subsidy
Vendor revenue		<b>1,000.00</b>	events charges for food trucks
Expense Reimbursement	<b>4,050.00</b>	<b>4,050.00</b>	Summer Student Program?
Fundraising and Sponsorship	<b>11,000.00</b>	<b>10,000.00</b>	Sponsorships**
<b>Net Income</b>	<b>208,350.00</b>	<b>207,550.00</b>	
<b>EXPENSE</b>			
Payroll Expenses			
<b>Total Payroll Expense</b>	<b>58,024.00</b>	<b>62,650.00</b>	
<b>Administrative Expenses</b>			
Amortization Expense			
Accounting & Legal	<b>7,200.00</b>	<b>8,500.00</b>	KPMG, Bookkeeper
Miscellaneous		<b>500.00</b>	incidentals
Courier & Postage	<b>500.00</b>	<b>500.00</b>	stamps, couriers
Fees & Memberships	<b>2,400.00</b>	<b>3,500.00</b>	OOBIAA & Chamber
Interest & Bank Charges	<b>2,400.00</b>	<b>2,400.00</b>	Bank Charges
Office Expenses	<b>1,500.00</b>	<b>500.00</b>	Equipment upgrade
Strategic Planning	<b>3,000.00</b>	<b>500.00</b>	In progress
Board Development	<b>2,000.00</b>	<b>2,000.00</b>	annual board Training with OOBIA
<b>Total Admin. Expenses</b>	<b>19,000.00</b>	<b>18,400.00</b>	
Telephone/Cell/Internet	<b>1,500.00</b>	<b>1,500.00</b>	Cell Phone
Staff Development	<b>800.00</b>	<b>1,000.00</b>	Staff Training and development
<b>MARKETING</b>	<b>25,000.00</b>	<b>15,000.00</b>	Marketing/ Print/Social media /Radio
<b>Special Events</b>	<b>20,000.00</b>	<b>20,000.00</b>	Seven proposed Events,
Entertainment	<b>8,000.00</b>	<b>5,000.00</b>	Music festival and sidewalk sale Events only,
Event Rentals / Supplies	<b>19,000.00</b>	<b>15,000.00</b>	events needs?
Downtown Event Sponsorship	<b>3,500.00</b>	<b>3,500.00</b>	Santa parade possibly?
<b>Total Special Events and Marketing</b>	<b>76,300.00</b>	<b>58,500.00</b>	

<b>Beautification and Maintenance</b>			
Supplies	1,200.00	1,200.00	Cords, Bags, others
Seasonal Decor/Flowers	9,000.00	9,000.00	Contract with Town
Seasonal Decor/ Xmas Lights	5,000.00	16,000.00	Installations by Town for new upgrades
Seasonal Décor	9,900.00	9,900.00	Banners and maintenance
Recycle Bins ( MOU)	500.00	5,000.00	MOU Agreement With Town
Maintenance & Repair	5,100.00	4,000.00	Weed control, special events equipment
Utilities - Outside Decor (Hydro)	1,900.00	2,000.00	Hydro For Lights
Special Project (Falconhurst)	12,500.00	6,000.00	Up to Contract through Town
	45,100.00	53,100.00	
<b>Membership</b>			
Annual General Meeting Costs	500.00	500.00	AGM
Member Relations	500.00	2,500.00	Membership
Total		3,000.00	
<b>Website</b>			
I.T. Expenses		2,500.00	Adobe, Spotify
Website Development	1,200.00	1,200.00	updating
Website Hosting	303.10	350.00	Fixed annual
Special Projects	1,200.00		
<b>Web Business Services TOTAL</b>	3,703.10	4,050.00	
<b>TOTAL EXPENSE</b>	203,627.10	202,200.00	
<b>NET INCOME</b>	4,722.90	5,350.00	Reserve
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