



City of  
**Peterborough**

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**TO:** Members of the Joint Services Steering Committee

**FROM:** Brian Horton, Senior Director of Corporate Services

**MEETING DATE:** November 18, 2010

**SUBJECT:** Report CPFPRSJSSC10-002  
GPAEDC Draft 2011 Budget

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## **PURPOSE**

A report to present the draft 2011 GPAEDC Budget.

## **RECOMMENDATION**

That the Joint Services Steering Committee approve the recommendation outlined in report CPFPRSJSSC10-002, dated November 18, 2010, of the Senior Director of Corporate Services, as follows:

That the Joint Services Steering Committee recommend the draft 2011 GPAEDC Budget as set out in **Appendix A** to report CPFPRSJSSC10-002 be referred to City and County Council for consideration during their respective 2011 Budget discussions.

## **BUDGET AND FINANCIAL IMPLICATIONS**

The requested City share of expenses has increased from \$779,964 to \$842,361 (+8%) and the County share has increased from \$599,983 to \$647,982 (+8%).

Section 5.02 of the agreement between the City, County and GPAEDC stipulates that "For the term of this agreement, the City and the County agree to provide funding to GPAEDC in a base amount that is at least equal to the approved 2008 budget, increased by at least the increase in the Consumers Price Index for the previous year."

The term of the agreement is January 1, 2009, to December 31, 2012, and the CPI cap is in effect for 2011.

Referring the 2011 GPAEDC draft budget to both councils for consideration during their respective 2011 Budget discussions provides some flexibility as to how the GPAEDC budget is presented to each Council.

The City's 2011 Budget Working Papers are now in the final preparation stage and include an \$800,663 contribution to the GPAEDC that is based on the City's \$779,964 contribution for 2010, plus a \$15,599 (2%) CPI adjustment plus \$5,100 representing the City's portion of a lease adjustment to take effect July 1, 2011. The \$41,698 difference between the \$842,361 requested by GPAEDC for 2011 and the \$779,964 actually included in the City's 2011 Budget Working Papers has been identified as "Supplementary Request Not Included in the Budget" that will be presented to the City's Budget Committee for discussion.

## **BACKGROUND**

GPAEDC staff will be available at the November 18, 2010 Joint Services Steering Committee to answer questions the Committee members may have

Submitted by,

Brian W. Horton  
Senior Director of Corporate Services

### **Contact Person**

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Appendix A

Draft 2011 Budget for the GPAEDC

# APPENDIX A

2011 DRAFT BUDGET	
BUDGET SUMMARY	
REVENUE	2011 Budget
GPA EDC Revenue	2,645,857
<b>TOTAL REVENUE</b>	<b>2,645,857</b>
EXPENSES	
GPA EDC Remuneration	1,305,014
GPA EDC Programming	834,753
GPA EDC ADMIN	390,090
Cost of Sales	116,000
<b>TOTAL EXPENSE</b>	<b>2,645,857</b>
<b>DIFFERENCE +/-</b>	<b>0</b>

**2011 DRAFT BUDGET**

**GPA EDC REVENUE**

<b>MUNICIPAL</b>	<b>2011 BUDGET</b>
City (2010 779,964 + 8%)	842,361
County (2010 599,983 + 8%)	647,982
City (Trail Guide Contribution)	2,000
County (Trail Guide Contribution)	2,000
County (Trip-Click Contribution)	1,250
County BAC KIOSK Contribution	10,000
<b>FEDERAL</b>	
TRI ASSOC	12,500
Tourism student money	15,115
CFDC Royal Winter Fair	8,000
CFDC Tourism publication	8,000
<b>PROVINCIAL</b>	
CORE BAC Funding	80,000
Summer Company	16,500
Bridges	8,000
EODF - Tourism	168,000
DMF Transitional Funding	221,750
<b>ADVERTISING/PROMOTION</b>	
Travel Guide	80,000
Trail Guide	18,000
Fishing guide	18,000
Website Sales	10,000
VIC Retail	19,000
<b>MEMBERSHIP/DONATION</b>	
BAC	27,500
Kick it Up Program Donations	1,000
<b>MISC/OTHER</b>	
BAC Seminars	3,000
FCM	132,999
Trillium	61,800
Rural Secretariat sustain	11,600
Tourism Seminars	4,000

2011 DRAFT BUDGET

GPA EDC REVENUE

RTO - PRE INC. transition (ONLY) for admin (Jan - Mar)	5,000
RTO - POST INC. GPA EDC facilitation	50,000
AIRPORT	60,000
Partnership Program	47,500
Event registrations	15000
Misc unspecified (unsourced)	14,000
Cluster	24,000
<b>TOTAL REVENUE</b>	<b>2,645,857</b>

2011 DRAFT BUDGET

GPA EDC SUMMARY

	AMOUNT
Remuneration	1,305,014
<b>Programming by Pillar</b>	
<b>Manufacturing and Small Business</b>	<b>108,800</b>
<b>Rural and Agriculture</b>	<b>340,103</b>
<b>Tourism</b>	<b>385,850</b>
<b>TOTAL PROGRAMMING</b>	<b>834,753</b>

## 2011 DRAFT BUDGET

### GPA EDC ADMINISTRATION EXPENSES

<b>Category</b>	<b>Account #</b>	<b>2011 BUDGET</b>
GPA EDC ADMIN		313,450
Visitor Information Centre ADMIN		76,640
	<b>TOTAL EXPENSES</b>	<b>390,090</b>

2011 DRAFT BUDGET

COST OF SALES

<b>Category</b>	<b>Account #</b>	<b>2011 BUDGET</b>
TRAVEL Guide Distribution	801 973 6520	13,000
TRAVEL Guide Printing (print,design,edit,photos)	801 973 7120	51,000
Other guides Contract Services		5,000
Other Guide Printing/ design etc.		32,000
SALES Souvenir purchases	801 992 7221	15,000
SALES Other Purchases	801 992 7222	0
	<b>TOTAL</b>	<b>116,000</b>