



City of
Peterborough

To: **Members of the Finance Committee**

From: **Richard Freymond**
Commissioner of Corporate and Legislative Services

Meeting Date: **November 17, 2020**

Subject: **Report CLSFS20-065**
Downtown Business Improvement Area

Purpose

A report to inform Council that the 2021 Budget submission of the Downtown Business Improvement Area (DBIA) will be received on Tuesday, November 17, 2020.

Recommendation

That Council approve the recommendation outlined in Report CLSFS20-065, dated November 17, 2020, of the Commissioner of Corporate and Legislative Services as follows:

That the presentation and budget details presented to the November 17, 2020 Finance Committee by the Downtown Business Improvement Area for the 2021 Budget be received for information.

Budget and Financial Implications

There are no additional budget and financial implications of the recommendation.

Background

The Finance Committee is scheduled to review the 2021 Draft Budget during the weeks of November 16 and 23, 2020. Tuesday, November 17, 2020 has been set aside to receive budget requests from outside Boards and Agencies. The Finance Committee will resume its review of City departments on Monday, November 23, 2020.

Included on pages 211-212 of the 2021 Draft Budget Highlights Book is a high-level summary of information presented by the DBIA and summarized in Chart 1.

Chart 1 2021 Operating Budget Submissions for Outside Agencies and Boards compared to Draft Budget Request				
Service	2021 Draft Budget	2021 Presentation Request	% Difference	\$ Difference
Downtown BIA				
- Levy	327,933	327,933	0.0%	0
- Street Cleaning	96,400	133,500	38.5%	37,100
- In-kind Services	27,500	27,500	0.0%	0
- Financial Agreement	150,000	150,000	0.0%	0
	273,900	311,000	0.0%	0

The request for additional funding for Street Cleaning (\$37,100) is listed as a “Below the line” item, meaning that the item, although noted in the budget documents is not actually included in the Draft Budget. Should any Council member wish to include the item, a specific motion would be required.

The DBIA provides streetscape maintenance above the base level provided by the municipality. The service is meant to be more responsive to, and tailored to, the needs of downtown businesses. The DBIA’s streetscape services are intended to complement the municipal services, not duplicate the services provided by the municipality.

Additional budget details are appended to this report and representatives from the DBIA will provide further information on November 17, 2020.

Submitted by,

Richard Freymond
Commissioner of Corporate and Legislative Services

Contact Person:

Yvette Peplinskie
Phone: 705-742-7777 Ext 1862

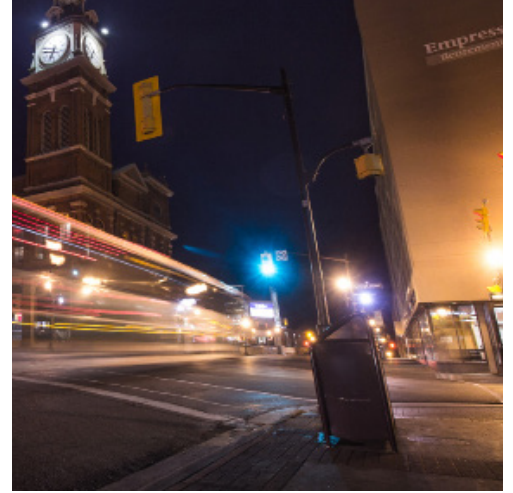
Toll Free: 1-855-738-3755

Fax: 705-876-4607

E-mail: ypeplinskie@peterborough.ca

Attachment: Appendix A: Downtown Business Improvement Area 2021 Budget

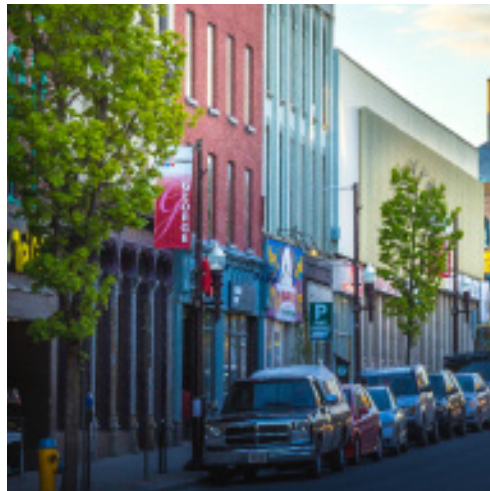
Appendix A



2020 Annual General Meeting

Wednesday, June 24, 5:00 pm via video conference

Please visit downtownptbo.ca for the link



MESSAGE FROM EXECUTIVE DIRECTOR



Terry Guiel
Executive Director, DBIA

I hope that you and your loved ones are staying safe and healthy. Our heart goes out to all the families and businesses experiencing the harsh impact of COVID-19.

Our downtown will never be the same. How we move forward is up to each of us, but one thing you can count on is that we will get through this together. We will land on our feet because we have the most resilient, creative, and hardworking entrepreneurs.

The DBIA will continue to be here to support you. In response to this crisis, we created a website to sell your gift cards, we launched The Boro to help you sell your products and services online, we've provided kits to help you comply with current safety practices, and we're providing free help through Digital Main Street to help your business adapt. Most importantly, we're here to advocate on your behalf.

I want to thank everyone who has supported each other — the businesses that supported staff, the landlords that supported businesses and all those who worked tirelessly to keep our business community alive.

I'd like to thank the team here in the DBIA office as well as the Board of Management for all their support, hard work and dedication to creating a more vibrant downtown.

We have a great downtown, one that continues to change and grow. There may be a lot of challenges in our future, but there are also opportunities.

Stay safe friends.

2020 AGM AGENDA



**Peterborough Downtown Business Improvement Area
2020 Annual General Meeting
June 24, 2020
5:00 PM
via video conference**

A G E N D A

- 1. Call to Order**
- 2. Approval of Agenda of June 24, 2020**
- 3. Approval of the Minutes from AGM of the June 26, 2019**
- 4. Presentation of the 2019 Audited Financial Statements
- Baker Tilly KDN LLP**
- 5. Presentation of 2020 Financial Report**
- 6. Presentation of 2021 Budget**
- 7. Presentation by Executive Director, Terry Guiel**
- 8. New Business**
- 9. Adjournment**

2019 AGM MINUTES



Peterborough Downtown Business Improvement Area 2019 Annual General Meeting

June 26, 2019

6:00 PM

Showplace Performance Centre

290 George St. N.

Peterborough, ON

MINUTES

1. Call to Order

- DBIA Chair, **Paul Bennett** - 6:15 PM

2. Additions/Deletions/Approval of Agenda

- Motion to approve the agenda moved by **Sam Sayer**, seconded by **Brad Collyer**. Carried.

3. Approval of the Minutes of the June 27, 2018

- Motion to approve the minutes of June 27 moved by **Sam Sayer**, seconded by **Michael Gallant**. Carried.

4. Declarations of Pecuniary Interest

- None.

5. Presentation by Executive Director

- **Terry Guiel** presents awards for Friends of the Downtown to **Jillian Bishop, Holly Butler, Janelle Carey, Donna Reid and Craig Mortlock.**

6. 2018 Audited Financial Statement

- Audited financial statements presented by **Joanna Park** from Baker Tilly KDN LLP.

- Motion to receive the 2018 Audited Financial Statement moved by **Brad Collyer**, seconded by **Ann Farquharson**. Carried.

7. 2019 Financial Report

- Presented by **Brad Collyer**.

8. 2020 Budget

- Motion to approve the 2020 Budget moved by **Brad Collyer**, seconded by **Sam Sayer**. Carried.

9. Strategic Plan Presentation

- Presentation by **Lyle Shipley** of BIA Solutions.

10. Other Business

-None.

11. Adjournment - 7:10 PM

- Motion to adjourn moved by **Michael Gallant**, seconded by **Paul Bennett**. Carried.

2021 DBIA BUDGET

Peterborough Downtown Business Improvement Area Proposed 2021 Budget

	2021 Budget	2020 Budget
Revenue		
City of Peterborough: Levy	327,933	327,933
City of Peterborough: Streetscape	133,500	96,400
Public Works Supplement	27,500	27,500
Recoveries: Breakfast	0	1,530
Creative Outdoor Advertising	3,260	2,800
Shorelines Casino Sponsorship	25,000	25,000
Taste of Downtown Sponsorship	500	2,000
Hootenanny on Hunter Sponsorship	0	15,000
Summer Student Grant	0	4,200
Trolley Income	0	12,500
Wi-Fi Advertising	0	1,200
Tent Rental Revenue	250	400
Associate Membership	2000	3,000
Other Revenue	1,000	1,200
Total Revenue	520,943	520,663

Expenditures

Office & Administration	229,000	217,637
Advertising & Promotion	55,000	65,000
Communications	12,150	11,700
Streetscape	154,550	107,664
Festivals & Events	70,000	118,500
Total Expenditures	520,700	520,501
Surplus (Deficit)	243	163

Casino Settlement Revenue

City of Peterborough	150,000	150,000
Event	10,000	0
Grants	8,000	0
Total	168,000	150,000

Casino Settlement Expenses

Security	27,500	50,000
Beautification & Events	80,500	50,000
Unspecified Capital	60,000	50,000
Total	168,000	150,000
Surplus (Deficit)	0	0

Appendix A



PETERBOROUGH DOWNTOWN BUSINESS IMPROVEMENT AREA

313 Water Street
Peterborough, Ontario, Canada, K9J 7W7
Tel: 705-748-4774
Email: info@downtownptbo.ca



DOWNTOWNPTBO.CA

