



City of  
**Peterborough**

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**To:** Members of the Finance Committee

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

**Meeting Date:** November 16, 2021

**Subject:** Downtown Business Improvement Area Report CLSFS21-048

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## **Purpose**

A report to inform Council that the 2022 Budget submission of the Downtown Business Improvement Area (DBIA) will be received on Tuesday, November 16, 2021.

## **Recommendation**

That Council approve the recommendation outlined in Report CLSFS21-048, dated November 16, 2021, of the Commissioner of Corporate and Legislative Services as follows:

That the presentation and budget details presented to the November 16, 2021 Finance Committee by the Downtown Business Improvement Area for the 2022 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 2022 Draft Budget during the weeks of November 16 and 22, 2021. Tuesday, November 16, 2021 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 22, 2021.

Included on pages 208-209 of the 2022 Draft Budget Highlights Book is a high-level summary of information presented by the DBIA and summarized in Chart 1.

Service	2022 Draft Budget	2022 Presentation Request	% Difference	\$ Difference
<b>Downtown BIA</b>				
- Levy	334,492	334,492	0.0%	0
- Street Cleaning	114,950	133,500	16.1%	18,550
- In-kind Services	27,500	27,500	0.0%	0
- Financial Agreement	150,000	150,000	0.0%	0
	292,450	311,000	0.0%	0

The DBIA request for Street Cleaning for 2022 was \$133,500 or \$37,100 more than provided in 2021. The original amount of \$96,400 had been provided for several years, however, an RFP issued by the DBIA resulted in a substantial increase for these services. 50% of the increase has been recommended for 2022 with the balance of \$18,550 presented Below the Line; 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 remaining \$18,550, 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 16, 2021.

Submitted by,

Richard Freymond  
Commissioner of Corporate and Legislative Services

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Yvette Peplinskie

Manager of Financial Services

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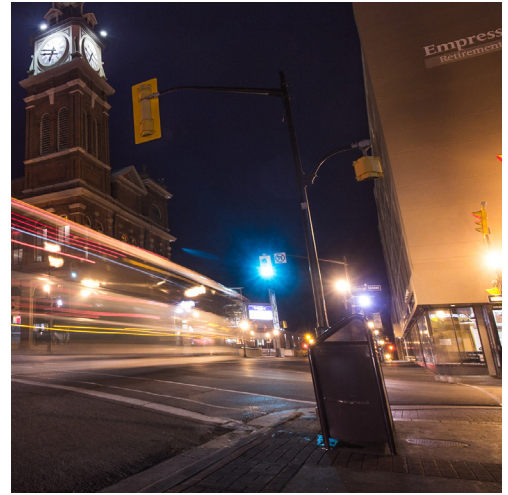
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Attachment:

Appendix A - Downtown Business Improvement Area 2022 Budget

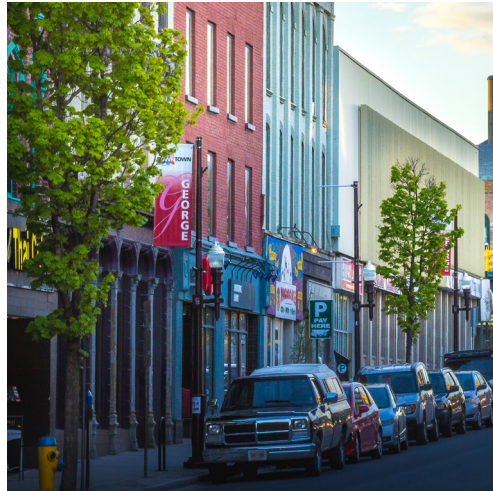


**PETERBOROUGH  
DOWNTOWN BUSINESS  
IMPROVEMENT AREA**

# 2021 Annual General Meeting

Wednesday, June 23, 5:00 pm via video conference

Please visit [www.downtownptbo.ca](http://www.downtownptbo.ca) for the link





# MESSAGE FROM CHAIRPERSON



**Michael Gallant**  
**Chairperson, The Peterborough DBIA**  
**Design Principal, LETT Architects**

Peterborough's downtown community has shown perseverance, resiliency and generosity. The DBIA and its board are honoured to represent a membership of dedicated and passionate people and businesses. It is truly inspiring. The board is also incredibly proud of the DBIA staff and team who continue to work tirelessly in support of the downtown. When people love what they do and are passionate about their work it shows and our DBIA is no exception.

Coming out of a very challenging 2020 and early 2021, we are focused on economic growth and recovery for our downtown. We have so much to look forward to as our community continues to grow. A new urban park that is to open this December will allow us to meet, play and celebrate in ways that we've not been able to before. Many new developments will bring more people living in the downtown, to enjoy and enhance everything that we love about this place. We will build on this momentum to envision and ensure a central area that is safe, dynamic, inviting and full of life.

Our downtown carries our culture, our history and our collective vision for the future of our City. Stay safe friends.

# MESSAGE FROM EXECUTIVE DIRECTOR



**Terry Guiel**  
**Executive Director, The Peterborough DBIA**

The strength and spirit of our downtown are the people behind the businesses. We want them to know that we have their back and that they see and experience that every day.

We at the DBIA take great pride in all that we do for our members and we always have one main objective before us — to make our downtown simply the best. This past year and a half has been the ultimate test of our DBIA's ability to demonstrate our resilience, work ethic and creativity. I believe our DBIA board and staff showed our "finest hour" moment as we launched a host of new initiatives to support our businesses.

I want to take this moment to thank my incredible team of Hillary, Joon and Dawn for their dedication and passion they exhibited to our downtown. I also wish to thank our wonderful Board of Management for the depth of commitment and support they provide for myself, our staff and our downtown each day. Lastly, and most importantly, I want to thank you, our members, for the resilience and adaptiveness you all continue to display during these extremely trying times.

Together we will come through this much stronger and we will be ready to continue our path towards realizing our goal, to be the best downtown we can possibly be.

# BOARD OF DIRECTORS & COMMITTEE MEMBERS

## Board of Directors

**Michael Gallant**  
Chair  
LETT Architects

**Tegan Moss**  
Vice-Chair  
B!ke

**Brad Collyer**  
Treasurer  
Grant Thornton

**Sacha Lai-Svirk**  
Marketing Committee Chair  
Outpost379

**Jean Grant**  
Event Committee Chair  
The Toy Shop

**Michael Cherney**  
Human Resources Chair  
Cherney Properties

**Susan Tung**  
Hanoi House

**Scott Murison**  
Wild Rock Outfitters

**Brianna Salmon**  
GreenUP

**Tracie Bertrand**  
Peterborough & the Kawarthas  
Economic Development

**Judy Byrne**  
Hi Ho Silver

**Laura Montague**  
Ashburnham Realty

**Kemi Akapo**  
Councillor, City of Peterborough

## Marketing Committee

**Sacha Lai-Svirk**  
Chair  
Outpost 379

**Laura Crann**  
Ashburnham Realty

**Holly Butler**  
Iceman Video Games

**Mark Jokinen**  
Mark Jokinen Books

**Montana Scott**  
Laridae

**Brogan Wilson**  
Brogan Digital Marketing &  
Consulting

**Julie Morries**

**Jasleen Sahni**  
Peterborough Inn and Suites Hotel

## Event Committee

**Jean Grant**  
Chair  
The Toy Shop

**Dylan Reinhart**  
Boardwalk Game Lounge

**Kathryn Burns**  
Kawartha Entertainment Group

**Emily Martin**  
Showplace Performance Centre

## The DBIA Staff

**Terry Guiel**  
Executive Director  
terry@downtownptbo.ca

**Dawn Pond**  
Downtown Vibrancy Manager  
dawn@downtownptbo.ca

**Hillary Flood**  
Communications Manager  
hillary@downtownptbo.ca

**Joon Kim**  
Marketing Manager  
joon@downtownptbo.ca

# 2021 AGM AGENDA



PETERBOROUGH  
DOWNTOWN BUSINESS  
IMPROVEMENT AREA

**Peterborough Downtown Business Improvement Area  
2021 Annual General Meeting  
June 23, 2021  
5:00 PM  
via video conference**

## **A G E N D A**

- 1. Call to Order**
- 2. Declaration of Pecuniary Interest**
- 3. Approval of Agenda of June 23, 2021**
- 4. Approval of the Minutes from AGM of the June 23, 2020**
- 5. Presentation of the 2020 Audited Financial Statements  
- Baker Tilly KDN LLP**
- 6. Presentation of 2021 Financial Report**
- 7. Presentation of 2022 Budget**
- 8. Presentation by Executive Director, Terry Guiel**
- 9. New Business**
- 10. Adjournment**



# 2020 AGM MINUTES



PETERBOROUGH  
DOWNTOWN BUSINESS  
IMPROVEMENT AREA

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

## MINUTES

**1. Call to Order**

- DBIA Chair, **Paul Bennett** - 5:03 PM

**2. Approval of Agenda**

- Motion to approve the agenda moved by **Michael Cherney**, seconded by **Michael Gallant**.  
**Carried.**

**3. Approval of the Minutes from AGM of the June 26, 2019**

- Motion to approve the minutes of June 26, 2019 moved by **Brad Collyer**, seconded by **Sacha Lai-Svirk**. **Carried.**

**4. Presentation of the 2019 Audited Financial Statement**

- Audited financial statements presented by **Joanna Park** from Baker Tilly KDN LLP.  
- Motion to receive the 2019 Audited Financial Statement moved by **Brad Collyer**, seconded by **Sam Sayer**. **Carried.**

**5. Presentation of the 2020 Financial Report**

- Presented by **Brad Collyer**.

**6. Presentation of the 2021 Budget**

- Presented by **Brad Collyer**.  
- Motion to approve the 2021 budget moved by **Brad Collyer**, seconded by **Michael Cherney**.  
**Carried.**

**7. Presentation by Executive Director**

- Presentation by Executive Director, **Terry Guiel**.

**8. Other Business**

-None.

**9. Adjournment - 5:58 PM**

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

## 2022 DBIA BUDGET

## Peterborough Downtown Business Improvement Area Proposed 2022 Budget

	2021 Budget	2022 Budget
<b>Revenue</b>		
DBIA Members: Levy	327,933	334,492
City of Peterborough: Streetscape	96,400	133,500
Public Works Supplement	27,500	27,500
Shorelines Casino Sponsorship	25,000	25,000
Summer Student Grant	4,500	4,350
Associate Membership	2,000	250
Creative Outdoor Advertising	3,260	3,325
Other	1,000	1,000
<b>Total Revenue</b>	<b>483,843</b>	<b>529,417</b>
<b>Expenditures</b>		
Office & Administration	229,000	243,920
Advertising & Promotion	55,000	68,000
WiFi	12,050	15,000
Communications	12,150	15,000
Streetscape	142,500	143,500
Festivals & Events	68,000	42,000
Security	2,000	2,000
<b>Total Expenditures</b>	<b>520,700</b>	<b>529,420</b>
Surplus (Deficit)	-36,857	-3
<b>Other Revenue</b>		
City of Peterborough: Settlement	150,000	150,000
Event Sponsorship/Recoveries	10,000	0
Grants	8,000	0
<b>Total</b>	<b>168,000</b>	<b>150,000</b>
<b>Settlement Expenses</b>		
Security	27,500	30,000
Beautification & Vibrancy	15,500	70,000
Events	65,000	30,000
Capital & Other	60,000	20,000
<b>Total</b>	<b>168,000</b>	<b>150,000</b>
Surplus (Deficit)	0	0



**PETERBOROUGH DOWNTOWN BUSINESS IMPROVEMENT AREA**

313 Water Street  
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Email: [info@downtownptbo.ca](mailto:info@downtownptbo.ca)



**DOWNTOWNPTBO.CA**

