

Downtown Whitby BIA

Revenue	BUDGET 2022	ACTUAL 2022	BUDGET 2023	2023 Notes
BIA Tax Levy	200,000	200,000	210,000	5% increase lower than current inflation rate
T shirts and hoodie sales	-	-	-	
GIC Dividends	40	-	-	
Donations & Sponsorships	40,000	21,342	21,400	Less due to shorter planning window for events. Some sponsors have also diverted funds to other initiatives to stretch their sponsorship dollars
Beer Fest Vendor Fees	-	-	-	
Beer Fest Event Income	50,000	34,616	50,000	Earlier planning and marketing in 2023 and modified pricing structure of ticket sales will provide increased revenue
Cask and Comedy - CANCELLED	-	-	-	
Christmas Market	7,000	2,848	8,000	Booth spaces were offered to member businesses at no cost in 2022 to promote brick and mortar establishments in the BIA.
New 2021 Street Event - CANCELLED	10,000	-	-	
Grants - Digital Main Street 3.0	10,000	31,955	46,349	The BIA successfully applied for a Digital Main Street grant to support the hiring of a Digital Squad Member
Grants - Digital Main Street FuturePROOF	-	-	-	
Grants - My Main Street	-	8,320	-	My Main Street Grant from 2021 towards 2021 Christmas Market
Shop Durham Region (SDR) - Regional Funding	40,000	28,727	-	Funds from Region to cover SDR wages. This was a covid initiative which will not be continuing in 2023.
Flowers - Town of Whitby Funding	19,000	9,801	19,000	Planters and hanging baskets funds from Town.
Extra Taxation Growth in Area	-	-	-	
Transfer from Reserve	-	-	693	
Surplus from prior years	-	-	-	
Transfer to Petty Cash	-	-	-	
In Kind Donations TOW	5,000	5,000	5,000	In kind support from Town of Whitby
Tourism Grant	-	-	-	
Regional Municipality of Durham Wage Subsidy	-	-	-	
Ontario BIA Association	-	-	-	
Other Revenues	-	-	15,000	Proposed new events for 2023 to promote shopping local and cross promotions with merchants and tourism partners
Total Revenue	381,040	342,609	375,442	
Expenditures	2022	ACTUAL 2022	2023	2023 Notes
Administrative Expenditures				
Salaries and Wages	110,000	70,459	115,000	Two full time staff
Sponsorship commission	-	-	7,000	Commission based on sponsorships and grants
Grant commission	-	10,855	-	Commission paid on 2021 grants and sponsorships
Digital Main Street (DMS) Wages & expenses	10,000	27,202	46,349	Funds from DMS grant for Digital Squad member
Digital Main Street FuturePROOF	-	-	-	
Shop Durham Region (SDR) Wages	40,000	41,600	-	SDR wages. Funding and program has ended
Benefits	14,000	8,251	8,700	Chamber benefits for employees
Payroll Taxes and Deductions (Employer CPP & EI)	31,000	10,637	12,000	Lower now that arrears from previous years have been paid
Office Supplies	3,650	3,252	4,000	
Membership Fees	1,000	348	868	OBIAA and Chamber
OBIAA Conference	2,000	1,447	2,000	OBIAA conference
Misc. Seminar Fees	500	-	-	
Rent	8,150	7,470	10,000	Rent at Chamber office
Accounting/Auditing	2,500	5,550	8,500	The BIA has secured a bookkeeper to support sound practices and ease of reporting
Computer software subscriptions	-	2,569	2,000	QBO and Adobe subscriptions
Storage Unit	4,800	4,298	4,995	Storage unit for event staging
Banking	300	139	300	
Interest and arrears	-	3,173	-	
Miscellaneous	-	175	90	
Subtotal	227,900	197,424	221,802	
Capital and Maintenance				
Phone	1,500	2,873	2,500	
Beautification	8,000	3,002	7,000	Holiday lighting and décor
Flowers & Planters	19,000	9,598	19,000	2022 spend lower as hanging baskets were not available in 2022.
Murals	5,000	-	-	
Data Collection	-	-	-	
COVID 19 Expenses	-	-	-	
Maintenance	3,500	700	2,500	Installation and removal of library banner
Other (Capital)	-	-	-	
Subtotal	37,000	16,173	31,000	
Events				
Shop Late Shop Local	-	-	-	
Beer Festival	60,000	59,179	50,000	Will be offset by sponsorships
Cask and Comedy - new for 21	-	-	-	
Christmas Market	23,000	54,843	50,000	Comparative to year over year expenses. Expenses will be offset by updated pricing and sponsorship
Volunteer Appreciation Event	1,000	-	1,000	
New 2021 Street Event	10,000	-	-	
Other (Events)	3,000	-	15,000	New proposed local tourism events in 2023 that will leverage town initiatives.
Shop Durham Region Expenses	-	5,855	-	
Subtotal	97,000	119,877	116,000	
Promotion and Advertising				
Website - Domain Registration	40	425	40	
Hosting & Maintenance	2,600	-	2,600	
AODA Compliance	-	-	-	
Local Advertising	1,000	2,265	2,000	
Printing & Production	1,000	-	1,000	
Promotion Items	1,000	-	1,000	
Subtotal	5,640	2,690	6,640	
Assessment Loss & Reserves				
Year-End Assessment Loss	500	-	-	
Transfer to Reserves	13,000	-	-	
Subtotal	13,500	-	-	
Total Expenditures	381,040	336,163	375,442	
Surplus/Deficit	-	6,446	-	