



January 4, 2021
 His Worship Mayor Clark & Members of City Council, City of Saskatoon
 c/o Stephanie Green, Property Tax & Accounting Control Manager
 Corporate Financial Services, 222 3rd Ave N, Saskatoon SK S7K 0J5

Your Worship and Councillors,

Re: Broadway Business Improvement District 2021 Budget

Please find attached the 2021 proposed budget for the Broadway Business Improvement District (BBID), which has been approved by the Board of Directors for submission to the City of Saskatoon.

This past year has been one of the hardest for many of the businesses in the district, while also illuminating many opportunities. Some businesses were forced to close their doors permanently or were unable to renew their lease agreements as the restrictions made it impossible to operate.

From funding reserves, the BBID Board quickly established a Technology Grant for merchants to be able to invest in new equipment or invest in online marketing platforms. To 32 applicants, \$40,679 was distributed to immediately improve online sales and ordering. In addition to the Tech Grant, the BBID Board supported the Broadway Theatre with \$10,000 towards their Broadway: Here to Stay campaign as they too have been severely impacting by gathering restriction.

New businesses opened in 2020 in the district, some other businesses renovated their building or expanded their services. Seeing these investments bodes well for the future of the area. The construction at the Baydo Development at 880 Broadway continues at a rapid pace. The High Point Development proposal at 604 Broadway has been put on hold with plans to reduce the office and retail components of the project.

Most of the festivals were canceled this year in the district including what would have been the 32nd Annual Broadway Street Fair. We are tentatively planning a Street Fair for September 2021 that will proceed only if it is possible to do so in a safe manner.

The BBID has continuously been advertising the district both online and on television. Thanks to a grant from Tourism Saskatchewan we will be revising our website in the beginning of 2021.

Other numerous urban design projects have been completed this year. The BBID is thankful to the City for changing the old parking metre stubs into bike parking where possible and removing other poles as needed, reprinting our banners, adding new winter lighting, and updating signage.

The BBID advocated on numerous files to the municipal government this past year, including waiving fees for parking patios, reducing the infrastructure needed for parking patios and allowing them to remain in place throughout the winter.

The BBID budget for 2021 has greater investment in support staff, urban design and further marketing initiatives while keeping the levy amount requested the same for the 4th year in a row.

On behalf of the Board of Management,

A handwritten signature in black ink that reads "DeeAnn Mercier". The signature is written in a cursive, flowing style.

DeeAnn Mercier
 Executive Director



Broadway Business Improvement District
2021 Operating Budget

	<u>2020 Budget</u>	<u>2020 Projected Actual</u>	<u>2021 Budget</u>
REVENUES			
BBID Levy	194,168	194,168	194,168
COS Flex Parking Revenue	41,300	41,300	41,600
COS Grants (Flower Pots & Graffiti)	8,612	8158	8,844
Staff Grants	3,000	4285	0
Urban Design Projects	7500	5000	0
Special Event Revenue	35,500	0	30,000
Miscellaneous Revenue	200	15,200	200
Total Revenues	<u>290,280</u>	<u>268,111</u>	<u>274,812</u>
EXPENDITURES			
Administration			
Salaries & Benefits	150,230	114,503	172,681
Accounting & Legal	9,300	8,723	9,050
Rent, including Utilities	13,800	13800	13,800
Equipment & Supplies	17,850	15763	18,500
Total Administration	<u>191,180</u>	<u>152,789</u>	<u>214,031</u>
Programming			
Business & Professional Development	5,750	4,285	1,750
Conferences	4,000	250	3,000
Memberships & Committees	700	350	500
Graffiti Maintenance Program	4,000	1,000	2,000
New Marketing Initiatives	5,000	9,900	13,500
Advertising & Promotions	11,000	9,014	10,000
BBID Grant to Members	5,000	41,124	5,000
Urban Design Projects	5,000	0	0
Total Programming	<u>40,450</u>	<u>65,923</u>	<u>35,750</u>
Special Projects and Events			
BBID Events	47,650	11,966	33,250
Non-BBID Event Sponsorship	7,000	12,200	10,000
Total Special Projects	<u>54,650</u>	<u>24,166</u>	<u>43,250</u>
Board Expenses			
Board Expenses	500	0	500
Board Development	3,500	0	2,500
Total Board Expenses	<u>4,000</u>	<u>0</u>	<u>3,000</u>
Total Expenditures	<u>290,280</u>	<u>242,878</u>	<u>296,031</u>
Surplus/(Deficit)	0	25,233	-21,219

(Surplus from 2020 will be used to cover shortfall in 2021)