December 15th, 2021



Your Worship and Councillors,

Re: Broadway Business Improvement District 2022 Budget

Thank you for reviewing the 2022 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 second year of the pandemic has really proven the perseverance, and continuing ingenuity of our small businesses. The vacancy rates have remained low with considerable investment in adding more retail, office and rental units at 880 Broadway by Baydo Developments. We are looking forward to the apartments having their first residents in the new year. Further retail, office and rental units are in the process of being built at 639 Main Street. Both these projects significantly increase the density of the district and contribute to the overall sustainability of the commercial area.

Utilizing funding reserves, the BBID continued with a Technology Grant for merchants to be able to invest in new equipment or invest in online marketing platforms. This year we were pleased to give \$18,816 on top of the \$40,679 that was given as part of this pandemic relief program last year. Along with the Tech Grant, the BBID also has a small façade improvement grant that distributed \$2,578 to improve the exterior of the buildings in the district including adding accessibility through wheelchair ramps, better lighting and signage.

The Broadway Street Fair returned this year, after taking last year off, albeit in a much smaller way with no additional vendors and limited entertainment. We look forward to a small-scale sidewalk sale in spring and a return to a full Broadway Street Fair in fall of 2022.

Thanks to funds from the federal government the BBID was able to continue a strong marketing campaign for the district, update our website and provide photography services.

The BBID budget for 2022 has greater investment in support staff, urban design and further marketing initiatives while keeping the levy amount requested the same for the 5th year in a row.

On behalf of the Board of Management,

D) Mercies

DeeAnn Mercier **Executive Director**



Broadway Business Improvement District 2022 Operating Budget

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