

December 15th, 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 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,

A handwritten signature in black ink that reads "D. Mercier".

DeeAnn Mercier
Executive Director



**Broadway Business Improvement District
2022 Operating Budget**

	2021 Budget	2021 Projected	2022 Budget
REVENUES			
BBID Levy	194168	194160	194160
COS Flex Parking Revenue	41600	41600	75000
COS Grants (Flower Pots & Graffiti)	8844	8321	8960
Staff Grants	0	0	0
Urban Design Projects	0	42032	0
New Marketing Initiatives	0	5000	0
Special Event Revenue	30000	7436	30000
Other Revenues	200	200	200
Transfer from Reserves/Previous Year	21500	21500	0
Total Revenues	296312	320249	308320
EXPENDITURES			
Administration			
Salaries & Benefits	172681	156691	184598 *Wages expected to be lower due to leave
Accounting & Legal	9050	9144	9480
Rent, including Utilities	13800	14900	14900
Equipment & Supplies	18500	20052	20350
Total Administration	214031	200787	229328
Programming			
Classes & Professional Development	1750	1640	4000
Conferences	3000	0	4000
Memberships & Committees	500	30	500
Graffiti Maintenance Program	2000	0	2000
New Marketing Initiatives	13500	44519	10000
Advertising & Promotions	10000	8460	10000
BBID Grant to Members	5000	22809	5000
Urban Design Projects	0	9581	10000
Total Programming	35750	87039	45500
Special Projects and Events			
BBID Events	33250	13191	43000
Non-BBID Event Sponsorship	10000	7000	11000
Total Special Projects	43250	20191	54000
Board Expenses			
Board Expenses	500	0	500
Board Development	2500	0	4000
Total Board Expenses	3000	0	4500
Total Expenditures	296031	308017	333328
Surplus/(Deficit)	281	12232	-25008