



Broadway Business Improvement District | 306.664.6463 | Unit A 613 9th Street East, Saskatoon SK S7H 0M4

Her Worship Mayor Block and Members of City Council
City of Saskatoon
c/o Meagan Piche, Revenue Accounting Manager
Corporate Financial Services, 222 3rd Avenue North
Saskatoon, SK S7K 0J5

Wednesday, February 5, 2025

Re: Broadway Business Improvement District 2025 Budget

Her Worship the Mayor and City Councillors,

On behalf of the Broadway Business Improvement District (BBID), I would like to extend my gratitude for your continued support of our district. Broadway remains a vibrant cultural and commercial hub in Saskatoon, and we are committed to fostering a dynamic and welcoming environment for businesses, residents, and visitors alike.

Please find attached the 2025 Broadway Business Improvement District Budget, approved by the Board of Directors on January 16, 2025.

The BBID plays a crucial role in enhancing the economic vitality of the area through placemaking initiatives, marketing programs, and community engagement efforts. As we look ahead to 2025, we are excited to implement several key projects that will further strengthen our district:

- **Broadway Door Décor Project** – Transforming ten alley and business doors into vibrant art installations to enhance the cultural appeal of the district.
- **Lighting** – working with the City of Saskatoon’s Urban Design team to enhance lighting installations on Broadway.
- **Broadway Ambassador Program** – Developing a community ambassador initiative focused on enhancing safety, cleanliness and walkability in the area.
- **Broadway App, Brochure & Map** – Showcasing key attractions, businesses, cultural landmarks and sponsors in print and online.
- **Bites on Broadway** – A food, art and culture event celebrating the district’s culinary scene through a passport-style tasting experience.
- **Street Activations & Events** – Supporting and expanding community programming, collaborations, and ongoing street activities.



- **Façade & Security Grant Program** – Supporting businesses in improving storefront aesthetics and enhancing security measures.

To support the successful implementation of these initiatives, we have budgeted for a **2% levy increase**. We have also identified the need for additional funding to expand our staff team and increase salaries to remain competitive while providing living wages. This will help ensure that we have the capacity to execute the ideas outlined in our 2025-2028 strategic operations plan effectively.

These initiatives reflect our ongoing commitment to making Broadway a premier destination for shopping, dining, and cultural experiences. We greatly appreciate your collaboration and investment in our shared vision for the district's future.

Thank you for your time and consideration. We look forward to working together to ensure Broadway continues to thrive. Please do not hesitate to reach out if you require any additional information.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Anne-Marie Cey', is positioned above the printed name.

Anne-Marie Cey
Executive Director
Broadway Business Improvement District



BROADWAY BUSINESS IMPROVEMENT DISTRICT 2025 OPERATING BUDGET

REVENUES

	2024 Budget	2025 Budget
BBID Levy	\$ 207,960.00	\$ 212,120.00
Parking Revenue	\$ 78,800.00	\$ 80,800.00
City of Saskatoon Grants	\$ 8,500.00	\$ 9,000.00
Other Grants	\$ 1,000.00	\$ 9,000.00
Urban Design Projects	\$ 4,700.00	\$ 50,000.00
Special Event Revenue	\$ 45,000.00	\$ 50,000.00
Sponsorship Revenue	\$ 10,600.00	\$ 15,000.00
Transfer from Reserves/Previous Year	\$ 11,269.36	\$ -
Miscellaneous/Red Ball	\$ 325.00	\$ -
Total Revenues	\$368,154.36	\$425,920.00

EXPENDITURES

Administration

Salaries & Benefits	\$ 179,739.64	\$ 230,350.00
Accounting & Legal	\$ 13,477.00	\$ 11,000.00
Insurance	\$ 2,000.00	\$ 2,500.00
Rent, including Utilities & Parking	\$ 19,800.00	\$ 21,000.00
Office Expenses	\$ 16,801.00	\$ 16,450.00
Total	\$231,817.64	\$281,300.00

Marketing & Programming

Marketing, Advertising & Promotion	\$ 15,030.00	\$ 15,000.00
Education & Business Development	\$ 11,530.00	\$ 9,000.00
Memberships & Committees	\$ 909.00	\$ 1,250.00
Graffiti Maintenance	\$ 1,200.00	\$ 1,000.00
Grants to Members	\$ 3,000.00	\$ 7,000.00
Urban Design Projects	\$ 12,000.00	\$ 15,000.00
Total	\$ 43,669.00	\$ 48,250.00

Special Projects and Events

BBID Projects and Events	\$ 63,229.00	\$ 66,000.00
Non-BBID Event Sponsorships	\$ 20,219.00	\$ 22,500.00
Total	\$ 83,448.00	\$ 88,500.00

Board Expenses

Board Expenses	\$ 350.00	\$ 350.00
Discretionary Fund	\$ -	\$ 5,000.00
Board Development	\$ 1,000.00	\$ 1,000.00
Total	\$ 1,350.00	\$ 6,350.00

Reserves

Transfer to Reserves	\$ -	\$ -
Depreciation Expense	\$ 10,000.00	\$ 10,000.00
Total Expenses	\$360,284.64	\$424,400.00

Revenues Less Expenses

Draw to/from Reserves	\$ 7,869.72	\$ 1,520.00
Surplus (Deficit) after Draw to Reserve	\$ -	\$ -