



Old Strathcona Business Association 2023 Operating Budget, Strategic Priorities, and Board of Directors

2023 Budget Overview

- After reducing the BIA levy for the past two years in response to the COVID-19 pandemic, we are proposing an increase for 2023. This will return the levy to our pre-pandemic level, which will best meet the needs of our growing membership.
- We will see additional income recovery from the Canada Communities Revitalization Fund (CCRF) of \$75,000 for our ongoing placemaking project, and from the new Capital City Clean Up (CCCU) grant for BIA's towards cleaning for \$25,000.
- We have allocated more than ever to beautification, cleaning, and placemaking as these areas have been identified by members as top priorities. Program enhancements include increased litter pick up, and sidewalk pressure washing.
- After 2023 we won't be using any more reserves for some time, as we plan to begin rebuilding savings for projects in future years.

	2022 Budget	\$ Change	2023 Budget	% Change
Income				
BIA Levy	\$525,000	+\$50,000	\$575,000	+10%
Summer student/intern grant recovery	\$22,000	-\$9,025	\$12,975	-41%
Reserves (from savings)	\$25,000	-\$5,000	\$20,000	-20%
Other recovery (CCRF and CCCU)	-	-	\$100,000	+100%
Total Revenue:	\$572,000		\$707,975	+24%
Expenses				
Beautification, Cleaning & Placemaking	\$107,000	+\$121,500	\$228,500	+114%
Membership Engagement	\$8,000	+\$2,700	\$10,700	+34%
Marketing & Branding	\$61,500	+\$10,900	\$72,400	+18%
Administration	\$78,700	+\$5,000	\$83,700	+6%
Community Programs & Advertising	\$27,000	+\$1,000	\$28,000	+4%
Management & Support Wages	\$269,600	+\$5,415	\$275,015	+2%
Operational Contingency	\$20,000	-\$11,000	\$9,000	-55%
Total Expenses:	\$571,800		\$707,315	+24%



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Notes: Our reserves were approximately \$142,953.40 as of September 27, 2022, and we will be drawing \$62,500 as part of our required contribution for the CCRF grant, and then \$20,000 for 2023 to supplement the budget. This will leave us with \$60,453.40.

We currently have one of the lowest minimum and maximum levies across all BIAs in Edmonton. We are proposing an increase to the minimum and maximum of \$250 and \$5,000 respectively (up from \$100 and \$4,300).

Recurring expenses:

As of December 2022, we have downsized our office space and reduced monthly costs associated with rent and utilities by nearly half of what we were paying up to 2022. Our monthly rent with 3-year lease is \$1,561 (down from \$3,100) or approximately \$19,000 annually plus GST.

Budget approval process:

Reviewed and approved by the board:	September 14, 2022
Budget posted to OSBA website:	September 29, 2022
Approved by members at AGM:	October 5, 2022
Submitted to the City:	October 6, 2022
Mailed to members:	End of October/Early November
Approved by City Council:	December (date TBD)



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Our Mission:

To foster a thriving business and destination district that is inviting to patrons, tourists and businesses.

2020-23 Strategic Goals & Operational Targets:

The Board has decided to extend our current strategic plan into 2023 and will revisit longer term plans then. The Board and OSBA staff will continue to review and revise the operational targets as needed.

1. Strengthen the perception and reality of safety in the district & public realm improvements

- a. Enhance beautification in our district through greenery, art and lights
- b. Develop partnerships and strategies to promote neighbourhood cleanliness (litter clean up and enhanced pressure washing)
- c. Support and advocate for additional social services to help marginalized population (apply for Community Safety and Wellbeing grant to enhance initiatives in East Whyte)
- d. Improve upon walkability and pedestrian safety through the CCRF placemaking project
- e. Work toward ensuring all guests, staff and patrons feel welcome

Milestone target: upward trend of perception of safety noted in our economic indicators

2. Develop a strategy that supports a balanced business mix for the district & business recruitment.

- a. Develop relationships with property owners to advocate for business mix
- b. Execute communications and outreach strategy to a new business

Milestone target: upward trend of new business licenses in district

3. Activate under-utilized spaces.

- a. Activate McIntyre Park during the winter
- b. Advocate for improved usage of Farmer's market parking lot and CP lands via the Old Strathcona Public Realm Strategy
- c. Work with partners on a plan to revitalize East Whyte/ off Whyte in key areas via the Community Safety and Wellbeing grant project application
- d. Advocate for and support events in East Whyte/West Ritchie

Milestone target: increase pop-up activations in under-utilized spaces



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4. **Foster a healthy and thriving business community & collective marketing**
 - a. Partner with organizations that offer business support
 - b. Enhance communications and relations with members
 - c. Collaborate with festivals and events to add vibrancy to the district
 - d. Promote our area as a destination shopping district and celebrate our 30th anniversary as a BIA
 - e. Conduct market research to better understand customer mobility

Milestone target: upward trend in perception of a destination district in our economic indicators