

DOWNTOWN BUSINESS ASSOCIATION OF EDMONTON 2025 PROPOSED BUDGET

**Presented & Approved
at the
2024 Annual General Meeting
October 10, 2024**

2025 Operating Budget Downtown Business Association

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Mission Statement

As the lead activator and advocate shaping Downtown Edmonton, we work on behalf of our member businesses to support and deliver a vibrant and remarkable Downtown experience, rooted in inclusion, diversity, prosperity, and resilience.

Strategic Priorities

To achieve our strategic trajectory, the EDBA will focus on the following four strategic priorities:

1. Serving as the leading voice and convening force in Downtown recovery.
2. Ensuring the Downtown community is active in solutions to systemic social issues.
3. Generating continuous service value for members.
4. Creating and promoting a remarkable, attractive Downtown experience.

1. Serving as the Leading Voice & Convening Force in Downtown Recovery.

Key Actions

- Additional focus and resources should be dedicated to the EDBA's role as a connector and advocate for Downtown businesses for grants, subsidies, and other business recovery or economic development programs and resources.
- Continue the EDBA's existing government relations efforts, with a focus on supporting initiatives that drive economic growth and residential development.
- Leverage partnerships with Edmonton Unlimited, Explore Edmonton, EDMH, Edmonton Global, and employers and property owners making investments in Downtown.
- Advance and introduce activities and initiatives to support resilience in the Downtown community, including cultural experiences and more accessible programming.
- Prioritize securing additional revenue through partnerships, service agreements, and sponsorships, to meet new strategic obligations with a minimal increase to the BIA levy.
- Engage with the COE to partner on amending the funding model for BIAs through the Provincial government, easing the burden of the BIA levy on tenant businesses, and increasing engagement and contribution from property owners.

2. Ensuring the Downtown Community is Active in Solutions to Systemic Social Issues

Key Actions

- Identify the most relevant systemic social issues to Downtown and articulate the EDBA's position and specific role for each – whether as an advisor, connector, sponsor, advocate, or as a leader and convener.
- Continue to make measurable commitments to the EDBA's own advancement of diversity, equity, and inclusion within the organization and in its sphere of control and influence.
- Connect members to training resources and involvement opportunities so they may meaningfully participate in the EDBA's efforts to address these issues.

- Identify Downtown's most active and impactful social agencies and change agents and pursue partnerships to share data, resources, and propose solutions to overlapping issues.
- Develop productive relationships with Indigenous organizations and governments to define desired roles in downtown recovery and to collaborate with Indigenous communities and populations to serve urban Indigenous peoples.

3. Generating Continuous Service Value for Members

Key Actions

- Develop ongoing engagement framework and feedback mechanism for the EDBA to solicit input from members on a regular basis and as issues arise.
- Increase member data collection efforts and continue to develop a member contact CRM to ensure the member information is accurate, relevant and that it can be easily populated.
- Expand the communications framework with goals to reach previously unengaged members and continue to inform members about regular progress by the EDBA, improvements to Downtown, and achievements by other members.
- Create a plan to reach out to non-traditional members, including business types that have not been deeply engaged in the past and entities that might not have thought to include themselves in the BIA, such as non-profits, to ensure they can establish a relationship with the EDBA and use their services.
- Assess the current EDBA programs to determine the specific ROI to members and where value to members can be increased, especially in the areas of cleanliness and safety.
- Demonstrate service value of the EDBA by celebrating progress more often.

4. Creating & Promoting a Remarkable, Attractive Downtown Experience

Key Actions

- Continue to prioritize and communicate successful efforts around safety, cleanliness, and infrastructure improvements.
- Continue to activate public space across Downtown throughout the year alongside EDBA members and partners such as
- UDI, Explore Edmonton, COE, Edmonton Arts Council, local festivals, and others.
- Continue growing a network of grassroots champions and subject matter experts from across the Downtown community who amplify and carry out the EDBA's messages and vision with the public.
- Pursue, support, and advocate for amenities, attractions and events that create immediate pedestrian traffic and result in a more vibrant and desirable urban environment for visitors, residents, investors, and businesses.
- Create high-quality, engaging content touting a positive Downtown experience.

Strategic Planning

- Next session is planned for 2025.

Budget Overview

	Proposed 2025	Budget 2024	Dollar Change	Percentage Change
Revenues:	\$	\$	\$	%
Membership Levy	1,804,953	1,707,547	97,406	5.7%
Interest Income	7,000	5,000	2,000	40.0%
Events & Programs	862,500	748,800	113,700	15.2%
Total Revenue	<u>2,674,453</u>	<u>2,461,347</u>	213,106	8.7%
Expenses:	\$	\$	\$	%
Salary and Benefits	762,243	675,316	86,927	12.9%
Administration	375,910	344,431	31,478	9.1%
Marketing, Communications & Events	495,300	608,800	(113,500)	-18.6%
Partnerships, Advocacy & Economic Development	99,000	75,000	24,000	32.0%
Public Space Operations (Core Care)	942,000	757,800	184,200	24.3%
Total Operating Expenses	<u>2,674,453</u>	<u>2,461,347</u>	213,106	8.7%

Staffing

7 full-time positions
 5 part-time Ambassadors
 2 seasonal Ambassadors

Recurring Expenses

- Salaries
- Rent & Operating Costs
- Operating equipment (mail equipment)
- Professional Fees (auditor)
- Winter Lights Maintenance (install, utilities, take down)

Budget Approval Process

- Budget approved by Board of Directors on
- Invite to AGM mailed to membership September 23, 2024
- Budget shared with membership for AGM on October 10, 2024
- Reviewed and approved by membership at AGM on October 10, 2024
- Submitted to the City of Edmonton on October 11, 2024

Minimum / Maximum Levy Amounts

Min. \$150 to Max. \$20,000

Maximum has been increased from \$15,000 to \$20,000