

**DOWNTOWN BUSINESS  
ASSOCIATION OF EDMONTON  
2021 PROPOSED BUDGET**

**Presented & Approved  
at the  
2020 Annual General Meeting  
October 15, 2020**

# **2021 Operating Budget Downtown Business Association**

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(prepared by Mary Davies, Executive Assistant)

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## **Statement of Intent**

Through its leadership in advocacy and promotion, the intent of the Downtown Business Association of Edmonton ("DBA") is to support, connect, and enrich Edmonton's Downtown community.

## **Objectives**

Independent from the City of Edmonton, the DBA's primary role is to maintain and increase the vitality – both real and perceived – of the Downtown core of Edmonton.

The DBA continues to:

- Provide strong support for economic development through the Business Recruitment Committee.
- Be heavily involved in major Council initiatives such as catalyst projects, Bike Lanes, 102A Avenue RECOVERY, Macdonald Drive RECOVERY and Sir Winston Churchill Square redevelopment projects.
- Encourage an effective transportation network both into and with the Downtown with special emphasis on the integration of public transit initiatives such as LRT expansion.
- Work with the City of Edmonton's Planning Department on streetscape beautification projects like 104<sup>th</sup> Street Promenade, and the reclaiming of Jasper Avenue as Edmonton's main boulevard.
- Address parking issues by working with the City and parking providers to incorporate a wide range of options to mitigate the naturally increasing parking pressures association with a vibrant Downtown.
- Assist in the implementation of arts and cultural programming, including the Art & Design in Public Places Program – a community-based initiative designed through placement of publicly funded works of art.

As a membership-driven Association, the DBA seeks to ensure members are its priority and their concerns, ideas and feedback are how it shapes the Strategic Plan to ensure value, responsiveness, and program delivery.

This includes:

- Strategic relationships with all three orders of Government and organizations such as BOMA, and the Edmonton Chamber of Commerce,
- Networking and educational opportunities through events on topics that have a direct impact on its members and their businesses.
- Direct and regular communication with City Administration on topics such as LRT, bike lanes, cleanliness, and new policy creation.
- To make sure that its members are able to focus on their Downtown business's

success while it advocates on member's behalf to make Downtown a more vibrant place to be.

## **Budget Overview**

The 2021 budget totals \$1,373,924 of which \$1,040,898 is provided through the levy to our constituents which will represent a decrease in the levy to our members for 2021 by 15%. This adjustment was made due to the COVID-19 economic impact on Downtown Edmonton. The DBA has approved a transfer of reserve funds in the amount of \$42,607 to the operating budget fulfill its mandate to the membership. Sponsorships and other revenue amounts are \$290,418 or 21% of the budget.

The proposed 2021 budget is a commitment:

- To increase the resources dedicated to promotions and special events in the coming year.
- To find new partnership and sponsorship opportunities.
- To continue to build on our business recruitment and economic development initiatives, and
- To add our support in promoting other major events and activities in the downtown.

## **2021 Budget**

	<b>Proposed 2021</b>	<b>Budget 2020</b>	<b>Dollar Change</b>	<b>Percentage Change</b>
<b>Revenues:</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>	<b>%</b>
<b>Membership Levy</b>	<b>1,040,898</b>	<b>1,224,586</b>	<b>(183,688)</b>	<b>-15.0%</b>
Interest Income	4,000	3,500	500	14.3%
Marketing & Communications	90,000	42,500	47,500	111.8%
Donations-in-Kind	196,418	308,300	(111,882)	-36.3%
**Transfer from Reserves	42,607	31,050	11,557	37.2%
<b>Total Revenue</b>	<b>1,373,924</b>	<b>1,609,936</b>	<b>(236,013)</b>	<b>-14.7%</b>
<b>Expenses:</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>	<b>%</b>
Salary and Benefits	359,206	369,491	(10,285)	-2.8%
Administration	200,800	223,145	(22,345)	-10.0%
Marketing & Communications	392,000	500,500	(108,500)	-21.7%
Donations-in-Kind	196,418	308,300	(111,882)	-36.3%
Partnership & Business Development	89,000	66,000	23,000	34.8%
Operations	136,500	142,500	(6,000)	-4.2%
<b>Total Operating Expenses</b>	<b>1,373,924</b>	<b>1,609,936</b>	<b>(236,013)</b>	<b>-14.7%</b>

## **Staffing**

4 full-time positions

Up to 5 part-time positions (seasonal)

### **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 September 17, 2020
- Notice distributed to membership September 21, 2020
- Distributed to membership for AGM on October 9, 2020
- Reviewed and approved by membership at AGM on October 15, 2020
- Submitted to the City of Edmonton on October 15, 2020

### **Minimum / Maximum Levy Amounts**

\$100 to \$6,500 – No change for budget year.