

**Port Credit Business Improvement Association
Budget 2012**

	Budget 2011	Actuals 2011	Budget 2012	Increase /decrease over 2011 Budget
Income				
Municipal Levy	476,276	432,841	536,568	12.66%
Municipal Over/Under adjustment	-	1,318		
Assoc Members	6,225	6,525	6,525	4.82%
Miscellaneous Income	1,000	266		
Grant Revenue	30,000	10,000	0	-100.00%
Project Income:				
Sponsorship	25,000	11,700	16,000	-36.00%
Vendor Fees	15,155	25,163	27,000	78.16%
Grants	15,795	24,134	24,188	53.14%
Miscellaneous Income		2,241		
Traffic Island Funding			5,000	
Total Income	569,451	514,188	615,281	8.05%
Expense				
Administration				
Meetings-Brd/AGM/Committees	4,500	4,044	4,200	-6.67%
Rent	8,339	8,339	8,339	0.00%
Phones, Fax & Mobile	5,000	4,305	4,350	-13.00%
Office General Expense	2,500	3,035	3,500	40.00%
Postage	600	173	300	-50.00%
Membership Newsletters	400	38	100	-75.00%
Furniture and Equipment	500	659	500	0.00%
Repair and Maintenance	500	669	500	0.00%
Insurance	7,100	4,174	4,500	-36.62%
Professional Fees	4,000	3,403	4,000	0.00%
Travel and Miscellaneous	450	605	600	33.33%
Public Relations	800	859	800	0.00%
Payroll Tax Expense	-	94	0	0.00%
Wages	93,259	102,822	98,920	6.07%
Summer Student	1,535	1,535	5,000	225.73%
Contingency	500	350	500	0.00%
Bank Charges Expense	-	210	600	0.00%
Provincial HST Adjustment	-	4,142	4,200	
Total Administration	129,983	139,456	140,909	8.41%

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Beautifications

Banner Changes	5,000	5,471	5,500	10.00%
Banners/ Hardware	8,000	80	14,580	82.25%
Landscaping	80,000	77,317	80,000	0.00%
Streetscape Maintenance	18,000	13,279	17,500	-2.78%
Winter Décor & Streetscape	3,700	3,776	5,500	48.65%
Contingency Beautification	2,000	1,585	2,000	0.00%
Total Beautifications	116,700	101,508	125,080	7.18%

Marketing

Promotional Materials	2,000	460	1,000	-50.00%
Media Launch	3,500			-100.00%
Media Marketing	43,000	41,126	50,000	16.28%
Highway Sign	5,370	4,620	5,620	4.66%
Spring & Summer Promotions	7,000	5,047	7,000	0.00%
Fall & Winter Promotions	5,000	5,231	5,000	0.00%
Contingency	500	445	500	0.00%
Total Promotions	66,370	56,929	69,120	4.14%

Project Expenses

Advertising & Marketing	14,000	25,280	14,000	0.00%
Artist/Performer Fees	23,800	24,057	23,800	0.00%
City Costs	4,000	3,479	4,000	0.00%
Security	2,600	2,720	2,600	0.00%
Insurance	15,000	14,148	15,000	0.00%
Hospitality	3,864	3,355	3,864	0.00%
Admin/Miscellaneous	750	2,233	750	0.00%
Consulting Fees and Labour	23,350	23,200	23,350	0.00%
Logistics	18,086	10,109	18,086	0.00%
Technical	8,500	6,213	8,500	0.00%
Total Project Expenses	113,950	114,793	113,950	

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Sponsorships

Boat Show	3,000	3,000	3,000	0.00%
Southside Shuffle	20,000	20,000	15,000	-25.00%
Mississauga Waterfront Festival	17,500	17,500	15,000	-14.29%
Caroling in the Park	450	450	450	0.00%
Mississauga Marathon	2,500	2,500	2,000	-20.00%
Canada Day	15,000	15,000	15,000	0.00%
Miscellaneous Sponsorships	1,000	839	1,000	0.00%
Total Sponsorships	59,450	59,289	51,450	-13.46%

Business Development

Member/Staff Conf/Seminars	5,000	4,370	10,000	100.00%
Networking Meetings	2,400	2,218	2,400	0.00%
Memberships	1,500	1,079	1,200	-20.00%
OBIAA	1,500	1,930	1,700	13.33%
Consulting & Legal Fee (Large format retail)	-		25,000	100.00%
Tourism Designation Renewal			3,200	
Branding Project (Branding)	20,000	24,750	5,500	-72.50%
Total Business Development	30,400	34,347	49,000	61.18%

Information Technology

Website Maintenance Agreement	3,025	3,025	3,100	2.48%
Programs & Equipment	500	901	1,000	100.00%
Web Hosting	2,200	2,184	2,300	4.55%
Branding project - Website Update	3,100	3,100		-100.00%
Total Information Technology	5,725	9,210	6,400	11.79%
Total Expense	522,578	515,532	555,909	6.38%
Surplus (Deficit)	46,873	-1,344	59,373	26.67%