



DOWNTOWN SUDBURY
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February 28, 2025

City of Greater Sudbury
200 Brady St.
Sudbury, ON
P3A 5P3

ATTENTION: ERIC LABELLE, City Solicitor and Clerk

Dear Mr. Labelle:

RE: 2025 BUDGET – ‘Downtown Sudbury’ BIA

‘Downtown Sudbury’ BIA recently held their **Annual General Meeting – Thursday, February 27, 2025**, at which time Members were presented an overview of 2024 activities as well as the 2025 Program and Budget (as approved and recommended by the Board of Directors).

Further to the presentation, the following resolution related to the 2025 Program and Budget was presented:

AGM-25-01

THAT the General Membership of Downtown Sudbury BIA supports the 2025 Program and Operating Budget in the amount of \$653,000, as presented by the Board of Directors at the AGM, held Thursday, February 27, 2025;

AND FURTHER THAT this represents a 3.63% cost-of-living increase over 2024 (which saw no levy increase).
CARRIED

Please note that the actual 2025 levy request is \$653,000.

Should you have additional questions, please do not hesitate to contact me.

Yours truly,

Jeff MacIntyre
Executive Director

cc K. MacIsaac, E. Danyliw - Co-Chairs
F. Cormier, N. Labbee - City Council Representatives

A PLACE FOR YOU
SINCE 1883

2025 OPERATING BUDGET/PROGRAM

DOWNTOWN SUDBURY BIA

As approved by the Board of Directors & presented at the AGM Thursday, February 27, 2025

The following builds upon the 2024 successes and initiatives, member feedback from the Member Survey conducted by Oraclepoll (fall 2024) and the Board of Directors' strategic goals.

<i>PROGRAM</i>	<i>ELEMENTS</i>	<i>BUDGET</i>	<i>SPONSORSHIPS & GRANTS</i>	<i>LEVY</i>
<i>Promo & Marketing</i>	<ul style="list-style-type: none"> ● Patio Program ● Gift Cards ● Media Campaign ● Sponsorships ● Special Project Reserve ● Events ● Downtown Awards 	337,000	145,000	192,000
<i>Economic Dev.</i>	Win This Space	35,000	17,500	17,500
<i>Beaut/Design</i>	<ul style="list-style-type: none"> ● Welcoming Streets ● Coffee with a Cop ● Safety Forum ● Beautification ● Lighting ● Waste Management 	313,600	140,000	173,600
<i>Admin/Prof Dev/Overhead</i>	Rent, staff, supplies, equipment, etc.	412,000	142,100	269,900
<i>TOTAL</i>		\$1,097,600	\$444,600	\$653,000*

*NOTE – The 2025 levy request (\$653,000) represents a 3.63% cost-of-living increase (following no increase in 2024).