

Request for Decision

2018 Downtown Sudbury Business Improvement Area Budget (BIA)

Presented To: Finance and
Administration
Committee

Presented: Tuesday, May 15, 2018

Report Date Wednesday, May 02,
2018

Type: Managers' Reports

Resolution

THAT the City of Greater Sudbury approves, in part, the proposed 2018 Downtown Sudbury BIA budget as described in the report entitled "2018 Downtown Sudbury Business Improvement Area (BIA) Budget", from the General Manager of Corporate Services, presented at the Finance and Administration Committee meeting on May 15, 2018;

AND THAT no aspect of the approval of the proposed budget constitutes approval of expenditure of funds on legal proceedings regarding the selection of sites and passage of City of Greater Sudbury By-laws 2018-63Z, 2018-61Z and 2018-62Z, all as amended, which amend the Zoning By-law to permit an arena, a casino and a parking lot for the Kingsway Entertainment District;

AND THAT the necessary by-law be prepared.

Relationship to the Strategic Plan / Health Impact Assessment

This report supports the 'Responsive, Fiscally Prudent, Open Governance' pillar of the Corporate Strategic Plan.

Report Summary

This report provides information relating to the 2018 Downtown Sudbury BIA budget and the BIA's obligations under the Municipal Act, 2001.

Financial Implications

There are no financial implications associated with this report.

Signed By

Report Prepared By

Ed Stankiewicz
Executive Director of Finance, Assets
and Fleet
Digitally Signed May 2, 18

Financial Implications

Jim Lister
Manager of Financial Planning and
Budgeting
Digitally Signed May 2, 18

Recommended by the Department

Kevin Fowke
General Manager of Corporate
Services
Digitally Signed May 2, 18

Recommended by the C.A.O.

Ed Archer
Chief Administrative Officer
Digitally Signed May 2, 18

Background

Sections 204 through 215 of the Municipal Act, 2001 outline the criteria under which a Business Improvement Area (BIA) within a city must operate.

The BIA operates to achieve two main objectives in accordance with the Municipal Act, 2001 and these are as follows:

- a) To oversee the improvement, beautification and maintenance of municipally owned land, buildings and structures in the area beyond that provided at the expense of the Municipality generally; and
- b) To promote the area as a business or shopping area.

Downtown Sudbury BIA 2018 Budget

At the BIA's Annual General Meeting of Thursday February 22, 2018, the general membership approved its budget in the amount of \$534,000 representing a 2.5% increase over the 2017 operating budget (see Minutes of the Annual General Meeting attached). Contained in its budget under the category of Economic Development/Partnerships was an allocation of \$20,000 to assist with an appeal to the Local Planning Appeal Tribunal relating to the location of the Arena/Event Centre on the Kingsway.

AGM-18-01 states:

WHEREAS City Council has made decisions contravening their Downtown Master Plan, Official Plan and economic development policies, contrary to both Staff and Consultants' recommendations;

BE IT THEREFORE RESOLVED THAT the General Membership, present at the Annual General Meeting of 'Downtown Sudbury' BIA, Thursday, February 22, 2018, supports the recommendation of the Board of Directors, that an expenditure of \$20,000 be allocated within the 2018 budget to assist with the OMB appeal relating to the aforementioned discussion and their impacts on past and present investments by existing downtown members made in good faith and the City would adhere to their written and published policies.

The resolution was carried unanimously by the membership in attendance.

Approval in Part of the 2018 BIA Budget

The Municipality has the right to approve a BIA's budget in whole or in part under subsection 205(2) of the Municipal Act, 2001. That subsection states:

"A board of management shall submit the budget to council by the date and in the form required by the municipality and the municipality may approve it in whole or in part but may not add expenditures to it."

In exercising its discretion to approve the 2018 BIA budget in whole or in part, staff would suggest whether the initiatives in the budget are consistent with the objectives of the BIA as described in section 204 of the Municipal Act, 2001. It would appear that the funding of an appeal of the Kingsway Entertainment District official plan amendment and rezonings would not be consistent with these objectives. As such, it is recommended that the City of Greater Sudbury approve the following budget amounts only:

Administration	\$245,000
Board/Member Development	\$13,000
Marketing	\$40,000
Special Events	\$80,000
Economic Development/Partnerships	\$5,000
Chargeback Reserve	\$11,000

Summary

It is recommended that the City of Greater Sudbury approve all of the proposed 2018 budget but for the part which includes the \$20,000 allocation to fund an appeal to the Local Planning Appeal Tribunal.

ANNUAL GENERAL MEETING – ‘DOWNTOWN SUDBURY’ BIA

Thursday, February 22, 2018, McEwen School of Architecture

THE ANNUAL GENERAL MEETING OF THE BOARD HELD AT 5:30 P.M.

J. MACINTYRE IN THE CHAIR.

PRESENT

B. McCullagh, K. MacIsaac, B. Diesinger, A. Vardy, F. Cormier

REGRETS

S. Vincent, J. Browning, A. Gilmore

ALSO PRESENT

Staff: M. Luoma, Executive Director
B. Kuczma, Program Co-ordinator
M. Leblanc, Member Services/Communications Officer
R. Ward, Bookkeeper

Guests and Downtown Members/Partners

WELCOME

J. MacIntyre welcomed Guests and introduced the Board of Directors.

PROJECT UPDATES

J. MacIntyre introduced the following Guests who provided updates of their respective Downtown projects:

- **4th Year Student Urban Design Project – Emilie Pinard** ... An overview of the current project of the students at the McEwen School of Architecture, being done in co-ordination with Prime Real Estate, and focusing on mixed use development opportunities at two sites in the core. Some of the students were present, with their models, to chat with attendees both prior to and following this business portion.
- **Planning Dept. Update – Ed Landry** ... An update of the Financial Incentives, Tom Davies Square courtyard (underway with expected completion in the fall), Durham Parkette (with expected completion in late summer), Elgin Greenway Phase One (Morris St. – Minto St.) (expected to begin this spring/summer), Elgin St. Pedestrian underpass (currently underway)
- **Library Art Gallery & Convention and Performance Centre – Ian Wood** ... Status report provided, including noting that there will be upcoming Public Consultation on Site Design at various locations, including in downtown
- **Place des Arts – Martin Lajeunesse, Marie-Eve Pepin** ... An overview of the next steps, including the beginning of construction this summer with expected opening in 2020.
- **Impark – Greg Chapman** ... Overview of the services provided, the importance of managing parking (and resulting efficiencies that brings), cost of surface lots vs structured parking.
- **Laurentian University – Dr. Pierre Zundel** ... How the Downtown fits into the new Strategic Plan of the University, particularly the opportunity for partnerships between the school, students and the downtown business community.

BUSINESS PORTION

J. MacIntyre provided a brief overview of the Board's activities and partnerships over 2017, noting that further details were outlined in the Annual Report contained in the registration package. He made specific reference to the following:

- **'Win This Space'** initiative ... The success of 2017 was outlined and Justine Martin, Guilty Pleasures Bakeshop and Bar, was introduced and said a few words as the 'Top Entrepreneur' in the Program. The 2018 Program was announced, thanks to the partnership with GSDC and the numerous Prize Package sponsors.
- **Const. Tyler Hagen** was introduced as our BIA direct liaison with the Greater Sudbury Police Service. Const. Hagen began in this role in early 2018 and has already visited a number of businesses. Members were advised of a new initiative between the BIA and the GSPS – **'Coffee with a Cop'** – as per information in the registration package.
- **BR&E** (Business Recruitment and Expansion Program) ... Liesel Franklin, GSDC, was introduced as our key working liaison with GSDC and the upcoming BR&E that she will be undertaking, including contacting a number of members.
- **Pedestrian Overpass** ... An overview of discussions to date was provided including project partners (CP, City, BIA, various levels of government) with the goal/objective to construct an overpass to link the Energy Court Parking lot to Elgin St. – particularly in light of the loss of parking as a result of the Place des Arts development.
- **Event Centre** ... An update was provided on this project, including the Board's recommendation to contribute funds to the OMB appeal (should there be one), and the potential 'fall out' that could come as a result (ie removal of current Directors, disbanding of the BIA, hold back of budget). It was noted that legal consultation was made and that Directors believe that this is necessary. The following resolution was then presented:

AGM-18-01 Deisinger-McCullagh

WHEREAS City Council has made decisions contravening their Downtown Master Plan, Official Plan and economic development policies, contrary to both Staff and Consultants' recommendations;

BE IT THEREFORE RESOLVED THAT the General Membership, present at the Annual General Meeting of 'Downtown Sudbury' BIA, Thursday, February 22, 2018, supports the recommendation of the Board of Directors, that an expenditure of \$20,000 be allocated within the 2018 budget to assist with the OMB appeal relating to the aforementioned discussion and their impacts on past and present investments by existing downtown members made in good faith that the City would adhere to their written and published policies

CARRIED UNANIMOUSLY

B. McCullagh (Vice-Chair) then provided an overview of the proposed 2018 Budget, including specifics on what is included in the various line items – as contained in the package – and recommended by the Board of Directors. It was further noted that the budget is also used to successfully leverage various partnerships to undertake programs (media, special events). The 'Win This Space' initiative was noted as a strong example of how the Board works with partners and how the budget is leverage ... the BIA commitment for 2018 is \$13,000 and the program package is valued at over \$47,000. In addition, M. Luoma was called upon to clarify the Chargeback line item and how it relates to 'levy loss'. The following resolutions were then presented.

AGM-18-02 Deisinger-McCullagh

THAT the General Membership supports and approves the 2018 Program and Operating Budget in the amount of \$534,000 as presented and discussed, representing a 2.5% increase over the 2017 Operating Budget;

AND FURTHER THAT this budget and program reflects the Strategic Plan and Directors' priorities including Marketing; Special Events; Development/Design.

CARRIED

AGM-18-03 Deisinger-McCullagh

THAT the General Membership of 'Downtown Sudbury' approves maintaining the 'Chargeback Reserve' for 2018, established for the purpose of covering any loss of revenue as a result of loss of assessment.

CARRIED

AGM-18-04 Deisinger-McCullagh

THAT the General Membership of 'Downtown Sudbury' approves maintaining the 'Reserve Fund', established in preparation of specific Major Projects in the Downtown.

CARRIED

CLOSING REMARKS

J. MacIntyre thanked the Presenters, Members and Guests for attending and noted that the Board is looking forward to another very positive and exciting year. He further thanked the School of Architecture for the meeting space, Motley Kitchen for the refreshments, Dani Star for the music.

ADJOURNMENT

There being no further matters to discuss at this time, this meeting adjourned at 7:30p.m.

Chair

Executive Director



DOWNTOWN SUDBURY
115 LARCH STREET
SUDBURY, ON P3E 1B8

705 674 5115
www.downtownsudbury.com

March 9, 2018

DELIVERED

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

ATTENTION: CITY CLERK'S OFFICE

RE: 2018 BUDGET – 'Downtown Sudbury' BIA

'Downtown Sudbury' recently held their **Annual General Meeting – Thursday, February 22, 2018**. At this time, Members were provided Information Packages, as well as a verbal presentation including the 2018 Program and Budget (as approved and recommended by the Board of Directors). Property Owners and Businesses were advised of this meeting through delivered notices, emails, phone calls and visits.

Further to the presentation, the following resolution related to the 2018 Program and Budget was presented:

AGM-18-02

THAT the General Membership supports and approves the 2018 Program and Operating Budget in the amount of \$534,000 as presented and discussed, representing a 2.5% increase over the 2017 Operating Budget;

AND FURTHER THAT this budget and program reflects the Strategic Plan and Directors' priorities including Marketing; Special Events; Development/Design.

CARRIED

Attached are 15 copies of the Annual Report, for Council/Staff and for final ratification by City Council.

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

Yours truly,

Maureen M. Luoma
Executive Director
Att.

18-165 McCullagh-Deisinger

WHEREAS the Up Here Festival, now in its 4th year, has quickly become a recognized festival across the country;
AND WHEREAS the Festival continues to grow and strengthen both the performing and visual arts components and related venues throughout the downtown;

BE IT THEREFORE RESOLVED THAT the Board supports a 2018 Sponsorship in the amount of \$12,500.

CARRIED

Ribfest

Site ... M. Luoma provided an update on this year's event logistics including the need to relocate (due to the Place des Arts construction) and the resulting impacts and challenges that presents. A number of potential site options were presented and discussed – noting that these were very preliminary. Directors were also advised that the Red Cross, event partners since the inception with the specific role of Volunteer Co-ordination, are no longer able to participate due to organizational changes.

Further to a lengthy discussion, the following direction was provided to staff:

1. **Site option preference** ... Memorial Park, laneway, Minto Street area
Action/Next Steps ... Staff will now develop the logistical details, including required approvals, layout, etc.
Further details to be presented at the April meeting.
2. **Charity partner** ... recommendation – YMCA
Action/Next Steps ... Confirmation that the YMCA is interested and available.

2017 Charitable Donation ... M. Luoma provided an overview of the 2017 financial results. Further to discussion, the following resolution was presented:

18-166 McCullagh-Gilmore

WHEREAS the on-site operations of the 10th Annual Downtown Sudbury Ribfest was made possible through Volunteers;
AND WHEREAS the Canadian Red Cross has been very supportive and an integral partner in this event from the inception, increasing their roles and responsibilities with the Volunteer scheduling and related needs;

BE IT THEREFORE RESOLVED THAT the Board approves a 2017 donation of \$10,000 to the Canadian Red Cross, Sudbury operation.

CARRIED

Taste of Downtown

M. Luoma provided an overview of a potential new event that would feature/focus on the downtown restaurants, noting that a preliminary meeting has been held with a few members to determine interest, logistics, etc. It was noted that some of the current ideas include:

- 'Passport' concept .. to drive people to the restaurants
- Prize opportunities for both participating public and restaurants
- Potential to include a 'Downtown Art Crawl', pop-up music, retail specials/sidewalk sale
- Opportunity for Charity involvement
- 'best practices' from other communities – ie Kelowna
- Potential for growth – but – this year beginning as a one-day event (Saturday) ie 11am – 4pm – possibly September (while outdoor patios are still open) – no date has been confirmed as yet

Discussion followed and support in principle received to continue to pursue this idea – perhaps including an evening opportunity ie after the dinner rush (8pm – 11pm).

Next steps ... A meeting will be held over the next few weeks inviting all restaurants to determine level of interest in order to proceed. Further report (including potential budget) at next meeting.

PROPOSED 2018 OPERATING BUDGET



The following **2018 Operating Budget** for 'Downtown Sudbury' BIA reflects the 2018 Work Plan ... building upon many of the projects/programs as identified at the Annual General Meeting and within the Annual Report ... representative of:

- Maintaining and developing existing **successful programs and projects**
 - The **Downtown Strategic Plan**
 - Continuing to work actively with **community and downtown partners** to initiate, undertake and develop programs/projects
 - **2.5% increase over the 2017 Operating Budget** ... to accommodate such initiatives as – Marketing, Special Events, Development/Design
 - A 'base' operating budget that may also **leverage additional funding** as well as services – ie event sponsors, media partners, Federal/Provincial Grants, City of Greater Sudbury, GSDC (ie 'Win This Space')
-

Operating Budget

\$534,000

Program Areas

Administration ie operations – rent, supplies, audit, staff	245,000
Board/Member Development ie Provincial Conference, Workshops, meetings (AGM)	13,000
Marketing ie website development/maintenance, downtown publication, bus-back adv, branded items (banners, tent)	40,000
Special Events ie Yard Sale, Downtown Rotary Blues For Food, Ribfest, Outdoor Movies, Christmas, sponsorships (ie Up Here, Graphic Con, Earth Day, Art Crawls, Fright Festival)	120,000
Streetscape/Environment ie hanging baskets, banners, snow removal at meters, tree lights	80,000
Economic Development/Partnerships ie Win This Space (with GSDC), Event Centre	25,000
Chargeback Reserve Specific to Levy Loss	<u>11,000</u>

\$534,000