



DOWNTOWN SUDBURY
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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')
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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