

# Strathcona BIA Budget 2020/2021

## NOTE FROM SBIA EXECUTIVE DIRECTOR THEODORA LAMB

Dear Members,

We're taking a new approach to our financial presentations to better show you how we work and what we've planned for the future.

We've prepared a copy of our current 2019/2020 budget for your information. This budget reflects the fiscal year we're currently operating in. Next to it you will see the proposed 2020/2021 budget for which members will be invited to vote on at the 2019 AGM. We've also included specific notes to help explain how we present the financials from one year to the next.

New this year is the Strathcona BIA Member Guide which is designed to help all members navigate the ins-and-outs of the Strathcona BIA. You can find that on our website at [strathconabia.com](http://strathconabia.com).

We've also prepared a "Year in Review" for the 2018/2019 fiscal year which you can find on our website along with all 2018/2019 audited financials. Both will be presented at the 2019 AGM on Thursday, September 26th. We look forward to seeing you there.

Warmly,



Theodora Lamb  
Executive Director,  
Strathcona Business Improvement Association



## BUDGET COMPARISON

# COMPARING THIS YEAR'S BUDGET TO NEXT YEAR'S BUDGET



	2019/2020 Budget	2020/2021 Budget*
<b>Revenues</b>		
BIA Levy	1,063,250	1,051,764
Investment Income	3,000	3,000
Surplus Carried Forward	50,000	49,136
<b>Total Revenues:</b>	<b>\$1,116,250</b>	<b>\$1,103,900</b>
<b>Expenses N1</b>		
<b>Operating Expenses N2</b>	334,250	372,900
<b>Good Governance</b>		
Annual Strategic Planning	15,000	12,000
BOD Member Development	3,000	3,000
Professional Development & Conferences	15,000	15,000
<b>Good Governance Total:</b>	33,000	30,000
<b>Local Economic Development</b>		
Community Safety	230,000	245,000
Street & Lane Cleanup	60,500	70,000
Graffiti Removal	45,000	50,000
Beautification & Placemaking	96,500	73,000
Arts & Culture	8,000	8,000
Advocacy	20,000	20,000
Member Events	29,000	30,000
Brand, Marketing & Communications N3	122,000	110,000
Research & Data N4	30,000	15,000
Sustainable Business Strategies	30,000	15,000
Public Art Piece	50,000	-
Strategic Initiatives N5	-	25,000
<b>Local Economic Development Total:</b>	721,000	661,000
<b>Community Relations N6</b>		
Sponsorship & Donations	22,000	25,000
Programming & Partnerships	6,000	15,000
<b>Community Relations Total:</b>	28,000	40,000
<b>Total Expenses</b>	<b>\$1,116,250</b>	<b>\$1,103,900</b>

**N1:** Environmental Sustainability funds have been rolled into Local Economic Development

**N2:** Includes payroll and anticipates an office move and rent increase

**N3:** Combined Member Communications and *Made In Strathcona* (place brand)

**N4:** Research and Consulting formally under Environmental Sustainability merged into LED Research & Data

**N5:** New budget item dedicated to advancing strategic initiatives

**N6:** Renamed from Community Development to Community Relations

\*Pending approval



PROPOSED BUDGET

HERE IS THE  
BUDGET YOU  
ARE VOTING  
ON AT THE  
2019 SBIA  
AGM

PROPOSED  
BUDGET  
2020/2021

	PROPOSED BUDGET 2020/2021
<b>Revenues</b>	
BIA Levy	1,051,764
Investment Income	3,000
Surplus Carried Forward	49,136
<b>Total Revenues:</b>	<b>\$1,103,900</b>
<b>Expenses</b>	
<b>Operating Expenses Total:</b>	<b>372,900</b>
<b>Good Governance</b>	
Annual Strategic Planning	12,000
BOD Member Development	3,000
Professional Development & Conferences	15,000
<b>Good Governance Total:</b>	<b>30,000</b>
<b>Local Economic Development</b>	
Community Safety	245,000
Street & Lane Cleanup	70,000
Graffiti Removal	50,000
Beautification & Placemaking	73,000
Arts & Culture	8,000
Advocacy	20,000
Member Events	30,000
Brand, Marketing & Communications	110,000
Research & Data	15,000
Sustainable Business Strategies	15,000
Strategic Initiatives	25,000
<b>Local Economic Development Total:</b>	<b>661,000</b>
<b>Community Relations</b>	
Sponsorship & Donations	25,000
Programming & Partnerships	15,000
<b>Community Relations Total:</b>	<b>40,000</b>
<b>Total Expenses</b>	<b>\$1,103,900</b>



## Our Vision

Strathcona members thrive in a mixed-use, inclusive, resilient and prosperous local economy.

## Our Mission

To promote a strong local economy through advocacy, cultivating relationships, supporting business participation in the community, delivering innovative programs and fostering community leaders.



## 2019 -2024 STRATEGIC GOALS



### SAFETY AND SECURITY:

Transform our security patrol program into a community-based safety model that supports and strengthens the SBIA membership.



### MEMBER ENGAGEMENT:

Create a culture of engagement and pride where members actively participate in SBIA programs, events and communications.



### MEMBER ADVOCACY:

Support members to respond to change by serving as an influential and respected voice for a prosperous Strathcona.



### PLACEMAKING & PROGRAMMING:

Innovate through technology, sustainability, arts and culture programs so that businesses thrive in Strathcona.

