

London Downtown Business Association
2021 Proposed Budget
with 2020 Comparators

Revenue Overview

LDBA Revenue Detail:	2020 Original Approved Budget	2020 COVID Altered Budget	2020 Actuals to Sept 30	2020 Surplus (Deficit)	2021 Proposed Budget	Increase / (Decrease) over 2020 original	% Budget Change over 2020
Total City of London Levy	1,915,390	1,915,390	1,915,390	-	1,877,082	(38,308)	(2.0%)
Tax Write offs	(90,000)	(287,309)		287,309	(130,000)	(40,000)	44.4%
Net City of London Levy	1,825,390	1,628,081	1,915,390	287,309	1,747,082	(78,308)	(4.3%)
Carryover from 2020 COVID recovery		300,000			224,000	224,000	0.0%
Interest Income	1,100	1,100	1,849	749	1,200	100	9.1%
Total LDBA Revenue	1,826,490	1,929,181	1,917,239	288,058	1,972,282	67,484	3.7%

Expenditure Overview

LDBA Expenditure Detail:	2020 Original Approved Budget	2020 COVID Altered Budget	2020 Actuals to Sept 30	2020 Surplus (Deficit)	2021 Proposed Budget	Increase / (Decrease) over 2020 original	% Budget Change over 2020
ADMINISTRATION							
Wages and Benefits	570,000	486,000	351,665	134,335	641,200	71,200	12.5%
Telephone	14,000	11,000	6,965	4,035	12,000	(2,000)	(14.3%)
Stationery and Supplies	4,000	4,000	1,949	2,051	4,000	-	0.0%
Insurance	7,400	7,400	7,637	(237)	7,600	200	2.7%
Purchase and Leasing Equipment	16,500	15,000	12,179	2,821	15,000	(1,500)	(9.1%)
Training / Conferences	18,000	7,000	4,605	2,395	18,000	-	0.0%
Meetings and Meals	5,000	1,000	195	805	4,000	(1,000)	(20.0%)
Subscriptions / Memberships	3,100	3,100	3,622	(522)	3,600	500	16.1%
Legal & Audit & Professional Services	23,600	20,000	18,772	1,228	8,500	(15,100)	(64.0%)
Cleaning	8,000	5,000	2,874	2,126	7,700	(300)	(3.8%)
Board Development & Expenses	5,000	1,000	384	616	3,000	(2,000)	(40.0%)
Miscellaneous Expense	3,390	1,000	150	850	1,000	(2,390)	(70.5%)
Total Administration	677,990	561,500	410,997	150,503	725,600	47,610	7.0%
RENT							
Rent and Hydro	83,000	79,000	65,684	13,316	83,000	-	0.0%
Total Rent	83,000	79,000	65,684	13,316	83,000	-	0.0%

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MEMBER SERVICES							
Graffiti Removal	53,000	53,000	52,200	800	53,000	-	0.0%
Business to Business	6,000	4,000		4,000	5,000	(1,000)	(16.7%)
Retention and Recruitment	50,000			-	140,000	90,000	180.0%
Annual General Meeting	8,000	8,000		8,000	3,900	(4,100)	(51.3%)
Total Member Services	117,000	65,000	52,200	12,800	201,900	84,900	72.6%
BUSINESS DEVELOPMENT							
Communications & Marketing	258,000	172,400	98,044	74,356	215,000	(43,000)	(16.7%)
Campaigns and Street Activations	51,500	15,600	8,228	7,372	52,000	500	1.0%
Event Sponsorships	46,000	20,000	3,850	16,150	33,850	(12,150)	(26.4%)
Promo Downtown Dollars	60,000	60,000		60,000	50,000	(10,000)	(16.7%)
COVID Response		200,000	115,392	84,608	60,000	60,000	0.0%
MainStreet Operational Fund	149,500	258,000		258,000		(149,500)	(100.0%)
MainStreet Grant Program	200,000	300,000		300,000	150,000	(50,000)	(25.0%)
Planters	30,000	15,000	2,049	12,951	28,000	(2,000)	(6.7%)
Public Art	10,000	5,000	5,000	-		(10,000)	(100.0%)
Public Safety Member Liason Program					75,000		
Cleaning and Maintenance	152,500	149,800	106,843	42,957	195,000	42,500	27.9%
Volunteer Recognition	4,000	-		-		(4,000)	(100.0%)
Miscellaneous	3,000	941	175	766	1,932	(1,068)	(35.6%)
Total Business Development	964,500	1,196,741	339,581	857,160	860,782	(178,718)	(18.5%)
HST	34,000	24,440	6,718	17,722	18,000	(16,000)	(47.1%)
Total LDBA Expenditure	1,826,490	1,926,681	875,180	1,051,501	1,972,282	(62,208)	(3.4%)
Net Surplus / (Deficit)	-	2,500	1,042,059	1,339,559	-		
Draw from / (Contribution to) Operating Fund	-	(2,500.00)	(1,042,059)	(1,339,559)	-		
Net		-	-	-	-		

All figures subject to audit.

**MainStreet London
2021 Proposed Budget
with 2020 Comparators**

Revenue Overview

MainStreet London Revenue Detail:	2020 Original Approved Budget	2020 COVID Altered Budget	2020 Actuals to Aug 31	2020 Surplus (Deficit)	2021 Proposed Budget	Increase / (Decrease) over 2020	% Budget Change over 2020
London Downtown Business Association (LDBA) Sponsorship	149,500	558,000		(558,000)	-	(558,000)	(100.0%)
LDBA Sponsorship for About Face	200,000	150,000		(150,000)	150,000	-	0.0%
City of London Service Contract	36,000	144,000	42,283	(101,717)	-	(144,000)	(100.0%)
Interest Income		1,000	1,101	101	-	(1,000)	(100.0%)
Miscellaneous Income		156,000		(156,000)	-	(156,000)	(100.0%)
Total MainStreet London Revenue	385,500	1,009,000	43,384	(965,616)	150,000	(859,000)	(85.1%)

Expenditure Overview

MainStreet London Expenditure Detail:	2020 Original Approved Budget	2020 COVID Altered Budget	2020 Actuals to Aug 31	2020 Surplus (Deficit)	2021 Proposed Budget	Increase / (Decrease) over 2020	% Budget Change over 2020
ADMINISTRATION							
Personnel Costs	95,000	95,000	82,627	12,373	-	(95,000)	(100.0%)
Total Administration	95,000	95,000	82,627	12,373	-	(95,000)	(100.0%)
ORGANIZATION / DESIGN / PROMOTION							
About Face	200,000	150,000	1,865	148,135	100,000	(50,000)	(33.3%)
COVID grants	-	456,000	48,887	407,113	50,000	(406,000)	(89.0%)
City of London Service Contract	36,000	144,000	48,319	95,681	-	(144,000)	(100.0%)
Business Retention	15,000	3,000	508	2,492		(3,000)	(100.0%)
Recruitment	35,000	8,000	363	7,637		(8,000)	(100.0%)
Total Organization / Design / Promotion	286,000	761,000	99,942	661,058	150,000	(611,000)	(80.3%)
HST Write off of 50% at year end	4,500	3,000	168	2,832	-	(3,000)	(100.0%)
Total Other	4,500	3,000	168	2,832	-	(3,000)	(100.0%)
Total MainStreet London Expenditure	385,500	859,000	182,737	676,263	150,000	(709,000)	(82.5%)
Net Surplus / (Deficit)	-	150,000	(139,353)	(289,353)	-		
Draw from (Contribution to) Operating Fund	-	(150,000)	139,353	289,353	-		
Net	-	-	-	-	-		

All figures subject to audit.