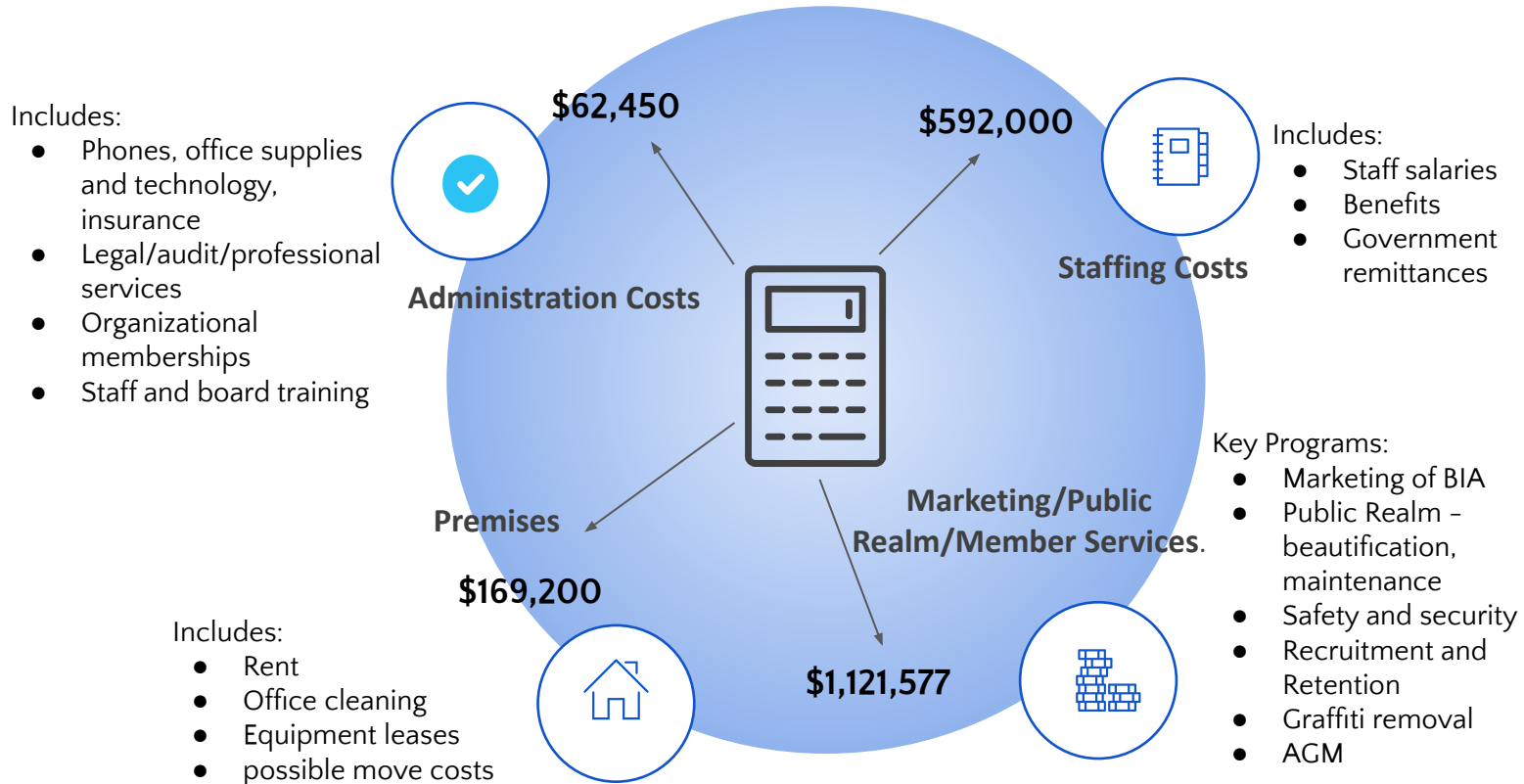


2024 BUDGET BREAKDOWN



2024 BUDGET PROGRAMS BREAKDOWN

GRAFFITI REMOVAL

- Provided on a contractual basis by Goodbye Graffiti
- Goodbye Graffiti is able to use a product that is not damaging to the different heritage surfaces of buildings throughout the downtown.

\$54,000

RETENTION AND MEMBER SERVICES

- Items related to Retention include: member education, experiential tours, grand openings, anniversaries, member mixers, member experience activations, office outreach, mainstreet business outreach
- Could also include marketing assets needed to perform the above mentioned projects.

\$111,800

ANNUAL GENERAL MEETING

- An annual meeting is required as part of the Ontario Municipal Act.
- Date of the AGM is dependent upon the date that the City requires the BIA budget to be sent to the City by.
- Following final Board approval the final budget is presented to members at the AGM prior to submitting budget to council

\$8,400

2024 BUDGET PROGRAMS BREAKDOWN

DATA RESEARCH

- Includes data purchases and research
- Bus trip to other cities in order to get first hand knowledge of best practices
- Statistical and data reports for measurement and business case development for advocacy purposes
- Software subscription for metric tracking

\$15,000

PLANTERS

- LDBA owns 65 sidewalk planters and 20 hanging baskets located throughout the downtown with 2 installations/yr - spring flowers and winter greenery
- The City of London also provides some planters throughout the downtown area

\$40,000

PUBLIC ART

- We completed 32 planter box murals over the last two years. This was completed with the help of a \$47,000 grant from the Tourism Relief Fund.
- 2024 will be the first year of a overarching 3-4 year mural program where LDBA partners with Tourism London and Young and Free Press and will add major public art projects each year

\$33,000

2024 BUDGET PROGRAMS BREAKDOWN

CLEANING AND MAINTENANCE

- Clean Team costs - provided on a contractual basis by Goodbye Graffiti
- Responsibilities include: sweeping sidewalks, snow shoveling paths at curbs/boulevards to allow sidewalk access from on-street parking areas, litter pick up from public realm. watering and maintaining flowers. proactive and responsive seasonal power washing of sidewalks and storefronts

\$215,500

COMMUNICATIONS AND MARKETING

- Print materials such as: business cards, posters, signage, annual reports, etc.
- Marketing campaigns
- Downtown Dollar gift card production costs
- Advertising such as: social media, print, radio, television.
- Professional services such as: website design/maintenance, branding plan, database
- Software subscriptions such as: microsoft, survey monkey, Hootsuite, adobe, google drive, mailchimp

\$226,650

MEMBER EVENTS AND SPONSORSHIPS

- Includes street activations such as: carollers, street performers.
- Placemaking initiatives
- Specific merchant event sponsorships

\$75,000

2024 BUDGET PROGRAMS BREAKDOWN

DOWNTOWN GIFT CARDS

- Sponsorships help to bring downtown events that are put on by outside organizations.
- Only events that help to bring foot traffic downtown which help to bring customers for our businesses are considered for sponsorship.
- customer purchase of gift cards is outside funding and considered over and above this budget item.

\$75,000

GRANT PROGRAM THROUGH MAINSTREET

- includes grants such as the Property Damage Grant and the Holiday Window Grant.
- grants rated very high on the annual survey when members were asked which programs they appreciated the most.
- Budget for 2024 is the same amount as 2023

\$137,500

BUSINESS RECRUITMENT THROUGH MAINSTREET

- recruitment efforts in the downtown are provided through MainStreet London, which is LDBA's not for profit corporation.
- MainStreet is governed under the Not for Profit Act instead of the Business Improvement laws set out in the Municipal Act. This allows the BIA to legally provide funds for recruitment and grants within the BIA boundary.

\$95,000