



WELCOME TO THE AGM

NOVEMBER 17, 2021



PLEASE BE SEATED

NOVEMBER 17, 2021



LAND ACKNOWLEDGEMENT

November 17, 2021

LUISA SORRENTINO - EXECUTIVE DIRECTOR



LET'S PLAY

November 17, 2021

THERESA BAILEY - STARFISH SYNERGIES INC.



1. CALL TO ORDER

November 17, 2021

KATHRYN BROWN - BOARD CHAIR



2. OPENING REMARKS

November 17, 2021

KATHRYN BROWN - BOARD CHAIR

3. APPROVAL OF AGENDA

4. DECLARATION OF PECUNIARY INTEREST

5. APPROVAL OF 2020 AGM MINUTES



6. 2020 CONSOLIDATED FINANCIAL STATEMENTS

November 17, 2021

DOUG CHURCHER- WELCH LLP



7. PRESENTATION OF THE 2021 ANNUAL REPORT

November 17, 2021

LUISA SORRENTINO - EXECUTIVE DIRECTOR



INTRO

November 17, 2021

LUISA SORRENTINO - EXECUTIVE DIRECTOR



2021 HIGHLIGHTS VIDEO

November 17, 2021

LUISA SORRENTINO - EXECUTIVE DIRECTOR



2020 HIGHLIGHTS

76%
 Occupancy rate of street level
 businesses



177
 Total number of
 active businesses

7,701
 Highest weekly
 pedestrian count in 2020



Visitors & Residents
 rated downtown Belleville
8.3
 on a scale of 0-10
 (Based on 765 respondents)

\$112,000+
 Received in grants and
 in-kind services in 2020



40
 Estimated # of graffiti
 removal instances in 2020
 paid by Tax Levy

Top 4 Areas of Improvement:
 Based on member survey

- 1 Public Perception
- 2 Safety/Security
- 3 Parking
- 4 Increase foot traffic



+900
 Total orders on the
 Marketplace

2021 HIGHLIGHTS

78%
 Occupancy rate of street level
 businesses



201
 Total number of
 active businesses

6,920
 Highest weekly
 pedestrian count in 2021



Visitors & Residents
 rated Downtown Belleville
8.4
 on a scale of 0-10
 (Based on 638 respondents)

\$250,000+
 Received in grants and
 in-kind services in 2021



10
 Estimated # of graffiti
 removal instances in 2021
 paid by Tax Levy

Top 4 Areas of Improvement:
 Based on member survey

- 1 Public Perception
- 2 Safety/Security
- 3 Parking
- 4 Vacant Commercial Spaces



85+
 direct calls responded to
 from membership asking
 for assistance and support
 by Welcoming Streets
 Steward



WELCOMING STREETS

FIRST ITERATION RESULTS JUNE - SEPTEMBER 2021



80+ HOURS

OF INDIVIDUALIZED
SUPPORT



CONNECTIONS MADE WITH
50 INDIVIDUALS
EXPERIENCING HOMELESSNESS

AN ESTIMATED
70+ CALLS
TO BPS AVOIDED BY OFFERING
CRISIS INTERVENTION
SUPPORT AND ASSISTANCE



MORE THAN
70 REFERRALS
MADE TO COMMUNITY
SUPPORTS AND SERVICES



33+ MEETINGS

WITH COMMUNITY PARTNERS
TO FURTHER SUPPORT AN
INTEGRATIVE APPROACH

↓ **53%**

DECREASE IN MENTAL
HEALTH CALLS TO BPS
ESTIMATED JAN-AUG 2021
VS. JAN-AUG 2020

↓ **72%**

DECREASE IN PREVENTING
BREACH OF PEACE CALLS TO BPS
ESTIMATED JAN-AUG 2021
VS. JAN-AUG 2020

LOOKING AT THE FUTURE PLACEMAKING



LOOKING AT THE FUTURE INSPIRE AND BE INSPIRED





8. REMARKS FROM THE MAYOR

November 17, 2021

HIS WORSHIP, MAYOR MITCH PANCIUK



9. FINANCIALS

November 17, 2021

LORNE MCDUGALL - TREASURER



10. PRESENTATION OF THE 2022 BUDGET

November 17, 2021

LORNE MCDUGALL - TREASURER



Budget Proposal

11/17/2021

Lorne McDougall

A Tale of Budget Present



Businesses up
13% (177 to 201)



Downtown rating
up to 8.4 (from 8.3)



30%+ Social Media
Growth



Street Occupancy
up 2% (to 76%)



Pedestrian traffic
up 9% (5.5k to ~6k)



2 Awards!!!!

A Tale of Budget Present

Extremely successful year financially

- Revenue of \$400,000 - \$167,000 over budget
- Expenses of \$319,000 - \$60,000 over budget
- Income of \$80,172 - \$107,000 over budget

The Secret Sauce?

	2021 Annual Budget	2020 Annual Budget
Expenses		
General Admin Totals	\$183,133	\$185,697
Member Relations Totals	\$4,420	\$970
Beautification/Property Totals	\$30,412	\$33,632
Events Totals	\$30,738	\$39,500
Marketing/Advertising Totals	\$41,296	\$40,829
Expense Totals	\$290,000	\$300,629
Revenue		
Tax levy	\$275,000	\$275,000
Retained Earnings	\$0	\$0
Grants	\$0	\$0
Merch Recovery	\$0	\$4,800
Goodbye Grafitti (COB Subsidy)	\$15,000	\$15,000
Totals	\$290,000	\$294,800
Forecasted Expense	\$290,000	\$300,629
Forecasted Revenue	\$290,000	\$294,800
+/-	\$0	-\$5,829

GRANTS!*

\$252,000 raised!!!!
ROI of 92%!!!

Forbes ADVISOR

What Is a Good ROI?

According to conventional wisdom, an annual ROI of approximately 7% or greater is considered a good ROI for an investment in stocks. This is also about the average annual return of the S&P 500, accounting for inflation. Because this is an average, some years your return may be higher; some years they may be lower. But overall, performance will smooth out to around this amount.

*And a one time HST refund

A Tale of Budgets Present - Challenges



•Non-recurring Revenue



•Escalation of Reputation



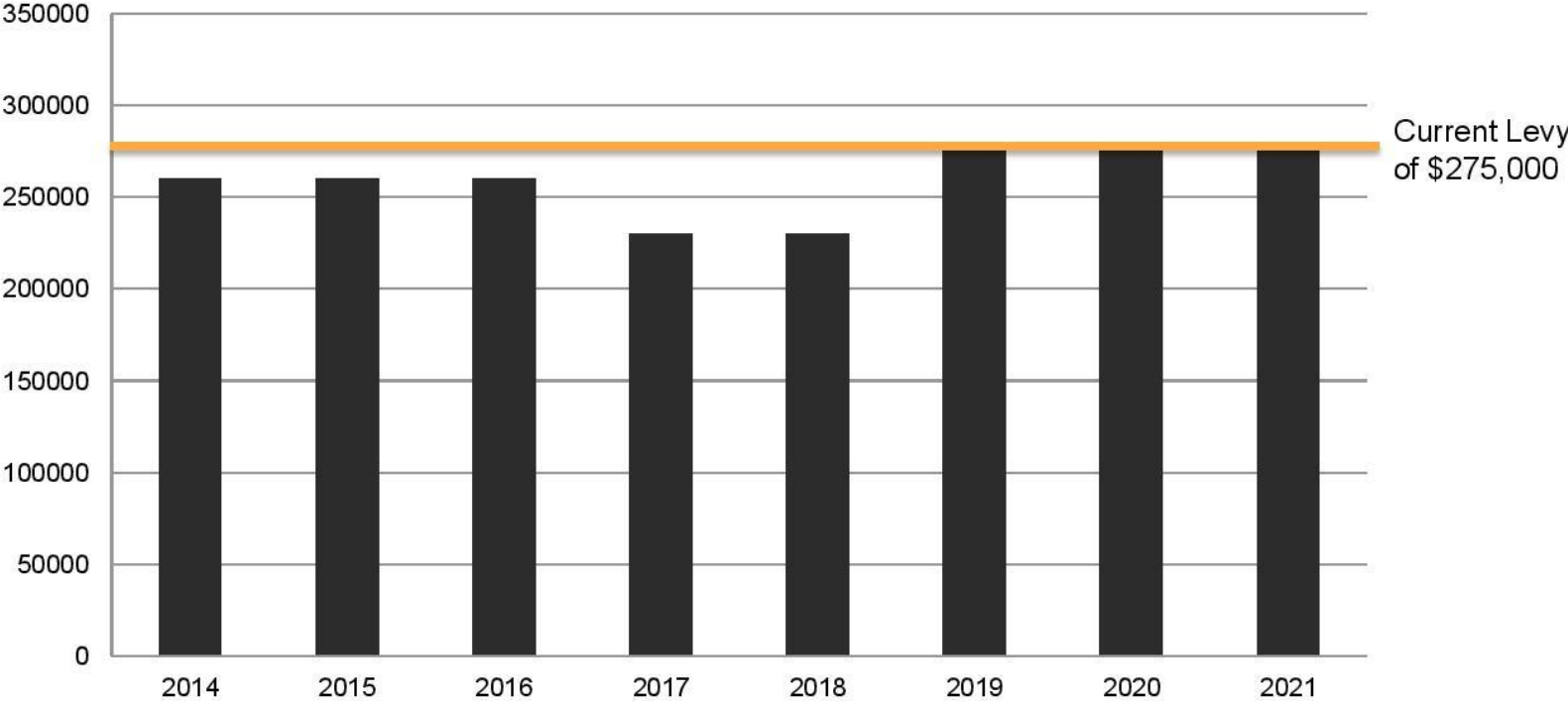
•Reserve Commitments



•Inflation

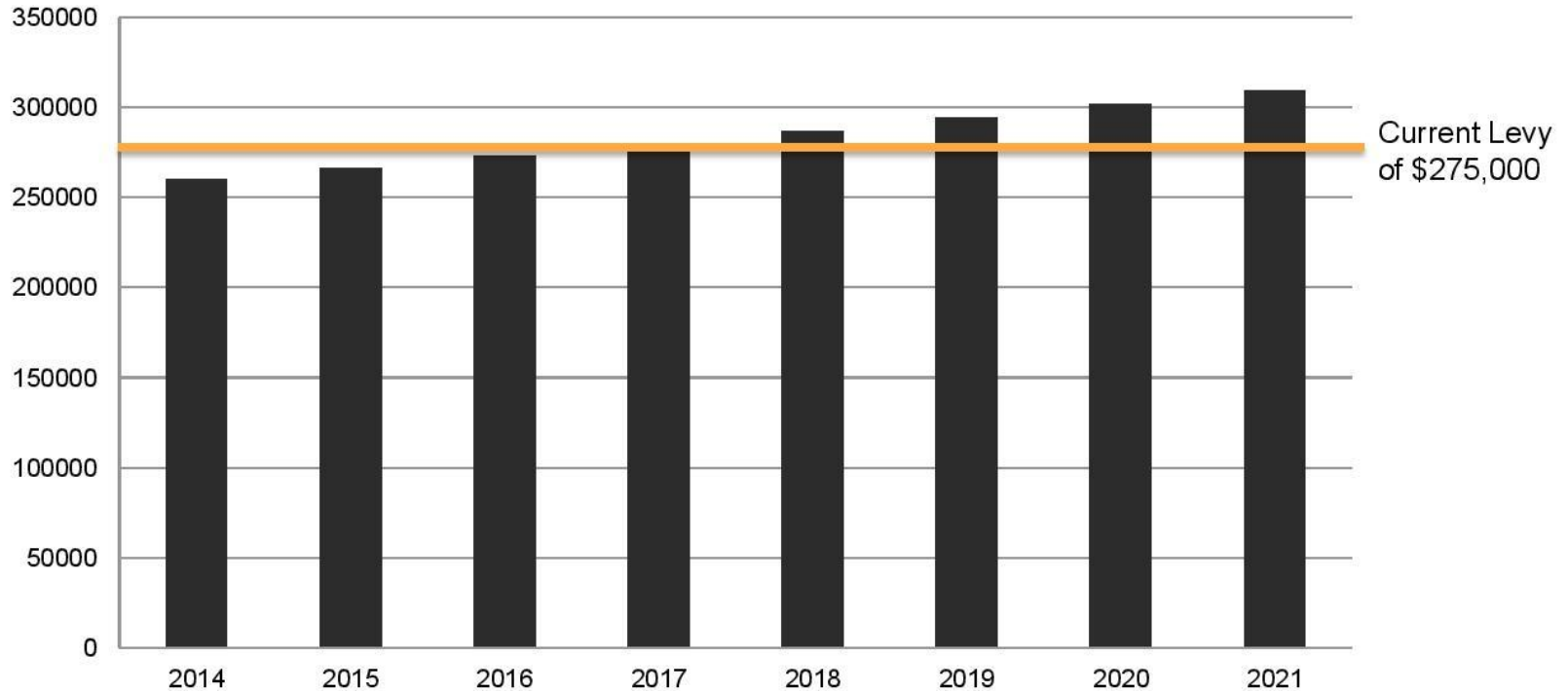
A Tale of Budgets Past

District Levy



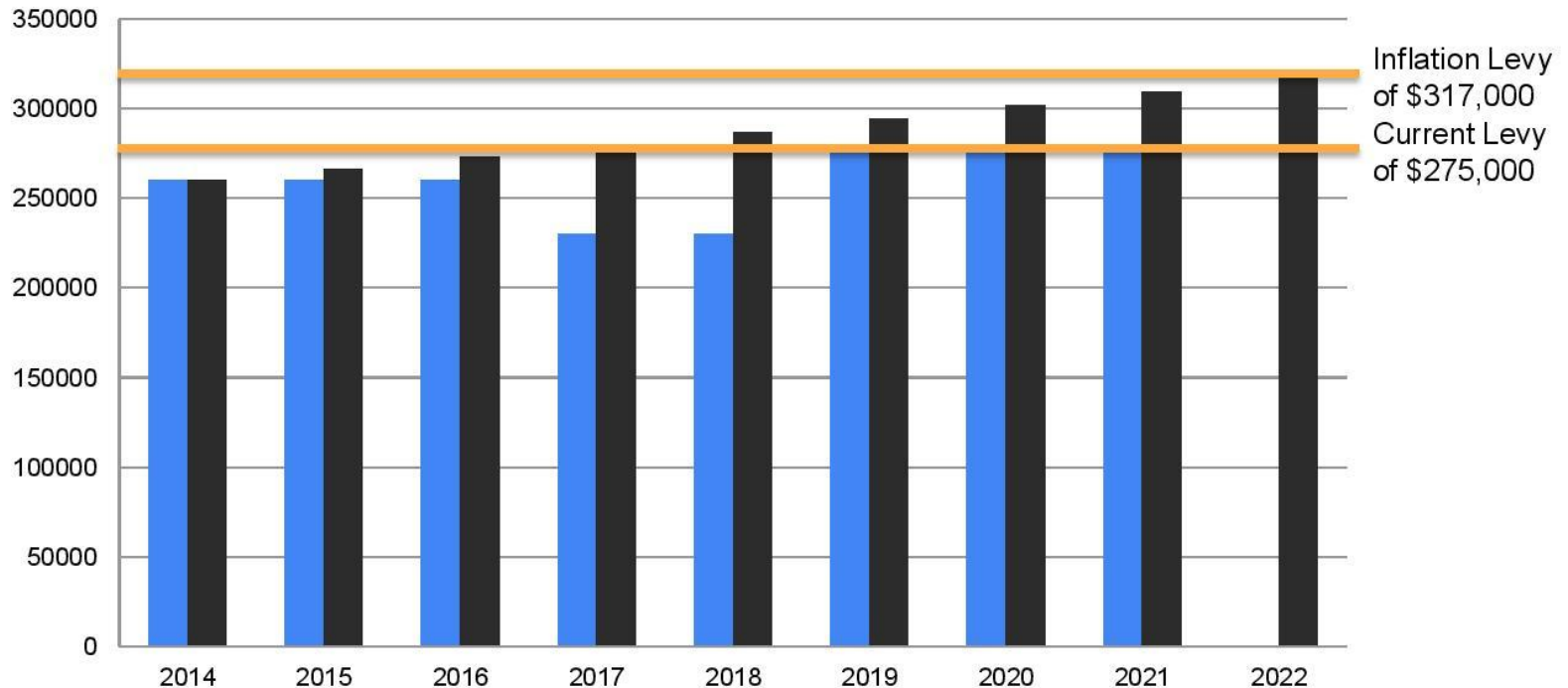
A Tale of Budgets Past

Projected Inflation – 2.5%



A Tale of Budgets Past

District Levy v.s. Projected Inflation





The Budget(s)

A Tale of Budgets Future – 10% Increase

Qualitative Analysis

- The extra revenue allows us to make up for sorely need inflationary degradation
- We can increase our programming in numerous ways
- Added capital to allow flexibility for future grants
- Downtown at Dusk/Porchfest/Technology Initiatives
- NO GRANTS BUDGETED

★ **MONTHLY INCREASE** ● **\$48** ★¹

10% Budget	
Revenue	Amount
Tax Levy	\$303,000.00
Grant Income	\$0.00
Total Revenue	\$303,000.00
Expenses	Amount
General Admin	\$187,500.00
Member Relations	\$4,000.00
Beautification/Property	\$6,000.00
Events	\$37,000.00
Marketing	\$53,500.00
Reserve Contributions	\$15,000.00
Total Expenses	\$303,000.00
Net Surplus/Deficit	\$0.00

1. Based on a building valuation of \$1,000,000

10% Budget

Revenue

	Amount	
Tax Levy	\$303,000.00	
Grant Income	\$0.00	
Total Revenue		\$303,000.00

Expenses

	Amount	
General Admin	\$187,500.00	
Member Relations	\$4,000.00	
Beautification/Property	\$6,000.00	
Events	\$37,000.00	
Marketing	\$53,500.00	
Reserve Contributions	\$15,000.00	
Total Expenses		\$303,000.00

Net Surplus/Deficit \$0.00

A Tale of Budgets Future – 15% Increase

Qualitative Analysis

- Catches back up to inflation
- Maximum flexibility to take on whatever opportunities arise for the downtown
- Increased beautification
- Grander Downtown at Dusk/Porchfest
- Support for Impromptu/3rd Party Events
- NO GRANTS BUDGETED

★ **MONTHLY** **INCREASE** ● **\$88** ★¹

15% Budget	
Revenue	Amount
Tax Levy	\$317,000.00
Grant Income	\$0.00
Total Revenue	\$317,000.00
Expenses	Amount
General Admin	\$187,500.00
Member Relations	\$4,000.00
Beautification/Property	\$11,000.00
Events	\$44,000.00
Marketing	\$55,500.00
Reserve Contributions	\$15,000.00
Total Expenses	\$317,000.00
Net Surplus/Deficit	\$0.00

1. Based on a building valuation of \$1,000,000

15% Budget

Revenue

	Amount	
Tax Levy	\$317,000.00	
Grant Income	\$0.00	
Total Revenue		\$317,000.00

Expenses

	Amount	
General Admin	\$187,500.00	
Member Relations	\$4,000.00	
Beautification/Property	\$11,000.00	
Events	\$44,000.00	
Marketing	\$55,500.00	
Reserve Contributions	\$15,000.00	
Total Expenses		\$317,000.00

Net Surplus/Deficit \$0.00

Motion:

I, Lorne McDougall, move that the District approve a 15% increase to it's levy, bringing it to a total of \$317,000.



11. CLOSING REMARKS

November 17, 2021

DUG STEVENSON - EXECUTIVE DIRECTOR, BOQRMB



12. ADJOURNMENT

November 17, 2021

KATHRYN BROWN - BOARD CHAIR



THANK YOU!