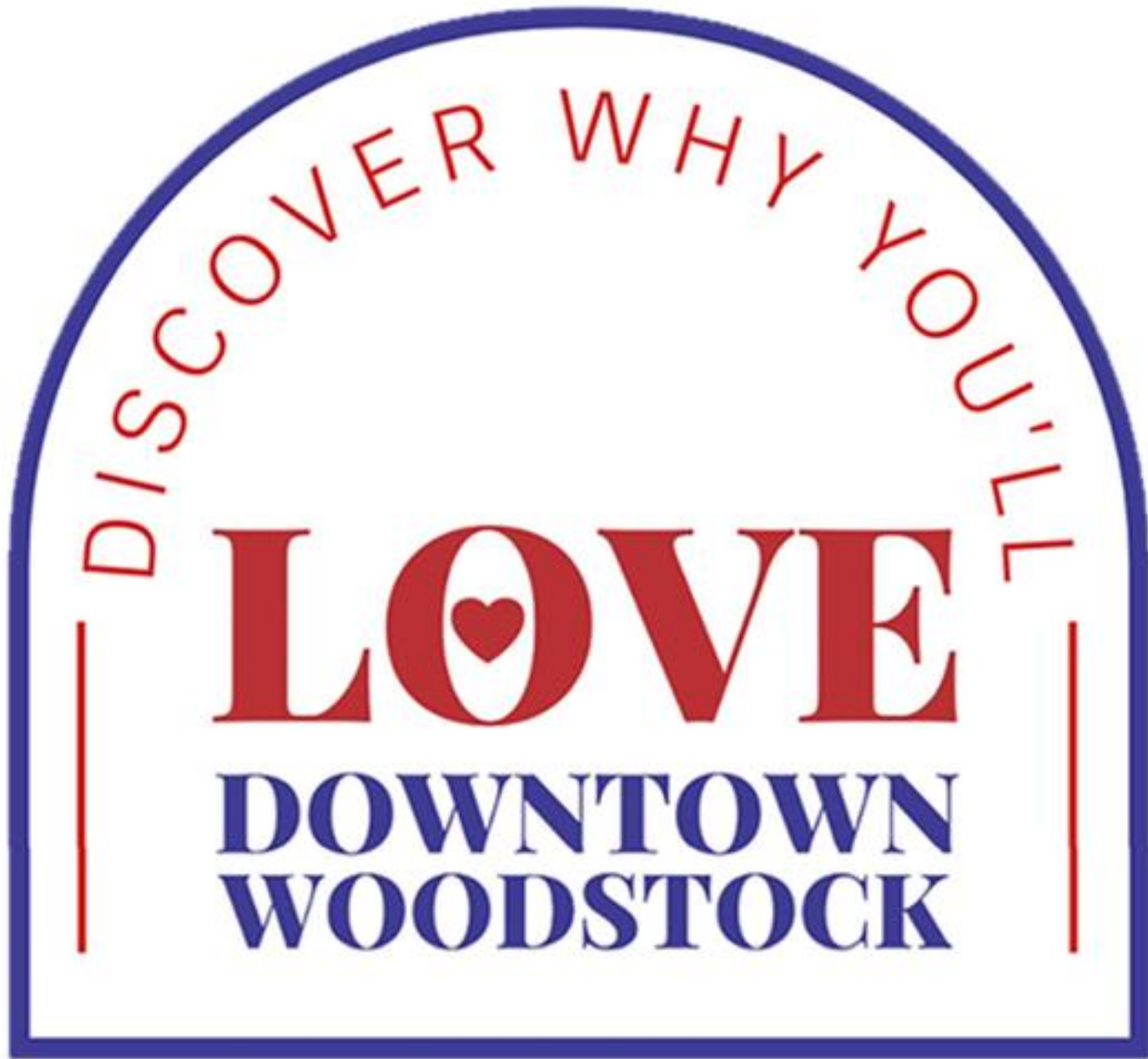


- **Name**  
Duane Kumala- Thomas, Operations Manager
- **Enter the date of the meeting you wish to present to council**  
March 20, 2025
- **Which is your preference for attending the meeting.**  
In Person
- **Will there be anyone other than yourself addressing Council?**  
No
- **Use the space below to clearly outline your purpose for presenting to council. Provide a brief outline of your subject matter including your suggested outcome.**  
Annual presentation of Downtown Woodstock Board Approved Budget to Council as per Chapter 36.4.2 of Woodstock Municipal Code.
- **Will you be providing any additional written information in addition to your summary above? If YES please note it must be provided to the Clerks department no later than 12:00pm on the Tuesday prior to the meeting**  
No
- **Will you be providing any additional electronic information in addition to documents you will be attaching? If YES please note it must be provided to the Clerks department no later than 12:00pm on the Tuesday prior to the meeting**  
No
- **Presentation Attachments**
  1. [2025 Board Approved BUDGET.pdf \[116.1 KB\]](#)
  2. [Downtown Woodstock BIA Budget Council Presentation 2025.pdf \[240.5 KB\]](#)
- **Have you appeared before council to discuss the same topic in the past?**  
No

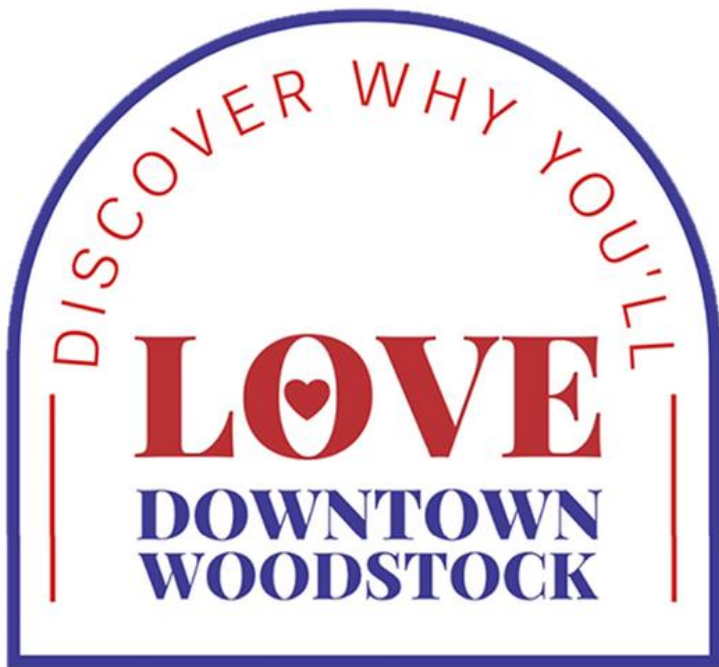
## DOWNTOWN WOODSTOCK BIA BUDGET 2025

<b><u>Revenue:</u></b>	<b><u>Budget 2024</u></b>	<b><u>2024 YTD (08/31)</u></b>	<b><u>Budget 2025</u></b>
Interest Earned	\$ 30.00	\$63.62	\$ 50.00
Levy	164,420.00	\$164,420.00	205,525.00
Revenue - Surplus Prior Year			
Revenue - Government Subsidy	-	\$0.00	-
Associate memberships	1,800.00	\$0.00	-
Miscellaneous Revenue	-		-
Revenue - Vendor Sales & Sponsorships	5,000.00	\$0.00	25,000.00
Additional Taxes	-	\$7,486.98	-
Santa House/Ornaments	-	\$0.00	-
Contribution from Bad Debt Reserve	36,233.06	\$0.00	
Contribution from Automation-Reserve	-	\$0.00	-
Contribution from Clean Team Reserve		\$0.00	
Contribution from Beautification/Marketing	23,789.64	\$0.00	
<b>TOTAL REVENUE</b>	<b>\$ 231,272.70</b>	<b>\$ 171,970.60</b>	<b>\$ 230,575.00</b>
<b><u>Expenditures:</u></b>			
Salaries & Wages - Part Time	40,000.00	25,162.50	31,000.00
Salaries - Clean Team	17,500.00	-	25,000.00
Salaries & Wages - Students	-	-	-
Vacation/Stat Pay	4,600.00	2,247.58	2,800.00
C.P.P.	3,934.44	\$1,552.65	2,000.00
E.I.	1,653.13	\$712.84	880.00
Employers Health Tax	1,289.44	\$598.13	720.00
Meetings, Luncheons & Mileage	2,645.00	\$1,540.00	2,090.00
W.S.I.B.	1,950.69	\$996.88	1,200.00
Benefits - Extended Health/Pay in Lieu	1,600.00	\$2,448.47	2,400.00
General Insurance	100.00	\$0.00	100.00
Printing & Office Supplies	500.00	\$211.07	400.00
Subscription & Memberships	3,000.00	\$1,697.65	1,000.00
Advertising & Marketing	8,000.00	\$13,100.21	20,000.00
Conventions & Conferences	1,000.00	\$1,920.42	1,500.00
Publicity & Public Relations	-	\$0.00	-
Telephone	500.00	\$465.41	550.00
Electricity	-	\$0.00	-
Heat	-	\$0.00	-
Beautification	20,000.00	\$7,339.27	30,000.00
Office Rental/Repairs	6,000.00	\$2,544.00	-
Santa House	5,000.00	\$0.00	5,000.00
Promotions/Events	55,000.00	\$61,341.60	50,000.00
Tax Adjustments	7,000.00	\$3,620.62	3,935.00
Shared Service Agreement	50,000.00	\$33,333.35	50,000.00
<b>TOTAL EXPENDITURES</b>	<b>\$ 231,272.70</b>	<b>\$ 160,832.65</b>	<b>\$ 230,575.00</b>



Downtown  
Woodstock  
BIA

2025 Budget

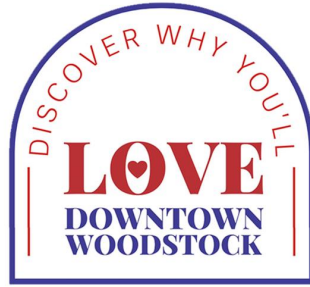


### **Our Vision**

*Downtown Woodstock is the heart of Woodstock! Our vision is to make Downtown Woodstock a destination of choice for residents and visitors for shopping, dining, entertainment, diverse activations, and cultural experiences.*

### **Our Directive**

*To improve and sustain the vibrancy and prosperity of downtown Woodstock through beautification and promotional efforts.*



## 2024 Pre-Audit Financials

- 2024 revenues were very close to budget
- 2024 expenses were very close to budget
- Largest expenses relate to Streetfest and expanded advertising



## 2025 Revenues

- Requesting an increase of the levy to \$205,525
- Ensures the BIA is not reliant on reserves
- BIA levy has not been raised, since it was lowered during COVID



## 2025 Expenses

- Staffing costs cover part time operations manager and current and additional part time clean team
- Advertising and marketing is significant to broaden the reach of the BIA Beautification funds will be used for additional Christmas lighting in Museum Square
- Promotions/Events are significantly more expensive to run
- Budget allows for continuation of Woodstock Shopping Nights, Lunch Concert Series, Streetfest July 18 – 19, Christmas in the Square



Questions?