

# BIA Goals and Objectives

## Purpose

The Walkerton Business Improvement Area is dedicated to promoting the area as a business, shopping and service destination and to improving, beautifying and maintaining public lands and buildings within the BIA, beyond that which is provided by the municipality at large.

## 2021 In Review

- Appointment of a new Manager
- Comprehensive Member Engagement
- Termination of Lease Agreement for Office Space

## 2022 Goals and Objectives

- Complete recruitment for Manager position
- Review use of Committees
- Provide business support to assist with Covid-19 recovery
- Build on successful promotions and events, such as the Christmas Market and Shop Walkerton and Win

## Summary of Significant Changes

Over the past year, the BIA has focused on engaging the levied members to determine the best model to support businesses, and confirmed the boundaries for the levy. In 2022, the BIA will make use of the additional funds available from vacating the office space to focus on promotions and events that will support local businesses in their recovery efforts.

Walkerton BIA Budget Summary

	2021 approved budget	2022 draft budget	2022 budget change	2022 budget change
Revenue	\$153,075	\$134,290	(\$18,785)	(12.27%)
Expense	\$153,075	\$134,290	(\$18,785)	(12.27%)
Net Difference	\$0	\$0	\$0	0%

**MUNICIPALITY OF BROCKTON  
OPERATING  
BUDGET FOR BIA ADMINISTRATION  
2022**

PARTICULARS 90-3196	ACCOUNT NUMBER	2020	2021		2022	% Increase from PY
		ACTUAL	ACTUAL	BUDGETED	BUDGETED	
<b>EXPENDITURE</b>						
WAGES	1200	48,128	27,153	59,020	42,000	-28.84%
BENEFITS	1240	4,697	3,047	6,575	6,025	-8.37%
MILEAGE	1270	394	-	250	250	0.00%
TRAINING & SEMINARS	1271	-	-	250	700	180.00%
MEMBERSHIPS	1303	225	238	260	275	5.77%
OFFICE EXPENSE/SUPPLIES	1305	1,196	49	2,400	1,500	-37.50%
OFFICE EXP - AMORTIZATION	1306	742	-	-	-	0.00%
MAINTENANCE - BUILDING	1322	10,906	18,113	12,100	-	-100.00%
SERVICE AGREEMENTS	1344	1,614	1,337	2,200	500	-77.27%
PROFESSIONAL FEES (AUDIT/BOOKKEEPING)	1345	7,365	7,092	7,000	12,000	71.43%
PHONE/INTERNET	1350	2,086	1,488	1,920	840	-56.25%
ADVERTISING	1370	557	235	1,000	700	-30.00%
WALKERTON DOLLARS	1374	68,165	117,910	50,000	50,000	0.00%
BUSINESS FUNCTIONS	1467	-	877	600	-	-100.00%
IMAGE EXPENSE	1468	1,500	-	1,500	1,500	0.00%
IMAGE - AMORTIZATION	1469	420	-	-	-	0.00%
PROMOTIONAL EXPENSES	1470	7,494	2,932	8,000	10,000	25.00%
DOORS OPEN	1471	-	-	-	-	0.00%
BEAUIFICATION	1500	16,979	-	-	8,000	100.00%
BAD DEBT EXPENSE	1501	(226)	986	-	-	0.00%
<b>TOTAL EXPENSES</b>		<b>172,240</b>	<b>181,458</b>	<b>153,075</b>	<b>134,290</b>	<b>-12.27%</b>
<b>REVENUE</b>						
BANK INTEREST	0136	415	657	225	490	117.78%
BIA LEVY	0145	83,800	63,048	83,800	83,800	0.00%
BIA MEMBERSHIP: ASSOCIATE MEMBERSHIP	0146	-	-	-	-	0.00%
SPECIAL EVENTS INCOME	0147	4,210	6,512	19,050	-	-100.00%
WALKERTON DOLLARS DEFERRED REVENUE	0148	68,055	120,125	50,000	50,000	0.00%
VISITOR INFORMATION CENTRE	0149	10,000	-	-	-	0.00%
MISCELLANOUS REVENUE	0150	80	-	-	-	0.00%
DOORS OPEN	0151	-	-	-	-	0.00%
<b>TOTAL REVENUE</b>		<b>166,559</b>	<b>190,341</b>	<b>153,075</b>	<b>134,290</b>	<b>-12.27%</b>
<b>TOTAL OPERATING</b>		<b>5,681</b>	<b>(8,884)</b>	<b>-</b>	<b>-</b>	<b>0.00%</b>

#DIV/0! Increase/(Decrease)  
-\$18,785 Increase/(Decrease)