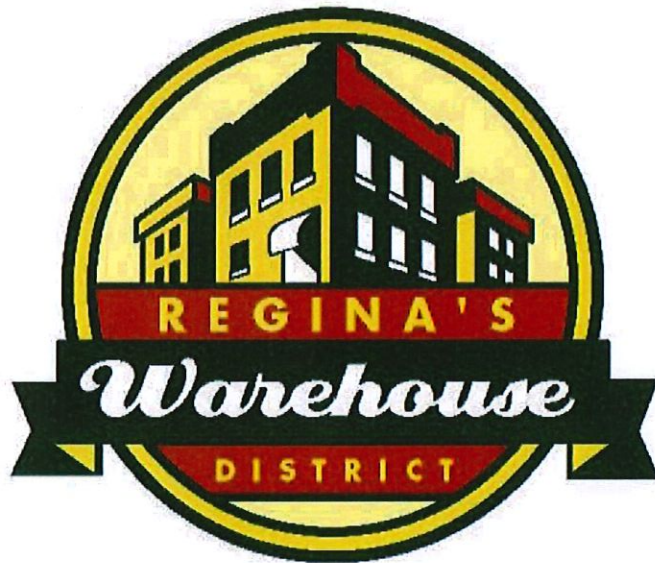


Regina's Warehouse Business Improvement District



2019 Proposed Budget

April 2019



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1. EXECUTIVE SUMMARY

1.1 Overview:

In 2003, the Regina's Old Warehouse District was granted approval to become a Business Improvement District and continues to see property development and new business coming to the district.

Significant awareness of and strong interest in the 80-block area has been heightened with adaptive reuse projects like the Weston Bakery Building and Railyard Renewal Initiative.

Our core services include: branding, membership engagement, fostering investment and advocacy. In 2019, the Warehouse District will enhance its Stadium Shuttle with the goal of increasing ridership from the Warehouse District and extending the shuttle riders' time at local businesses before and after the game. We will also improve the Warehouse District website and continue to increase member engagement through various initiatives.

Funding for the 2019 Budget will be through a combination of the current year's operating budget and accumulated reserves with the mill rate set to 0.50396.

2. 2018 PLANNING

2.1 Background:

Regina's Old Warehouse Business Improvement District (BID) was formed by City Council (Bylaw No. 2003-15) on March 10, 2003. The former community association, Regina's Old Warehouse District Association (ROWDA), was dissolved as a non-profit corporation. The BID is commonly referred to as the *Warehouse District* and in April of 2007, the Board approved a motion for a rebranding, changing the name to Regina's Warehouse Business Improvement District. On December 18, 2007, the Board approved an additional motion changing the formal name of the BID to Regina's Warehouse Business Improvement District. City Council approved the official name change on January 28, 2008.

The Warehouse District boundaries are: west to east, Albert Street to Winnipeg Street; north to south, 4th Avenue to the CPR tracks and includes approximately 80 blocks of both modern and historic 1920s Chicago-style buildings. The bylaw includes a provision for a levy on commercial property within the District.



2.2 Our Vision:

The following is the Vision, Mission and Guiding Principles from the 2015 – 2018 Strategic Plan

Warehouse District Vision

Regina's Warehouse District is a vibrant, growing and welcoming community where people live, work in and experience an attractive and distinct setting where design matters.

Warehouse District Mission

The mission of the BID is to enhance and showcase, to promote and market and to facilitate and rejuvenate the Warehouse District.

Guiding Principles

- 1. Cooperate and collaborate with neighbouring communities while seeking and respecting the opinions of stakeholders.*
- 2. Promote a diversity of uses that support and encourage sustainable development and stewardship of community resources and assets.*

2.3 2019 Plan:

As specified in the BID Bylaw, the purpose of the Warehouse District is:

To encourage the development of a vibrant and prosperous Warehouse District by improving the area's appearance and image, promoting and marketing the area, and undertaking initiatives and projects that facilitate the ongoing rejuvenation and redevelopment of the area.

Long Term Plan Goals - the targets that will get us to our vision

1. Urban Design - to work with the City of Regina to encourage a Master Plan that balances social, cultural, economic and environmental opportunities.
2. Retail and Commercial - to foster growth and revitalization of amenities and services by increasing brand awareness and effectively marketing the Warehouse District.
3. Streetscapes – to foster activity on streets by providing pedestrian-friendly environments
4. Green Space – to increase green space in the Warehouse District by encouraging landscaping and parks.
5. Heritage – to protect and revitalize the historical character of the District by working with government, developers and businesses



3. 2019 Budget Details:

3.1 2019 BUDGET REVENUES:

3.1.1 Overview:

The levy on property owners continues to be the largest single source of revenue. However, the Board seeks to leverage those funds through grants, project partners, and other revenue generating opportunities. In 2019 the board requests the BID levy be set to 0.50396.

History of the BID Mill Rate:

2004 - 0.930

2005 - 1.13 (increased to cover decrease in total assessment)

2006 - 1.13

2007 - 1.3107 (this moved us to the same Mill rate as Regina Downtown BID)

2008 - 1.3107 (levy amount to the BID was \$152,540)

2009 - 0.8809

2010 - 0.9785 (0.8809 would have reduced the levy to the BID to \$137,334 as a result of the Tax Reassessment)

2011 - 0.9785

2012 - 0.9785

2013 - 0.7587

2014 - 0.7587

2015 - 0.7588

2016 - 0.7588

2017 - 0.47503 (Reassessment Year – Property Values went up, BID Levy went down)

2018 - 0.48928

2019 – 0.50396

3.1.2 2019 Budget Details:

2019 Budget	
REVENUE	
Property Tax Levy (net)	\$ 265,079
Less: Allowance for property appeals	\$ (6,884)
Grants	\$ -
Capital Reserve	\$ 90,605
TOTAL REVENUE	\$ 348,800



3.2 2019 BUDGET EXPENSES – ADMINISTRATION:

3.2.1 Overview:

The Warehouse District uses staffing and services outsourced from an association management company. Both the Executive Director and the Marketing Coordinator are now 100% (full-time). With the increase in membership engagement, a part time administrative position has been added to support the growth of the Warehouse District.

The BID uses the City of Regina's auditor with a separate engagement and fee. The City has maintained the District's accounting since 2004, at an obvious cost saving. The BID's banking is also maintained by the City. All bank fees and/or interest are accounted for centrally.

3.2.2 2019 Budget Details:

<u>EXPENSES</u>	
<u>Administration</u>	
Administrative Expenses	
Audit/Legal	\$ 8,000
Benefits	\$ 6,000
Rent	\$ 25,000
Salary	\$ 153,300
Administration - Part time	\$ 21,000
IDA Conference	\$ 8,000
Placemaking Conference	\$ 3,500
Office Supplies/Hardware	\$ 5,000
Telephone & Internet	\$ 5,000
Memberships	\$ 3,000
Insurance	\$ 3,000
Office Expenses General	\$ 7,000
Office Furniture (Capital Expense)	\$ 2,500
Total Administration	\$ 250,300



3.3 2019 BUDGET EXPENSES – BRANDING THE DISTRICT:

Branding the District	
Website hosting & development	\$ 500
Website Upgrade/Updates	\$ 5,500
Holiday Promotion	\$ 500
Advertising and promotion	\$ 5,500
Audio Walking Tour	\$ 500
Tourism Map	\$ 2,500
Annual report	\$ 2,000
On the Map Campaign	\$ 1,500
Capital Purchases	\$ 3,500
Communication	\$ 2,500
Total Branding	\$ 24,500

Notes:

- 1) Website update to be completed in 2019
- 2) Advertising to promote general awareness of the District
- 3) Partnership with Tourism Regina on a map that creates a cohesive marketing opportunity with other attractions in Regina
- 4) Capital purchase of camera equipment will supplement content generation



3.4 2019 BUDGET EXPENSES – MEMBERSHIP ENGAGEMENT

Membership Engagement	
Warehouse Stadium Shuttle	\$ 15,000
Clean-up Patrol	\$ 12,000
Streetscaping	\$ 3,500
Member Reception	\$ 5,000
Industry Meetings	\$ 500
Holiday Promotion	\$ 10,000
Clean Up Day	\$ 1,500
Member Took Kit	\$ 1,500
Fab Fit Feb	\$ 2,500
Total Membership Engagement	\$ 51,500

Notes:

- 1) Working with brand ambassadors, Warehouse will promote the stadium shuttle service
- 2) The Clean up Crew is an important service provided to our members, this initiative provides seasonal cleaning for the area
- 3) Holiday lighting promotion partners with local businesses to add seasonal lighting to the exterior of the building, supplementing lighting during the winter months
- 4) FabFitFeb is a promotion that highlights the 26 gyms in the Warehouse District and increases the awareness of the Warehouse District



3.5 2019 BUDGET EXPENSES – FOSTERING INVESTMENT & ADVOCACY

<u>Fostering Investment</u>	
Planning Consultant	\$ 3,000
Strategic Plan	\$ 3,500
Park(ing) Day	\$ 2,500
RRI Interim Use	\$ 5,000
Total Fostering Investment	\$ 14,000
<u>Advocacy</u>	
RRI	\$ 2,500
Meeting, Reception & Food	\$ 2,500
Mayor's Lunch & Stakeholder Mtg	\$ 3,500
Total Advocacy	\$ 8,500

Regina's Warehouse Business Improvement District

2019 Budget

REVENUE

Property Tax Levy (net)	\$	265,079
Less: Allowance for property appeals	\$	(6,884)
Grants	\$	-
Capital Reserve	\$	90,605
TOTAL REVENUE	\$	348,800

EXPENSES

Administration

Administrative Expenses		
Audit/Legal	\$	8,000
Benefits	\$	6,000
Rent	\$	25,000
Salary	\$	153,300
Administration - Part time	\$	21,000
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Memberships	\$	3,000
Insurance	\$	3,000
Office Expenses General	\$	7,000
Office Furniture (Capital Expense)	\$	2,500
Total Administration	\$	250,300

Branding the District

Website hosting & development	\$	500
Website Upgrade/Updates	\$	5,500
Holiday Promotion	\$	500
Advertising and promotion	\$	5,500
Audio Walking Tour	\$	500
Tourism Map	\$	2,500
Annual report	\$	2,000
On the Map Campaign	\$	1,500
Capital Purchases	\$	3,500
Communication	\$	2,500
Total Branding	\$	24,500

Membership Engagement

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Advocacy

RRI	\$	2,500
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Mayor's Lunch & Stakeholder Mtg	\$	3,500
Total Advocacy	\$	8,500

TOTAL EXPENDITURES	\$	348,800
EXCESS REVENUE OVER EXPENDITURES	\$	-
Less: Provision for Appeals	\$	-
NET SURPLUS (DEFICIT)	\$	-
SURPLUS, BEGINNING OF YEAR	\$	292,808
SURPLUS, END OF YEAR	\$	202,203

ALLOCATIONS TO RESERVES

TOTAL CAPITAL RESERVE	\$	127,203
TOTAL OPERATING RESERVE	\$	75,000
TOTAL CAPITAL & OPERATING RESERVES	\$	202,203