



Grimsby Downtown Business Improvement Area (BIA)

Meeting Date: November 13, 2024

Meeting Time: 9 a.m.

Meeting Place: Teddy's Sports Bar, 30 Main Street West, Grimsby

Board members: Mayor Jordan, Councillor Davoli, Mark Wood, Simon Duong, Christine Kempf, Daniel Vandersteen, Chris Mindorff, Ben Burns, Lisa Sproston

Staff: Amanda MacDonald – Executive Director of the Grimsby Downtown BIA, Noah Nickel, Committee Coordinator

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1. **Call the Meeting to Order**
 2. **Approval of the Agenda**
 3. **Declarations of Pecuniary and Non-Pecuniary Interests**
 4. **Business Arising from the Minutes**
 5. **Approval of the Minutes**
 - a. **Grimsby Downtown BIA Meeting Minutes – October 9, 2024**
 6. **Chair's Report - VERBAL UPDATE**
 7. **Financials**
 - a. **GDBIA 2025 Budget**
 8. **Events**
 9. **Closed Session**
 10. **Old Business**
 - a. **GDBIA Christmas Decorations - Update**
 11. **New Business**
 12. **Adjournment**

Grimsby DBIA Budget 2025

Revenue

Revenue Source	2024 Budget	2024 Actual (Projected)	2025 Budget	Notes
BIA Levy	\$ 87,350.00	\$ 87,350.00	\$ 87,350.00	
Transfer From Reserve	\$ 48,330.00	\$ -	\$ 87,520.00	
Sponsorships	\$ -	\$ -	\$ 10,000.00	
Grants				
Employee Wage Subsidy Grants	\$ -	\$ 14,000.00	\$ 63,000.00	
Events & Decoration Grants	\$ -	\$ -	\$ 100,000.00	
Total Grants			\$ 163,000.00	
Total BIA Revenue	\$ 135,680.00	\$ 101,350.00	\$ 347,870.00	

Expenses

	2024 Budget	2024 Actual (Projected)	2025 Budget	
Advertising/Promotion				
Advertising	\$ 4,650.00	\$ 2,000.00	\$ 6,200.00	Newspaper, social, marketing BIA (non-event)
Social Media Management	\$ -	\$ -	\$ 16,200.00	Possible outsource or increased internal resources
Member Promotion	\$ 5,200.00	\$ 1,000.00	\$ 4,700.00	Membership guide
Total Advertising / Promotion	\$ 9,850.00	\$ 3,000.00	\$ 27,100.00	
Downtown Beautification				
Lighting Program	\$ 10,000.00	\$ 10,000.00	\$ 60,000.00	Pending Matching Grant Program
Decoration - Planters/Hanging Baskets	\$ 10,000.00	\$ 6,780.00	\$ 8,000.00	Canada Flags on Buildings, flowers, planters
Beautification Assets	\$ -	\$ -	\$ -	
Façade Improvements	\$ -	\$ -	\$ -	
Total Downtown Beautification	\$ 20,000.00	\$ 16,780.00	\$ 68,000.00	
Administration				
Printing, Stationary, Supplies, Computers	\$ 500.00	\$ 250.00	\$ 400.00	
Bank Fees	\$ -	\$ -	\$ 150.00	
Contracted Services	\$ 30,000.00	\$ -	\$ 1,000.00	
Wages & Salaries	\$ -	\$ 21,000.00	\$ 89,520.00	
Employee Deductions	\$ -	\$ 1,800.00	\$ 12,000.00	
Meeting Expenses	\$ 500.00	\$ 304.00	\$ 500.00	Meeting Announcements, etc
Website	\$ 600.00	\$ 522.00	\$ 400.00	
Memberships & Subscriptions	\$ 400.00	\$ 2,848.00	\$ 1,500.00	
Total Administration	\$ 32,000.00	\$ 26,724.00	\$ 105,470.00	
Special Events				
Happening	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	
Winter Events	\$ -	\$ -	\$ 50,000.00	Grant-funded holiday events
Comedy Nights	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	
Shopping Spree Promotions	\$ 1,000.00	\$ 1,000.00	\$ 1,500.00	
Canada Day Event	\$ -	\$ -	\$ 10,000.00	
Other Events	\$ -	\$ -	\$ 4,500.00	Downtown Passport
Christmas Parade	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	
Downtown Event Expansion	\$ 30,000.00	\$ 3,500.00	\$ 3,500.00	
Construction Programming	\$ -	\$ -	\$ 30,000.00	New line for Watermain, Century, Woolverton etc.
Total Special Events	\$ 65,500.00	\$ 39,000.00	\$ 134,000.00	
Town Requirements				
Professional Fees	\$ 4,500.00	\$ 4,500.00	\$ 3,000.00	Bookkeeper, Legal, etc
Audit Fees	\$ -	\$ -	\$ 3,000.00	
Taxes Written Off	\$ 1,130.00	\$ 1,130.00	\$ 3,000.00	
Vacancy Rebates	\$ -	\$ -	\$ -	
Insurance	\$ -	\$ -	\$ 4,000.00	
Charitable Rebates	\$ 300.00	\$ 379.00	\$ 300.00	
Total Town Requirements	\$ 5,930.00	\$ 6,009.00	\$ 13,300.00	
Reserve Contribution	\$ -	\$ -	\$ -	
Total Expenses	\$ 133,280.00	\$ 91,513.00	\$ 347,870.00	
Surplus / Deficit	\$ 214,590.00	\$ 9,837.00	\$ -	
Reserve Closing Balance	\$ 139,238.00	\$ 197,405.00	\$ 109,885.00	