



Note: At the 2018 May 07 Council Meeting (Item 6(7), Managers Report), Council approved an advance of \$100,000 to the Heights Merchant Association.

April 30, 2018

Mayor Derek Corrigan,
Burnaby City Councillors
City of Burnaby
4949 Canada Way
Burnaby, BC V5G 1M2

Dear Mayor Corrigan and City Councillors of Burnaby,

On behalf of the Heights Merchants BIA and its Board of Directors, I would like to thank City Mayor, Council and your many helpful staff members, for your continued support and collaboration over the years, regarding so many of our initiatives. The HMA is effective in what we do and in no small part is that due to our strong relationships with our City staff and leadership.

The Board and staff of the HMA work hard in our privileged work of serving the Burnaby Heights merchants and community to foster economic development for our district and, by extension, our City.

I am hereby submitting our 2018-2019 Budget for Council's review and approval, in accordance with Bylaw Number 13296 (Amendment Bylaw No. 1, 2017, Bylaw No. 13733).

The BIA Levy being requested of our membership in 2017 is \$265,199.80 – an increase of 2% from last year's Levy, roughly in line with the rate of inflation. You may also note that total expenditures in the 2018-2019 budget exceeds the actual amount of the BIA Levy itself. This is because we have taken into account conservatively estimated grants for 2018-2019, and we have also reflected the accounting of the Heights Business Directory, which is a cooperatively financed publication, together with our Heights businesses that advertise in the book.

The Association also respectfully requests that a \$100,000 advance on the 2018-2019 levy to be provided in May; the remainder to be transferred to the HMA by the City by the end of July 2017. The reason for this request is that the Advance assists with cash flow during our most expensive period of the year: Hats Off Day bill-paying, and our summer staff payroll.

We hope you will be joining us at Hats Off Day on Saturday, June 2. We invite you to take your rightful place in Burnaby's biggest parade and enjoy the celebration in our community.

As always, we look forward to working with Council and City staff on making the Heights – and Burnaby – more attractive, pedestrian-friendly, and successful. By doing so, we will continue to strengthen the Heights community and make Burnaby an even better place to live and work in.

Thank you again for all of your valued support.

Sincerely,

A handwritten signature in black ink, appearing to read "Heidi Dueck", written over a light blue horizontal line.

Heidi Dueck
President, HMA Board of Directors

c: Noreen Kassam, Director of Finance, City of Burnaby
c: Eva Juca, Manager of Revenue and Taxation
Encl: HMA 2018-2019 Budget

Referred to:
Financial Management
Committee (2018.05.23)
Copied to:
City Manager
Dir. Finance
City Solicitor

Heights Merchants Association BIA

2018-2019 Budget Summary

May 1, 2018 to April 30, 2019 Fiscal Year

	Total
Events & Community Relations	
Hats Off Day	\$ 69,525.00
Seasonal & Auxiliary Events (Light up Heights, Giro di Burnaby, etc.), Community Relations	\$ 32,900.00
Neighbourhood Physical Improvements	
Street Cleaning, Tree-wells, Murals, Clean-ups, Banners, etc.	\$ 28,000.00
Member Services, Marketing & Communications	
Member Rel & Cmns, Security, Mixers/Socials, Advocacy, etc.	\$ 32,100.00
General Advertising & Promo, Biz Directory, Web Site, etc.	\$ 42,500.00
Strategic Initiatives, Special Projects	
Special Projects, Reserve Funding (e.g. Gateway Project, Hanging Baskets)	\$ 6,070.00
Office Maintenance and Administration	
General Administration and Contingency Fund	\$ 20,900.00
Office Rent, Utilities, Phone, Internet	\$ 27,475.00
Office Supplies, Equipment/Maintenance, Postage & Software	\$ 9,820.00
Insurance, Accounting, Mileage, Board and Other Admin Expenses	\$ 12,910.00

GRAND TOTAL	\$282,200.00
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*Totals include allocation of staff time, including summer support partially funded by external grant.
Business Directory (Marketing) will not be produced in 2018-2019, but rather in 2019-2020 (accruing funds only).
Additional revenue to be fundraised by the Association.*

BIA Levy contributed by the BIA Membership (2018-2019)	\$265,199.80
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