



Section 2 Council Correspondence 2019.05.09

April 29, 2019

Mayor Mike Hurley and
Burnaby City Councillors
City of Burnaby
4949 Canada Way
Burnaby, BC V5G 1M2

Dear Mayor Hurley and City Councillors of Burnaby,

On behalf of the Heights Merchants BIA and its Board of Directors, I would like to thank our Mayor, Council, and our City's extraordinary staff team, for your steadfast support and help on so many of our initiatives. The HMA works very hard to create forward movement for the Burnaby Heights district, and create a sustainable economic climate in our part of the City – but our work would be not be possible or nearly as effective without the City of Burnaby.

As it is our Fiscal Year End on April 30, I am hereby submitting our 2019-2020 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 2019 is \$270,503.79 – an increase of 2% from last year's Levy, roughly in line with the rate of inflation. This amount was pre-determined in 2014. You may also note that total expenditures in the 2019-2020 budget exceeds the actual amount of the BIA Levy itself. This is because we have taken into account conservatively estimated grants for 2019-2020, 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 2019-2020 levy to be provided in May; the remainder to be transferred to the HMA by the City by the end of July 2019. 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 also hope you will be joining us at Hats Off Day on Saturday, June 1. We invite you to take your rightful place in Burnaby's biggest parade and enjoy the celebration in our community.

As we approach the fiscal year ahead of us, we are ever grateful for our relationship with our City Council and staff. It is a privilege and honour to do the work we do in making Burnaby Heights – and thus, our City – more attractive, pedestrian-friendly, and successful. It is even more of a pleasure when working with all of you.

Thank you again for all of your valued support.

Sincerely,


Darby Honeyman
President, HMA Board of Directors

c: Noreen Kassam, Director of Finance, City of Burnaby
c: Eva Juca, Manager of Revenue and Taxation
Encl: HMA 2019-2020 Budget

Referred to:

Financial Management Committee (2019.05.21)

Copied to:

City Manager, Dir. Corporate Services, Dir. Finance

Heights Merchants Association BIA
2019-2020 Budget

		Totals
Events & Community Relations		
Hats Off Day	\$	71,000.00
Seasonal & Auxiliary Events (Light up Heights, Giro di Burnaby, etc.), Community Relations	\$	32,950.00
Neighbourhood Physical Improvements		
Street Cleaning, Tree-wells, Murals, Clean-ups, Banners, etc.	\$	24,900.00
Member Services, Marketing & Communications		
Member Rel & Cmns, Security, Mixers/Socials, Advocacy, etc.	\$	36,800.00
General Advertising & Promo, Biz Directory, Web Site, etc.	\$	56,500.00
Strategic Initiatives, Special Projects		
Special Projects, Reserve Funding (e.g. Gateway Project, Hanging Baskets)	\$	4,600.00
Office Maintenance and Administration		
General Administration and Contingency Fund	\$	12,290.00
Office Rent, Utilities, Phone, Internet	\$	28,140.00
Office Supplies, Equipment/Maintenance, Postage & Software	\$	11,560.00
Insurance, Accounting, Mileage, Board and Other Admin Expenses	\$	15,515.00

GRAND TOTAL	\$294,255.00
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Totals include allocation of staff time, including summer support partially funded by an external grant.
Business Directory (Marketing) is being produced in this fiscal year, so Marketing expenses are higher.
Grand Total is higher than our levy because we anticipate that we will receive some grants and/or sponsorship to help offset the costs to the Association.

BIA Levy contributed by the BIA Membership (2019-2020):	\$270,503.79
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