

ST THOMAS DOWNTOWN DEVELOPMENT BOARD
2024 Budget
January through December 2024

Jan - Dec 2024

Ordinary Income / Expense

Income

4020	BIA Levy	165,000.00
4020-1	Fundraising / Sponsorship	12,000.00
4020-2	Reserves	10,000.00

Total Income		187,000.00

	2023 BUDGET	2024 BUDGET
Expense		
5000 - Office		
5010 - Office Supplies	1,000.00	1,000.00
5020 - Telephone & Internet	500.00	300.00
5120 - Accounting, Bookkeeping & Legal	1,500.00	2,500.00 a
5130 - Insurance	4,800.00	4,800.00
5135 - Board & Committee Meetings	200.00	200.00
5140 - Bank Service Charges	400.00	100.00
5145 - Seminars / OBIAA Conference	2,400.00	2,200.00
5150 - Membership - OBIAA, Elgin, Chamber	1,100.00	1,000.00
5160 - AGM Meeting	1,500.00	3,000.00 b
5440 - Computer	500.00	500.00
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Total 5000 - Office	13,900.00	15,600.00
5200 - Promotion		
5206 - Advertising	4,000.00	4,000.00
5203 - Downtown Vibe	7,500.00	7,500.00
5204 - Oktoberfest - (Requires \$6,000.00 sponsorship)	0.00	15,000.00 c
5205 - Light Up Talbot - (Requires \$3,000.00 sponsorship)	0.00	5,000.00 d
5211 - Radio Advertising	9,500.00	10,000.00
5212 - Website, Timken Wall & Social Media	1,500.00	6,500.00 e
5254 - Awards and Recognition	1,000.00	1,000.00
5257 - Home Show	2,000.00	2,000.00
5258 - Santa Claus Parade Sponsorship	1,000.00	1,000.00
5260 - Christmas Tree Lighting	3,000.00	4,500.00 f
5266 - Nostalgia Nights - (Requires \$3,000.00 additional sponsorship)	6,000.00	6,000.00
5268 - Pumpkin Prowl	500.00	500.00
5270 - Shop Hop	500.00	500.00
5271 - Downtown Santa	250.00	1,600.00 g
5289 - Other Community Events & Sponsorship	5,000.00	5,000.00
5299 - Security	250.00	200.00
5446 - Downtown Dollars Expense	500.00	500.00
5445 - Downtown Dollars	6,000.00	6,000.00
5445-2 - Downtown Dollars - 2024 Promotion	0.00	15,000.00 h
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Total 5200 - Promotion	48,500.00	91,800.00

	2023 BUDGET	2024 BUDGET
5300 - Beautification		
5230 - Seasonal Banners - Install	4,500.00	2,500.00
5232 - Seasonal Banners	4,500.00	4,500.00
5320 - Community Project	7,500.00	7,500.00
5401 - Repairs and Maintenance / Equipment	500.00	500.00
5405 - Christmas Boxes	5,000.00	5,500.00
5406 - Floral Project	10,000.00	10,000.00
6000 - Storage Unit Rental fees	4,500.00	5,000.00
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Total 5300 - Beautification	36,500.00	35,500.00
7000 - Wages and Benefits		
7050 - Summer Students	9,000.00	9,000.00
7600 - WSIB	100.00	100.00
7700 - Office	17,000.00	20,000.00
7781 - Honorarium	15,000.00	15,000.00
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Total 7000 - Wages and Benefits	41,100.00	44,100.00
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Total Expense	140,000.00	187,000.00

Explanation of 2024 Budget increases

a	Accounting expense increase	1,000.00
b	Addition of a 2 nd membership meeting	1,000.00
c	Implementation of event 2024	15,000.00
d	Implementation of event 2024	5,000.00
e	Implementation of a new 2024 social media plan	5,000.00
f	Tree Lighting expansion	1,000.00
g	Expansion of Downtown Santa event	1,350.00
h	2024 Downtown Dollar Promotion	15,000.00



St. Thomas downtown

D E V E L O P M E N T B O A R D

I BELIEVE
IN OUR DOWNTOWN
SMALL BUSINESSES

St. Thomas
downtown
DEVELOPMENT BOARD

#StThomasProud

Ontario 