

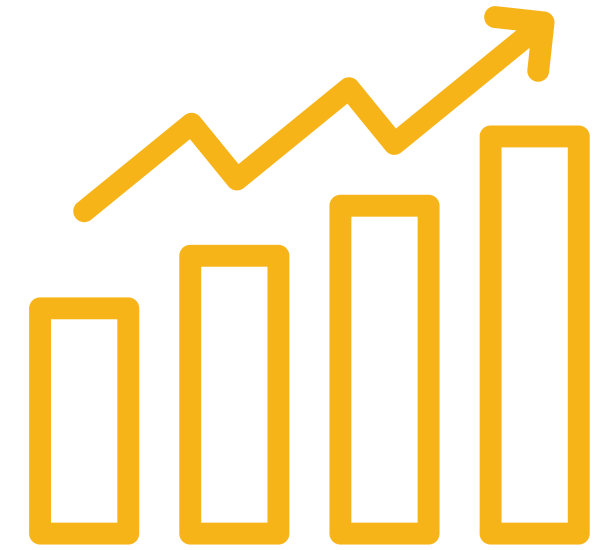
# **BIA Budget Presentation**

# WHY RAISE THE LEVY?



## **Vibrancy & Visibility**

Boost marketing, events, and beautification to draw people downtown.



## **Catch Up to Peers**

Strathroy's levy is among the lowest in Ontario for our size.



## **Leadership & Capacity**

Add professional leadership to drive consistency, strategy, and results.



## **Member Reinvestment**

Every dollar goes back into programs that directly benefit members.

# WHAT IS A LEVY?

- The BIA levy is applied to all commercial properties within the Downtown Strathroy BIA boundary.
- It is calculated based on each property's Current Value Assessment (CVA) and charged **in addition to municipal property taxes.**
- Collected by the Municipality, the levy is directed entirely to the BIA to fund operations.
- The levy is the primary source of revenue for the BIA. To make every dollar go further, BIA staff also apply for grants, sponsorships, and discounts to supplement the levy and increase the impact of our programs..

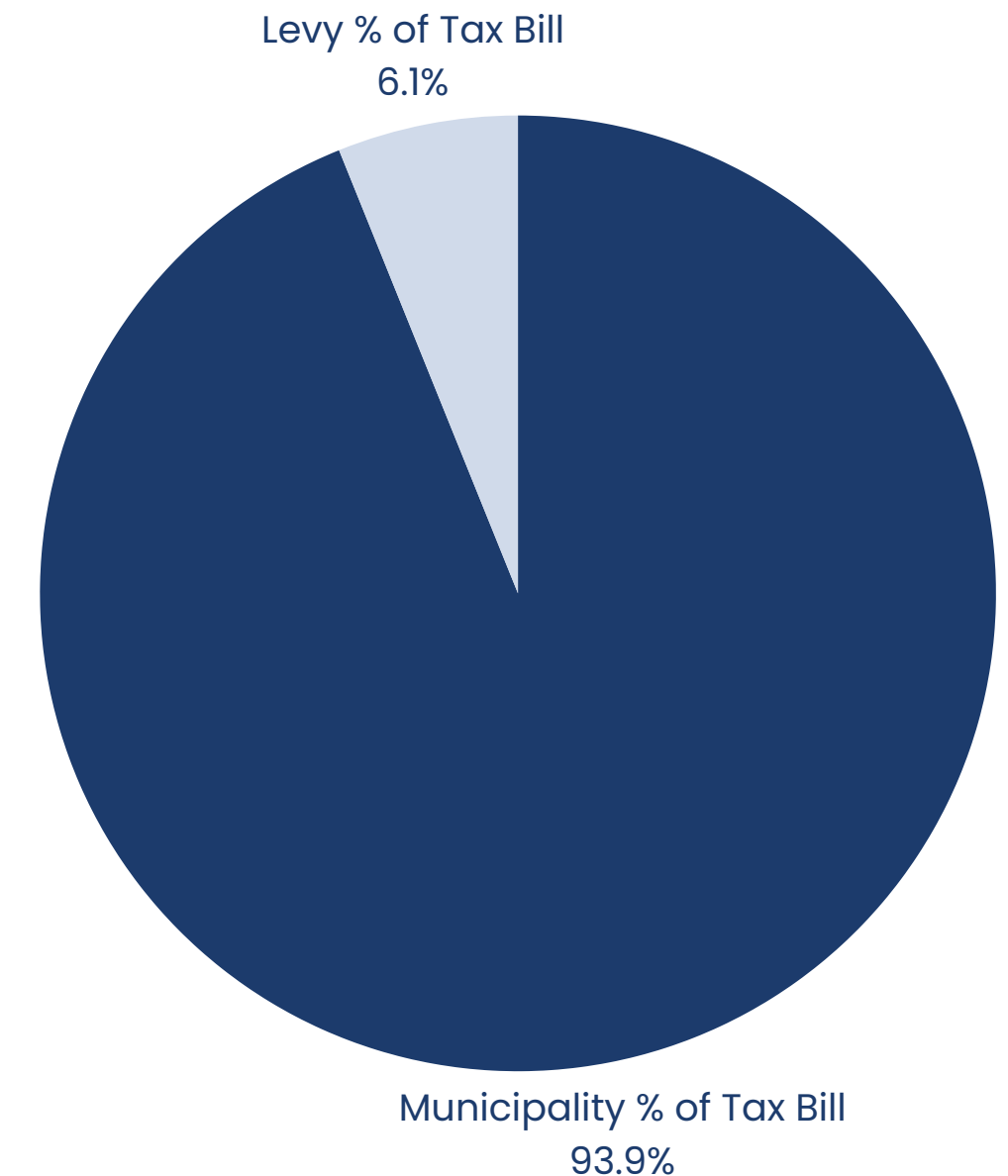
## 2025 Full Levy Breakdown by Program

<b>\$362.79</b> <i>100%</i> <b>Total Contribution</b>	<b>\$18.67</b> <i>5.1%</i> <b>Research / Advocacy</b>
<b>\$123.41</b> <i>34%</i> <b>Beautification</b>	<b>\$62.34</b> <i>17.2%</i> <b>Promotions</b>
<b>\$99.57</b> <i>27.4%</i> <b>Administration</b>	<b>\$58.80</b> <i>16.2%</i> <b>Events / Security</b>

\*example of average member

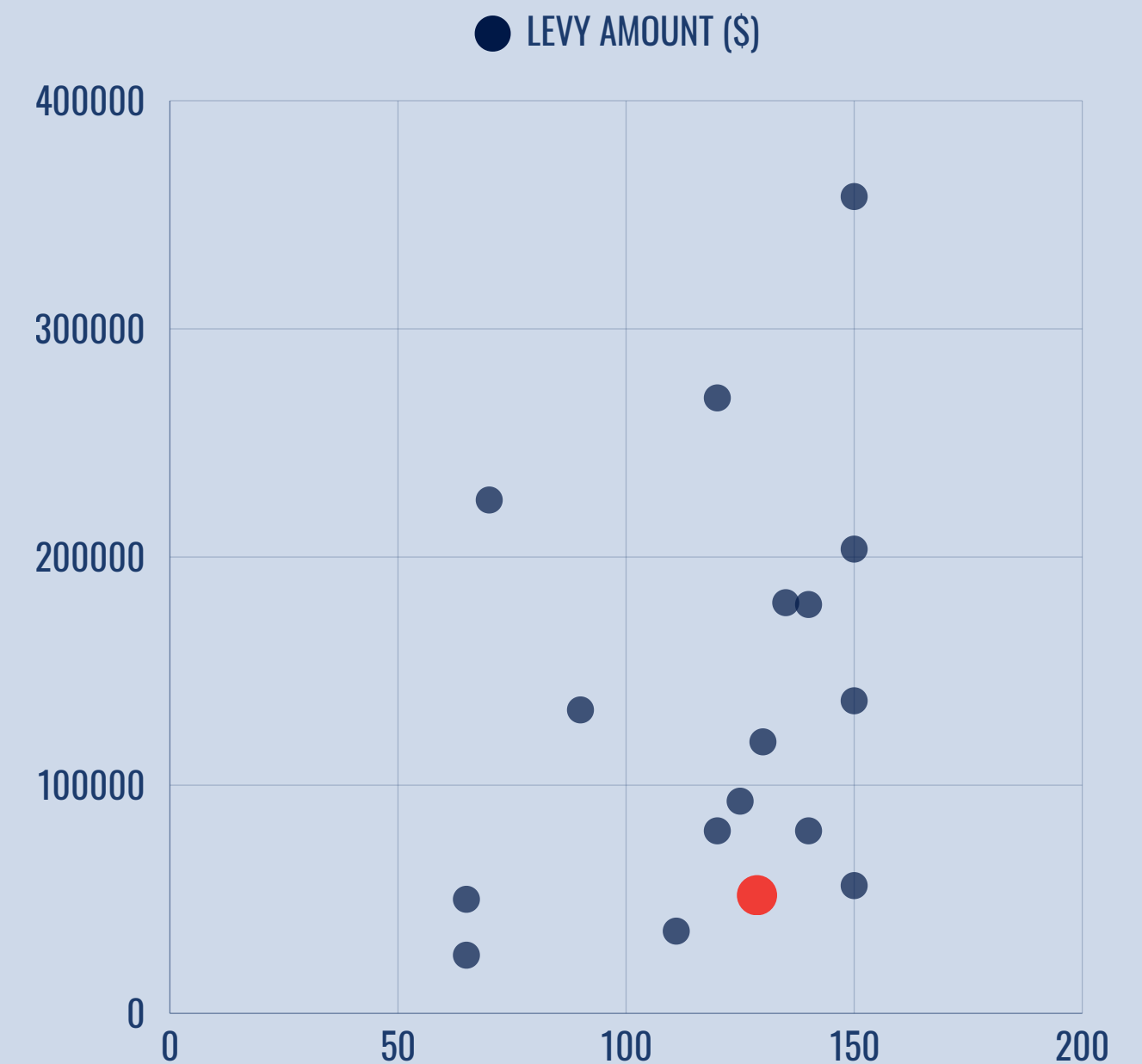
# TAX INFORMATION

- The 2025 levy percentage of CVA was 0.1527%. With the proposed \$36,825 increase in 2026, the levy percentage of CVA would be 0.242%.
- The levy made up approximately 6.1% of the total **commercial property tax bill**, while the Municipality uses 93.8% of the tax bill.
- Revenue at risk: assessment appeals and vacancies can reduce levy revenue.
- To plan responsibly, we will budget for potential levy write-offs each year.



# HOW WE COMPARE

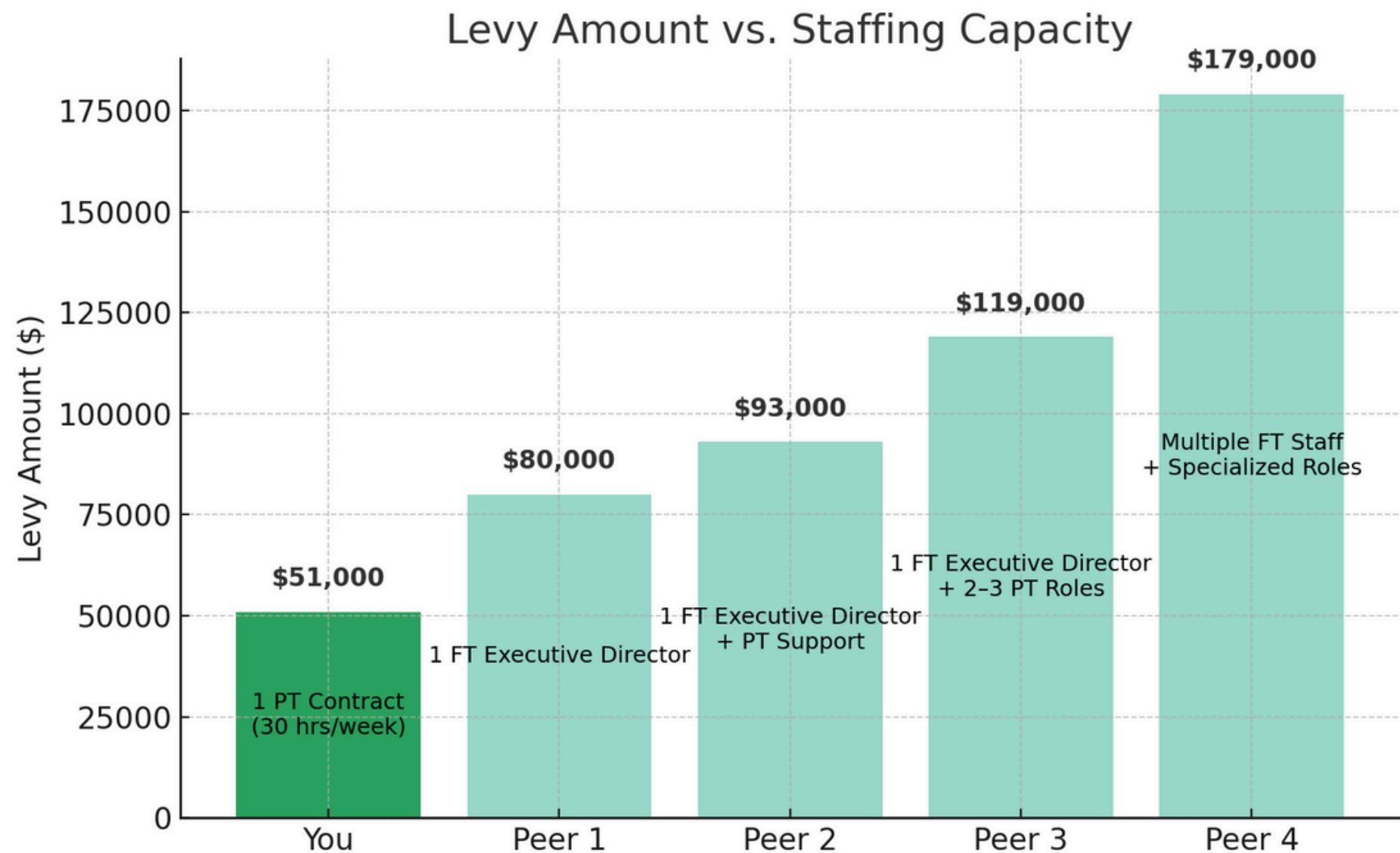
- Based on the OBIAA 2023 Salary Survey (59 BIAs reporting), **Downtown Strathroy's levy ranks as the 7th lowest** among all respondents.
- Comparable BIAs with similar membership counts collect significantly more, **ranging from \$80,000 to over \$200,000 annually.**
- Downtown Strathroy participated in a 2025 levy survey along with BIAs across Ontario, the **median levy rate reported was 0.30% of CVA**



\*comparison from OBIAA 2023 Salary Survey with 59 reporting BIAs

# HOW WE COMPARE

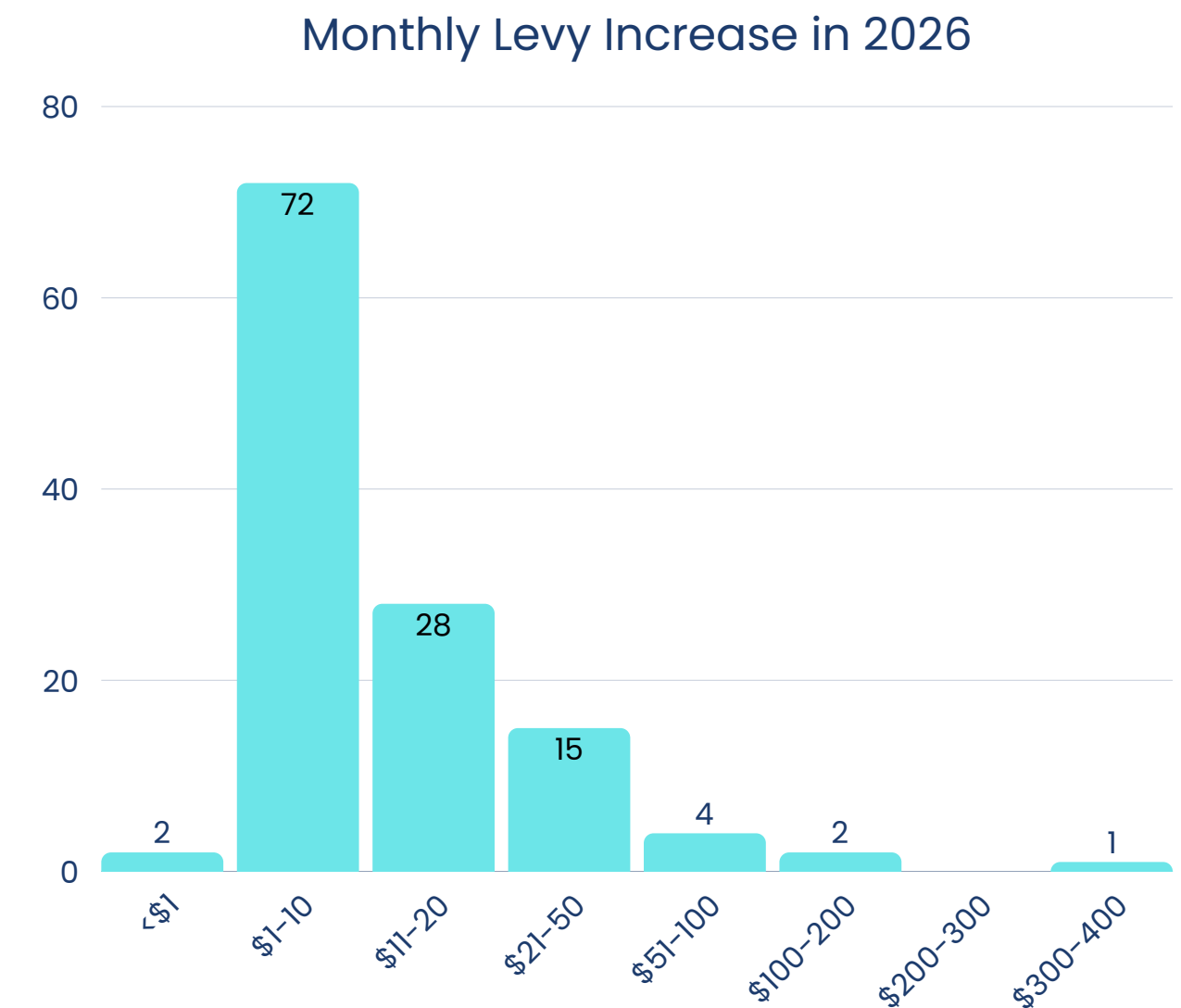
- We operate with **less than 60% of the staffing capacity** of the average BIA in our levy range.
- With fewer resources than our peers, our ability to expand **programs, pursue funding, and respond to member needs** is limited.
- **Closing the staffing gap** is essential for sustainable growth, stronger advocacy, and long-term success.



\*comparison from OBIAA 2023 Salary Survey with 59 reporting BIAs

# RECOMMENDED INCREASE

- Downtown Strathroy BIA is recommending a levy increase from \$61,675 (2025) to \$98,500 (2026)
- This adjustment will bring Strathroy in line with the average of similarly sized BIAs across Ontario, after operating for years well below peer communities.
- Since the BIA's inception, there has never been a significant levy increase, only small adjustments to match inflation in recent years.
- This increase is less than \$10 per month for 59% of the properties, and only 3% of the properties will be paying an additional amount greater than \$100 per month.



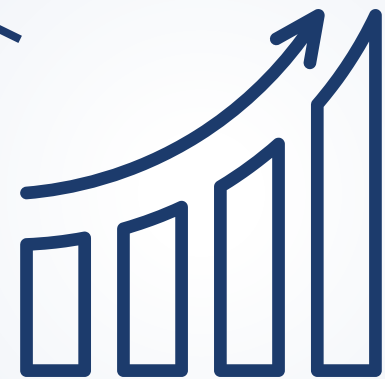
# KEY GROWTH OBJECTIVES

## Events and Vibrancy

- Increase and diversify event programming
- Strengthen the downtown brand

## Beautification/Placemaking

- Enhancing beautification projects
- Invest in seasonal decor
- Support safety and cleanliness
- Activate underused spaces



## Build Capacity to Lead and Support Members

- Hire a full-time Executive Director
- Establish a downtown office
- Invest in staff development

## Business Growth/Support

- Expand marketing campaigns
- Develop year-round programs
- Provide resources & tools for growth

## Reserves and Stability

- Prepare for major projects like the “Big Dig” to ensure continuity
- Build reserves for clawbacks, vacancies, or appeals

# 2026 BUDGET BREAKDOWN

## **Administration – \$66,000**

- Executive Director, MERCs, insurance, utilities

## **Beautification – \$20,000**

- Seasonal décor, planters, streetscape

## **Marketing & Outreach – \$32,264**

- CTV, social media, campaigns

## **Programs & Member Initiatives – \$13,500**

- Events (Girls Night Out, Hometown Christmas, Canvas & Culture, AGM, etc.)
- Training and Development

## **Contingency – \$4,900**

- 5% of levy for clawbacks, appeals, unexpected costs



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# MEMBER IMPACT EXAMPLE

## BASED ON MEDIAN LEVY RATE

YEAR	TOTAL LEVY	YEARLY INCREASE	MONTHLY INCREASE
2025	\$166.00	-	-
2026	\$262.00	\$96.30	\$8.03





# RETURN ON INVESTMENT

- More events = more foot traffic
- More marketing = more visibility
- Better tools = better communication
- Better staffing = better service

Every dollar goes back into making downtown stronger, more visible, and more connected.