



THE DOWNTOWN WINDSOR BUSINESS IMPROVEMENT ASSOCIATION
484 PELISSIER ST., WINDSOR, ONTARIO N9A 4K9
DWBIA@DOWNTOWNWINDSOR.CA
DOWNTOWNWINDSOR.CA
519-252-5723

DOWNTOWN WINDSOR BIA BOARD OF DIRECTORS MEETING AGENDA

Date: Thursday, May 4, 2023

Time: 5:30 PM

Location: DWBIA Offices, 484 Pelissier Street

DIRECTORS:

Bars & Nightclubs:	Andrew Corbett
Commercial Property Owner/Developer:	Ray Blanchard
Hotel/Tourism/ Retail:	Sikander (Sunny) Bhatti
Member at Large:	Jennie Atkins
Professional Services:	Chris MacLeod
Restaurant (licensed):	Olivia Holt
Restaurant (unlicensed):	Ron Balla
Retail:	Misty Adams
Ward 3:	Councillor Renaldo Agostino

1. CALL TO ORDER

- Reading of Land Acknowledgement

We [!] would like to begin by acknowledging that the land on which we gather is the traditional territory of the Three Fires Confederacy of First Nations, which includes the Ojibwa, the Odawa, and the Potawatomi. The City of Windsor honours all First Nations, Inuit and Métis peoples and their valuable past and present contributions to this land.

- Adoption of the distributed agenda

2. DISCLOSURE OF PERCUNIARY INTEREST

3. ADOPTION OF THE MINUTES

- Meeting held December 15, 2022

4. NOMINATIONS & VOTING

- Nomination and voting of the DWBIA Executive

5. REPORTS

- Executive Director Reporting
 - 2023 Downtown Windsor Farmers' Market
 - Update on season & 2023 budget
 - 2023 Ouellette Car Cruise
 - Update on Experience Ontario Grant Application
 - Downtown Windsor Business Revitalization Association (DWBRA)
 - Update and discussion
 - Financial Statements
- Social Media Reports for March-April 2023

6. REGULAR BUSINESS ITEMS

- Downtown Safety Association
 - Update and next steps
- Events
 - Night Markets
 - Summer Events
 - Heatseeker Festival – request for sponsorship
 - Summer Policy Event – Munro Strategy
 - Guest speaker Dr. Owen Waygood, Montreal Polytechnique, specializing in Urban Planning and Children
 - Open Streets Windsor
 - Winter Fest

7. PRESENTATIONS & DELEGATIONS

- Vincent Georgie, Windsor International Film Festival

8. FINANCE

- 2023 Budget Deliberations
 - 2022 Budget Documents

9. UPCOMING MEETINGS

DWBIA Board of Directors – **2023 Budget Deliberations**
Thursday May 11, 2023

DWBIA Board of Directors
Tuesday May 24, 2023

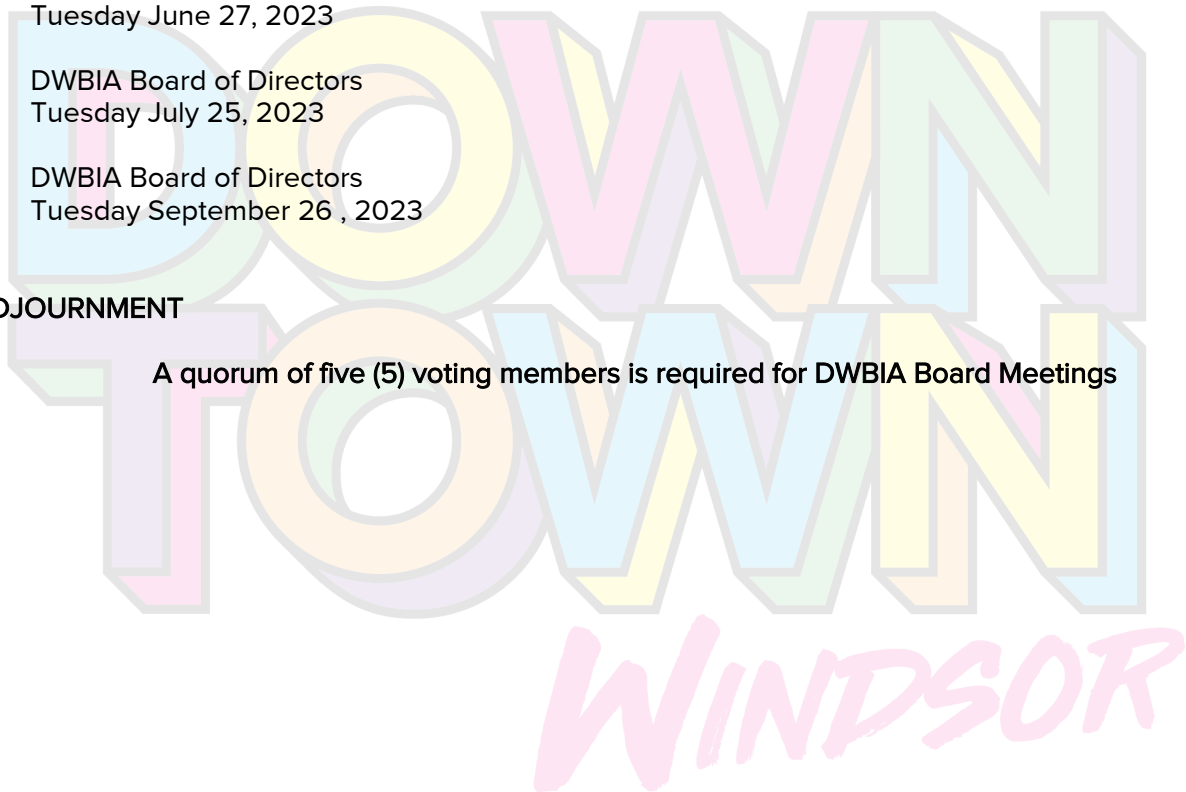
DWBIA Board of Directors
Tuesday June 27, 2023

DWBIA Board of Directors
Tuesday July 25, 2023

DWBIA Board of Directors
Tuesday September 26 , 2023

ADJOURNMENT

A quorum of five (5) voting members is required for DWBIA Board Meetings



**DOWNTOWN WINDSOR FARMERS' MARKET
2023 BUDGET**

2023 DWFM ANNUAL BUDGET

	Budget
Revenues	
Sponsorships/Grants	\$ -
Sponsorships - DWBIA	\$ 30,000.00
Vendor Fees - Full Time (31 weeks) Hydro (10 x \$1,705)	\$ 17,050.00
Vendor Fees - Full Time (31 weeks) Non Hydro (7 x \$1,550)	\$ 10,850.00
Vendor Fees - 1/2 Season (15 weeks) Non Hydro (7 x \$900)	\$ 6,300.00
Vendor Fees - 1/2 Season (15 weeks) Hydro (5 x \$975)	\$ 4,875.00
Vendor Fees - Occassional Non Hydro (5 x \$75)	\$ 5,625.00
Vendor Fees - Occassional Hydro (5 x \$80)	\$ 6,000.00
Total Revenue	\$ 80,700.00
Expenses	
Advertising and promotion	1 \$ 3,875.00
Programming	2 \$ 8,000.00
Security, Staging	3 \$ 27,620.00
Salaries	4 \$ 37,578.00
Volunteers	5 \$ 1,100.00
Miscellaneous	\$ 1,000.00
Total Expenses	\$ 78,173.00
1 Advertising & Promotion	
Advertising - TWEPI Listing	\$ 125.00
Advertising - Out of Town Publications	\$ 750.00
Advertising - Facebook	\$ 750.00
Graphic design	\$ 500.00
Printing	\$ 750.00
Website, domain registration & hosting	\$ 1,000.00
	\$ 3,875.00
2 Programming	
Live Entertainment	\$ 5,000.00
Plant Days	\$ -
Special Programming (i.e. Chef's Table)	\$ 1,500.00
Children's programming/workshops	\$ 1,500.00
	\$ 8,000.00
3 Operations	
Insurance	\$ 2,500.00
Sanitation	\$ 1,680.00
City Permits, Facilities Rental, Parking, etc.	\$ 10,500.00
Site Cleanliness & Maintenance	\$ 2,000.00
Equipment purchases, i.e. tents, carts etc.	\$ 2,000.00
Equipment rental - barricades, directional signage etc.	\$ 10,000.00
Hydro & Water	\$ 3,120.00
	\$ 27,620.00
4 Salaries	
General Manager	\$ 24,000.00
Assistant Manager	\$ 4,650.00
Other: Site Assistant, Summer Students, Good Neighbour Services etc.	\$ 8,928.00
	\$ 37,578.00
5 Volunteers	
T-shirts	\$ 350.00
Volunteer Appreciation Event, Food & Refreshments	\$ 750.00
	\$ 1,100.00

2023

OUELLETTE CAR CRUISE & CLASSIC CAR SHOW

OUELLETTE CAR CRUISE & CLASSIC CAR SHOW

August 18-20, 2023

Riverfront Festival Plaza

Ours is an area so deeply entrenched in automotive history, our neighbours', families', and friends' lives so inextricably linked to the story of the vehicle, that there could be no better place than the very heart of our own city to stage a show in which the star is, quite fittingly, the automobile.

In 2023, the Downtown Windsor Business Improvement Association, in partnership with some of Windsor-Essex' most prolific and committed community members and businesses, will be hosting a never-before-seen, three-day event paying homage to Windsor's rich and illustrious automotive history.

The Ouellette Car Cruise and Classic Car Show will bring hundreds of the province's best collector cars together inside the core for an audience of enthusiasts, collectors, and nostalgia seekers, creating a magnificent and riveting arena of dreams right here inside the very city where countless cars have been – and to continue to be – born.

The 2023 event brings the best of the Ouellette Car Cruise from the past 7 years and then some – the cars scheduled to rumble down our roads and sail smoothly through our streets are of an unmatched pedigree and historical significance. From Corvettes to El Caminos, Impalas to Model Ts, the DWBIA is thrilled to welcome drivers from all paths to join us, giving downtown revelers a show and being able to give visitors a peek under the hood and behind the wheel.

On Friday August 18, cruisers will be invited to join in a cavalcade of engines, roaring alongside one another to tour the city and entertain the masses. This shimmering myriad of shining chrome and colourful classics and custom vehicles of eras gone by will weave through the downtown to an audience of thousands, a real-time memory come to life that hints at Windsor's illustrious automotive history.

On Saturday August 19, the Road Tour will showcase some of the region's scenic routes and landmarks with participants driving along the designated route, and stopping at points of interest along the way. The Road Tour offers a unique and exciting way for cruisers, particularly those not from the region, to experience the region while also showcasing the beauty of the destinations. The Road Tour will be a good revenue generator for the respective destinations too, and will certainly introduce the destinations to new audiences.

On Sunday August 20, audiences comprised of knowledgeable enthusiasts, collectors, hobbyists and car lovers will descend upon the core to view these dream cars up close, granting an opportunity for restorers to share their techniques, art forms, and personal histories. The Classic Car Show will be juried and feature veteran motor cars; designated classics; North American productions; American luxury & convertibles, North American performance; sports cars; postwar European models; hot rods; customs; street machines; light commercial vehicles; future classics; Dodge Vipers; Featured Marquees – Ford Model Ts and Dodge Challengers; and special display vehicles from 1913 to 2023.

Just think: it'll be a veritable playground for all – history lover or car enthusiast, shade tree mechanic or simply someone who loves the sweet roar of an engine.

Three dynamic days. One fuel-driven, fantasy weekend event.

Get in. It's a ride you won't want to miss.

2020

**DOWNTOWN WINDSOR BUSINESS REVITALIZATION ASSOCIATION
CONSOLIDATED FINANCIAL STATEMENTS**

Consolidated Financial Statements of

**DOWNTOWN WINDSOR
BUSINESS IMPROVEMENT
ASSOCIATION**

And Independent Auditors' Report thereon

Year ended December 31, 2020



KPMG LLP
618 Greenwood Centre
3200 Deziel Drive
Windsor ON N8W 5K8
Canada
Tel 519-251-3500
Fax 519-251-3530

INDEPENDENT AUDITORS' REPORT

To the Board Members, Members of Council, Inhabitants and Ratepayers of the Corporation of the City of Windsor

Opinion

We have audited the accompanying consolidated financial statements of Downtown Windsor Business Improvement Association (the Entity) which comprise of:

- the consolidated statement of financial position as at December 31, 2020
- the consolidated statement of operations and accumulated surplus for the year then ended
- the consolidated statement of changes in net financial assets for the year then ended
- the consolidated statement of cash flows for the year then ended
- and notes and schedule to the consolidated financial statements, including a summary of significant accounting policies

(Hereinafter referred to as the "financial statements").

In our opinion, the accompanying consolidated financial statements present fairly, in all material respects, the financial position of the Entity as at December 31, 2020, and its consolidated results of operations and accumulated surplus and its consolidated changes in net financial assets and its consolidated cash flows for the year then ended in accordance with Canadian public sector accounting standards.

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the "***Auditors' Responsibilities for the Audit of the Financial Statements***" section of our auditors' report.

We are independent of the Entity in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada and we have fulfilled our other ethical responsibilities in accordance with these requirements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.



Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian public sector accounting standards, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Entity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Entity or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Entity's financial reporting process.

Auditors' Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists.

Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit.

We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion.

The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.



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- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Entity's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Entity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditors' report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditors' report. However, future events or conditions may cause the Entity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation
- Communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

A handwritten signature in black ink that reads 'KPMG LLP'. The signature is written in a cursive, slightly slanted style. Below the signature is a long, horizontal, slightly wavy line that serves as a flourish or underline.

Chartered Professional Accountants, Licensed Public Accountants

Windsor, Canada

May 26, 2021

DOWNTOWN WINDSOR BUSINESS IMPROVEMENT ASSOCIATION

Consolidated Statement of Financial Position

December 31, 2020, with comparative information for 2019

	2020		2019
Financial assets:			
Cash and cash equivalents	\$ 235,280	\$	157,082
Accounts receivable	107,691		27,640
Due from City of Windsor	43,867		34,931
	<u>386,838</u>		<u>219,653</u>
Financial liabilities:			
Accounts payable and accrued liabilities	101,079		35,896
Net financial assets	285,759		183,757
Non-financial assets:			
Tangible capital assets (note 2)	50,698		26,284
Prepaid expenses	7,539		13,567
	<u>58,237</u>		<u>39,851</u>
Commitments (note 4)			
Accumulated surplus (note 3)	\$ 343,996	\$	223,608

See accompanying notes to consolidated financial statements.

On behalf of the Board:

_____ Director

_____ Director

DOWNTOWN WINDSOR BUSINESS IMPROVEMENT ASSOCIATION

Consolidated Statement of Operations and Accumulated Surplus

Year ended December 31, 2020, with comparative information for 2019

	2020 Budget	2020 Actual	2019 Actual
Revenue:			
City of Windsor levy	\$ 667,550	\$ 659,027	\$ 657,418
Interest	-	1,964	2,031
Winter Fest	-	61,000	-
Farmer's Market	-	76,817	-
Miscellaneous	20,700	48,420	56,977
	<u>688,250</u>	<u>847,228</u>	<u>716,426</u>
Expenses:			
Administrative (schedule)	235,500	256,787	251,894
Communications	17,800	12,264	18,344
Marketing and events	196,950	283,503	218,286
Infrastructure	84,000	48,028	61,517
Development	34,000	15,121	33,603
Donations to CAMPP	-	-	5,000
Clean and safe	65,000	63,558	43,324
Support Downtown dollars	-	400	-
Business recruitment expenses	55,000	36,045	-
COVID-19 related expenditures	-	11,134	-
	<u>688,250</u>	<u>726,840</u>	<u>631,968</u>
Annual surplus	-	120,388	84,458
Accumulated surplus, beginning of year	223,608	223,608	139,150
Accumulated surplus, end of year	\$ 223,608	\$ 343,996	\$ 223,608

See accompanying notes to consolidated financial statements.

DOWNTOWN WINDSOR BUSINESS IMPROVEMENT ASSOCIATION

Consolidated Statement of Changes in Net Financial Assets

Year ended December 31, 2020, with comparative information for 2019

	2020	2019
Annual surplus	\$ 120,388	\$ 84,458
Acquisition of tangible capital assets	(33,138)	(2,354)
Amortization of tangible capital assets	8,724	5,923
Disposition of prepaid expenses	13,567	10,567
Acquisition of prepaid expenses	(7,539)	(13,567)
Change in net financial assets	102,002	85,027
Net financial assets, beginning of year	183,757	98,730
Net financial assets, end of year	\$ 285,759	\$ 183,757

See accompanying notes to consolidated financial statements.

DOWNTOWN WINDSOR BUSINESS IMPROVEMENT ASSOCIATION

Consolidated Statement of Cash Flows

Year ended December 31, 2020, with comparative information for 2019

	2020	2019
Cash provided by (used in):		
Operations:		
Annual surplus	\$ 120,388	\$ 84,458
Amortization of tangible capital assets	8,724	5,923
Increase in accounts receivable	(80,051)	(1,455)
Increase in due from City of Windsor	(8,936)	(21,330)
Decrease (increase) in prepaid expenses	6,028	(3,000)
Increase in accounts payable and accrued liabilities	65,183	2,313
	<u>111,336</u>	<u>66,909</u>
Financing:		
Repayment of long-term liability relating to property tax appeal	-	(16,892)
Repayment of long-term debt relating to street scaping	-	(25,346)
	<u>-</u>	<u>(42,238)</u>
Investing:		
Acquisition of tangible capital assets	(33,138)	(2,354)
	<u>(33,138)</u>	<u>(2,354)</u>
Increase in cash	78,198	22,317
Cash and cash equivalents, beginning of year	157,082	134,765
Cash and cash equivalents, end of year	\$ 235,280	\$ 157,082

See accompanying notes to consolidated financial statements.

DOWNTOWN WINDSOR BUSINESS IMPROVEMENT ASSOCIATION

Notes to Consolidated Financial Statements

Year ended December 31, 2020

The Board of Management of the Downtown Windsor Business improvement Association (the "Association") is entrusted with the improvement and beautification of municipally-owned lands, buildings and structures in the area as well as designated by the Council of the Corporation of the City of Windsor and the promotion of this area for business and shopping. The Association is exempt from paying income tax under Section 149 of the Income Tax Act.

1. Significant accounting policies:

The consolidated financial statements are the representations of management and are prepared in accordance with accounting standards established by the Public Sector Accounting Board of the Canadian Institute of Chartered Professional Accountants.

(a) Basis of presentation:

These consolidated financial statements reflect the assets, liabilities, revenue and expenses of the revenue fund, the reserves. All interfund assets and liabilities and revenue and expenses have been eliminated.

(b) Basis of accounting:

The Association maintains its accounts on an accrual basis. Under this basis, revenue is accounted for in the period in which the transactions or events occur that give rise to the revenue. Expenses are accounted for in the period the goods and services are acquired.

(c) Cash and cash equivalents:

Cash and cash equivalents include cash and short-term highly liquid investments with a term to maturity of 90 days or less at acquisition.

(d) Non-financial assets:

Non-financial assets are not available to discharge existing liabilities and are held for use in the provision of services. They have useful lives extending beyond the current year and are not intended for sale in the ordinary course of business.

DOWNTOWN WINDSOR BUSINESS IMPROVEMENT ASSOCIATION

Notes to Consolidated Financial Statements (continued)

Year ended December 31, 2020

1. Significant accounting policies (continued):

(d) Non-financial assets (continued):

Tangible capital assets:

Tangible capital assets are recorded at cost.

Amortization is calculated on a straight-line basis over an assets expected useful life. Residual values are assumed to be zero.

<u>Asset classification</u>	<u>Useful life (years)</u>
Computer hardware	3
Furniture and fixtures	5
Equipment	10
Leasehold improvements	term of lease

(e) Use of estimates:

The preparation of the financial statements in conformity with Canadian public sector accounting standards requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure in contingent assets and liabilities at the dates of the financial statements and the reported amounts of revenues and expenses during the reporting periods. Significant items subject to such estimates and assumptions include the valuation of accounts receivable and the carrying value of tangible capital assets. Actual results could differ from those estimates.

DOWNTOWN WINDSOR BUSINESS IMPROVEMENT ASSOCIATION

Notes to Consolidated Financial Statements (continued)

Year ended December 31, 2020

2. Tangible capital assets:

Cost	Balance at December 31, 2019	Additions	Disposals	Balance at December 31, 2020
Computer hardware	\$ 20,168	\$ 1,536	\$ —	\$ 21,704
Furniture and fixtures	27,083	—	—	27,083
Equipment	2,643	1,185	—	3,828
Leasehold improvements	14,198	30,417	14,198	30,417
Total	\$ 64,092	\$ 33,138	\$ 14,198	\$ 83,032

Accumulated amortization	Balance at December 31, 2019	Disposals	Amortization expense	Balance at December 31, 2020
Computer hardware	\$ 14,173	\$ —	\$ 2,518	\$ 16,691
Furniture and fixtures	8,933	—	5,158	14,091
Equipment	504	—	323	827
Leasehold improvements	14,198	14,198	725	725
Total	\$ 37,808	\$ 14,198	\$ 8,724	\$ 32,334

Net book value	December 31, 2019	December 31, 2020
Computer hardware	\$ 5,995	\$ 5,013
Furniture and fixtures	18,150	12,992
Equipment	2,139	3,001
Leasehold improvements	—	29,692
Total	\$ 26,284	\$ 50,698

DOWNTOWN WINDSOR BUSINESS IMPROVEMENT ASSOCIATION

Notes to Consolidated Financial Statements (continued)

Year ended December 31, 2020

3. Accumulated surplus:

Accumulated surplus consists of individual funds' surplus as follows:

	2020	2019
Surplus:		
Invested in tangible capital assets	\$ 26,768	\$ 2,354
Reserve for future development	317,228	221,254
Total surplus	\$ 343,996	\$ 223,608

4. Commitments:

- (i) On November 1, 2020, the Association entered into a lease agreement for premises located on 484 Pelissier Street for a fifteen-month period commencing November 1, 2020, at a monthly rate of \$1,800. The lease provides the Association with the option to extend the lease for 5 additional twelve-month terms at a rental rate of \$2,000 per month for the period commencing February 1, 2022 through January 31, 2023, and \$2,200 per month for the periods following.
- (ii) On January 1, 2016, the Association entered into an operating lease commitment for certain equipment with monthly lease payments of \$251 for a five and a half year term ending July 31, 2021. Future minimum lease payments are as follows:

2021	\$ 1,757
	\$ 1,757

- (iii) In May of 2012, the Association pledged \$50,000 to the St. Clair College MediaPlex Campus for façade improvements to be paid in annual contributions of \$5,000. At December 31, 2020, \$30,000 of the pledge remained unpaid.

DOWNTOWN WINDSOR BUSINESS IMPROVEMENT ASSOCIATION

Notes to Consolidated Financial Statements (continued)

Year ended December 31, 2020

5. Impact of COVID-19 pandemic:

The COVID-19 pandemic evolved rapidly over the course of the 2020 fiscal year. The outbreak of a new coronavirus in Wuhan, China was identified on January 7 and it was not until March 11 that COVID-19 was declared a pandemic by the WHO. As a result of the measures to contain the outbreak, uncertainty remains as to the full impacts of COVID-19 on the global economy and the Association's financial results. As a result, the Association cannot reasonably estimate the length or severity of the COVID-19 pandemic, or the extent to which the disruption caused by the pandemic may materially impact its operations and financial results in fiscal year 2021.

DOWNTOWN WINDSOR BUSINESS IMPROVEMENT ASSOCIATION

Consolidated Schedule of Administrative Expenses

Year ended December 31, 2020, with comparative information for 2019

	2020 Budget	2020 Actual	2019 Actual
Salaries	\$ 170,000	\$ 179,220	\$ 161,990
Legal and audit	16,000	9,950	28,722
Rent	33,200	36,906	30,192
Office equipment	5,000	7,647	9,417
Insurance	5,500	1,636	6,009
Office supplies	3,000	6,725	5,588
Telephone	2,100	3,148	3,163
Amortization	-	8,724	5,923
Bad debts	-	315	225
Bank charges	300	1,746	259
Postage	400	770	406
	<u>\$ 235,500</u>	<u>\$ 256,787</u>	<u>\$ 251,894</u>

2021

**DOWNTOWN WINDSOR BUSINESS REVITALIZATION ASSOCIATION
CONSOLIDATED FINANCIAL STATEMENTS**

Consolidated Financial Statements of

**DOWNTOWN WINDSOR
BUSINESS IMPROVEMENT
ASSOCIATION**

And Independent Auditors' Report thereon

Year ended December 31, 2021



KPMG LLP
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3200 Deziel Drive
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Tel 519-251-3500
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INDEPENDENT AUDITORS' REPORT

To the Board Members, Members of Council, Inhabitants and Ratepayers of the Corporation of the City of Windsor

Opinion

We have audited the accompanying consolidated financial statements of Downtown Windsor Business Improvement Association (the Entity) which comprise of:

- the consolidated statement of financial position as at December 31, 2021
- the consolidated statement of operations and accumulated surplus for the year then ended
- the consolidated statement of changes in net financial assets for the year then ended
- the consolidated statement of cash flows for the year then ended
- and notes and schedule to the consolidated financial statements, including a summary of significant accounting policies

(Hereinafter referred to as the "financial statements").

In our opinion, the accompanying consolidated financial statements present fairly, in all material respects, the financial position of the Entity as at December 31, 2021, and its consolidated results of operations and accumulated surplus and its consolidated changes in net financial assets and its consolidated cash flows for the year then ended in accordance with Canadian public sector accounting standards.

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the "***Auditors' Responsibilities for the Audit of the Financial Statements***" section of our auditors' report.

We are independent of the Entity in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada and we have fulfilled our other ethical responsibilities in accordance with these requirements.



Page 2

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian public sector accounting standards, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Entity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Entity or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Entity's financial reporting process.

Auditors' Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists.

Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit.

We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion.



Page 3

The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Entity's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Entity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditors' report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditors' report. However, future events or conditions may cause the Entity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation
- Communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

A handwritten signature in black ink that reads 'KPMG LLP' with a horizontal line underneath.

Chartered Professional Accountants, Licensed Public Accountants

Windsor, Canada

May 31, 2022

DOWNTOWN WINDSOR BUSINESS IMPROVEMENT ASSOCIATION

Consolidated Statement of Financial Position

December 31, 2021, with comparative information for 2020

	2021	2020
Financial assets:		
Cash and cash equivalents	\$ 204,434	\$ 235,280
Accounts receivable	228,745	107,691
Due from City of Windsor	33,366	43,867
	<u>466,545</u>	<u>386,838</u>
Financial liabilities:		
Accounts payable and accrued liabilities	53,544	101,079
Net financial assets	413,001	285,759
Non-financial assets:		
Tangible capital assets (note 2)	86,670	50,698
Prepaid expenses	5,673	7,539
	<u>92,343</u>	<u>58,237</u>
Commitments (note 4)		
Accumulated surplus (note 3)	\$ 505,344	\$ 343,996

See accompanying notes to consolidated financial statements.

On behalf of the Board:

_____ Director

_____ Director

DOWNTOWN WINDSOR BUSINESS IMPROVEMENT ASSOCIATION

Consolidated Statement of Operations and Accumulated Surplus

Year ended December 31, 2021, with comparative information for 2020

	2021 Budget	2021 Actual	2020 Actual
Revenue:			
City of Windsor levy	\$ 667,550	\$ 661,558	\$ 659,027
Grants	90,000	185,909	-
Miscellaneous	41,500	76,540	48,420
Winter Fest	-	67,200	61,000
Farmer's Market	30,000	57,706	76,817
Interest	-	1,320	1,964
	<u>829,050</u>	<u>1,050,233</u>	<u>847,228</u>
Expenses:			
Marketing and events	348,950	364,026	283,503
Salaries and wages	170,000	194,540	179,220
Clean and safe	57,500	107,104	63,558
Administrative (schedule)	84,800	100,500	77,567
Development	27,500	51,150	15,121
Infrastructure	74,000	49,426	48,028
Communications	11,300	18,853	12,264
Business recruitment expenses	55,000	1,595	36,045
Crowdfunding	-	803	-
Support Downtown dollars	-	500	400
COVID-19 related expenditures	-	388	11,134
	<u>829,050</u>	<u>888,885</u>	<u>726,840</u>
Annual surplus	-	161,348	120,388
Accumulated surplus, beginning of year	343,996	343,996	223,608
Accumulated surplus, end of year	\$ 343,996	\$ 505,344	\$ 343,996

See accompanying notes to consolidated financial statements.

DOWNTOWN WINDSOR BUSINESS IMPROVEMENT ASSOCIATION

Consolidated Statement of Changes in Net Financial Assets

Year ended December 31, 2021, with comparative information for 2020

	2021	2021
Annual surplus	\$ 161,348	\$ 120,388
Acquisition of tangible capital assets	(53,273)	(33,138)
Amortization of tangible capital assets	17,301	8,724
Disposition of prepaid expenses	7,539	13,567
Acquisition of prepaid expenses	(5,673)	(7,539)
Change in net financial assets	127,242	102,002
Net financial assets, beginning of year	285,759	183,757
Net financial assets, end of year	\$ 413,001	\$ 285,759

See accompanying notes to consolidated financial statements.

DOWNTOWN WINDSOR BUSINESS IMPROVEMENT ASSOCIATION

Consolidated Statement of Cash Flows

Year ended December 31, 2021, with comparative information for 2020

	2021	2020
Cash provided by (used in):		
Operations:		
Annual surplus	\$ 161,348	\$ 120,388
Amortization of tangible capital assets	17,301	8,724
Increase in accounts receivable	(121,054)	(80,051)
Decrease (increase) in due from City of Windsor	10,501	(8,936)
Decrease in prepaid expenses	1,866	6,028
Increase (decrease) in accounts payable and accrued liabilities	(47,535)	65,183
	<u>22,427</u>	<u>111,336</u>
Investing:		
Acquisition of tangible capital assets	(53,273)	(33,138)
	<u>(53,273)</u>	<u>(33,138)</u>
Increase in cash	(30,846)	78,198
Cash and cash equivalents, beginning of year	235,280	157,082
Cash and cash equivalents, end of year	<u>\$ 204,434</u>	<u>\$ 235,280</u>

See accompanying notes to consolidated financial statements.

DOWNTOWN WINDSOR BUSINESS IMPROVEMENT ASSOCIATION

Notes to Consolidated Financial Statements

Year ended December 31, 2021

The Board of Management of the Downtown Windsor Business improvement Association (the "Association") is entrusted with the improvement and beautification of municipally-owned lands, buildings and structures in the area as well as designated by the Council of the Corporation of the City of Windsor and the promotion of this area for business and shopping. The Association is exempt from paying income tax under Section 149 of the Income Tax Act.

1. Significant accounting policies:

The consolidated financial statements are the representations of management and are prepared in accordance with accounting standards established by the Public Sector Accounting Board of the Canadian Institute of Chartered Professional Accountants.

(a) Basis of presentation:

These consolidated financial statements reflect the assets, liabilities, revenue and expenses of the revenue fund, and the reserves. All interfund assets and liabilities and revenue and expenses have been eliminated.

(b) Basis of accounting:

The Association maintains its accounts on an accrual basis. Under this basis, revenue is accounted for in the period in which the transactions or events occur that give rise to the revenue. Expenses are accounted for in the period the goods and services are acquired.

(c) Cash and cash equivalents:

Cash and cash equivalents include cash and short-term highly liquid investments with a term to maturity of 90 days or less at acquisition.

(d) Non-financial assets:

Non-financial assets are not available to discharge existing liabilities and are held for use in the provision of services. They have useful lives extending beyond the current year and are not intended for sale in the ordinary course of business.

Tangible capital assets:

Tangible capital assets are recorded at cost.

Amortization is calculated on a straight-line basis over an assets expected useful life. Residual values are assumed to be zero.

<u>Asset classification</u>	<u>Useful life (years)</u>
Computer hardware	3
Furniture and fixtures	5
Equipment	10
Leasehold improvements	term of lease

DOWNTOWN WINDSOR BUSINESS IMPROVEMENT ASSOCIATION

Notes to Consolidated Financial Statements (continued)

Year ended December 31, 2021

1. Significant accounting policies (continued):

(e) Use of estimates:

The preparation of the financial statements in conformity with Canadian public sector accounting standards requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure in contingent assets and liabilities at the dates of the financial statements and the reported amounts of revenues and expenses during the reporting periods. Significant items subject to such estimates and assumptions include the valuation of accounts receivable and the carrying value of tangible capital assets. Actual results could differ from those estimates.

2. Tangible capital assets:

Cost	Balance at December 31, 2020	Additions	Disposals	Balance at December 31, 2021
Computer hardware	\$ 21,704	\$ –	\$ –	\$ 21,704
Furniture and fixtures	27,083	37,628	–	64,711
Equipment	3,828	–	–	3,828
Leasehold improvements	30,417	15,645	–	46,062
Total	\$ 83,032	\$ 53,273	\$ –	\$ 136,305

Accumulated amortization	Balance at December 31, 2020	Disposals	Amortization expense	Balance at December 31, 2021
Computer hardware	\$ 16,691	\$ –	\$ 2,534	\$ 19,225
Furniture and fixtures	14,091	–	8,922	23,013
Equipment	827	–	383	1,210
Leasehold improvements	725	–	5,462	6,187
– Total	\$ 32,334	\$ –	\$ 17,301	\$ 49,635

Net book value	December 31, 2020	December 31, 2021
Computer hardware	\$ 5,013	\$ 2,479
Furniture and fixtures	12,992	41,698
Equipment	3,001	2,618
Leasehold improvements	29,692	39,875
Total	\$ 50,698	\$ 86,670

DOWNTOWN WINDSOR BUSINESS IMPROVEMENT ASSOCIATION

Notes to Consolidated Financial Statements (continued)

Year ended December 31, 2021

3. Accumulated surplus:

Accumulated surplus consists of individual funds' surplus as follows:

	2021	2020
Surplus:		
Invested in tangible capital assets	\$ 62,740	\$ 26,768
Reserve for future development	442,604	317,228
Total surplus	\$ 505,344	\$ 343,996

4. Commitments:

- (i) On November 1, 2020, the Association entered into a lease agreement for premises located on 484 Pelissier Street for a fifteen-month period commencing November 1, 2020, at a monthly rate of \$1,800. The lease provides the Association with the option to extend the lease for 5 additional twelve-month terms at a rental rate of \$2,000 per month for the period commencing February 1, 2022 through January 31, 2023, and \$2,200 per month for the periods following.
- (ii) In May of 2012, the Association pledged \$50,000 to the St. Clair College MediaPlex Campus for façade improvements to be paid in annual contributions of \$5,000. At December 31, 2021, \$30,000 of the pledge remained unpaid.

DOWNTOWN WINDSOR BUSINESS IMPROVEMENT ASSOCIATION

Consolidated Schedule of Administrative Expenses

Year ended December 31, 2021, with comparative information for 2020

	2021 Budget	2021 Actual	2020 Actual
Rent	\$ 33,000	\$ 28,463	\$ 36,906
Legal and audit	22,000	25,145	9,950
Amortization	-	17,301	8,724
Insurance	6,000	9,727	1,636
Office equipment	12,000	7,477	7,647
Utilities	-	3,416	-
Telephone	3,600	3,045	3,148
Office supplies	6,000	2,528	6,725
Bank charges	1,500	2,410	1,746
Bad debts	-	780	315
Postage	700	208	770
	<u>\$ 84,800</u>	<u>\$ 100,500</u>	<u>\$ 77,567</u>

**SOCIAL MEDIA
REPORTS**

2023
SUMMER POLICY EVENT

From: [Jeff Denomme](#)
To: [Debi Croucher](#)
Subject: Re: Heatseeker Festival Saturday May 13
Date: Thursday, April 27, 2023 12:31:57 PM

Hello Debi,

Heatseeker Festival Saturday May 13 we would like to request

- 2-830pm to have a staff member on site for the cage area
- Porta Johns
- Access to reg wall power in backroom. (Not the big boxes you use for farmers market.)

If DWBIA can sponsor or Subsidize our needs it would be very much appreciated.

Thank You

Sponsorship valued at \$200

Jeff Denomme
Owner
519.259.2876
jeff@haloheats.com
haloheats.com
@haloheats



From: [Melinda Munro](#)
To: [Debi Croucher](#)
Subject: Summer Policy Event is back downtown!
Date: Tuesday, April 25, 2023 1:24:35 PM

Hi Debi

Doug Sartori and I are bringing our summer policy event back downtown for 2023. We have booked Maiden Lane and CookUp for July 19, 2023. Dogs Breakfast is providing space, table and chairs.

We are wondering if DWBIA wants to partner again. Last time I think you donated the sound system and someone to help run it. Also promotions as we get closer.

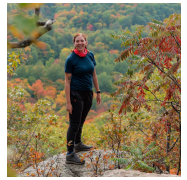
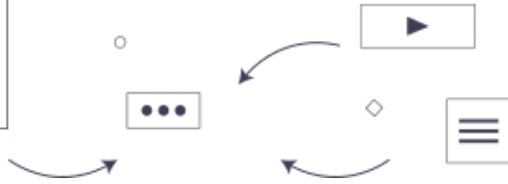
Our guest is Dr. Owen Waygood from Montreal Polytechnique. He specializes in Urban Planning and Children. I think it's going to be pretty cool.

Melinda



Munro Strategic Perspective
www.munrostrategy.com
519-996-9272

SOCIAL MEDIA REPORT
– FACEBOOK



Facebook Analytics - Page

 Downtown Windsor BIA

Mar 04, 2023 to Apr 02, 2023

(Timezone: PST)

Total Page Likes



7.8K

Hooray!

Page Reach



39.7K

↓ 79% in last 1 months

Page Engagement



1.8K

↓ 76% in last 1 months

Page Clicks



1.4K

↓ 6182% in last 1 months

New Fans



45

↓ 42% in last 1 months

Post Published



115

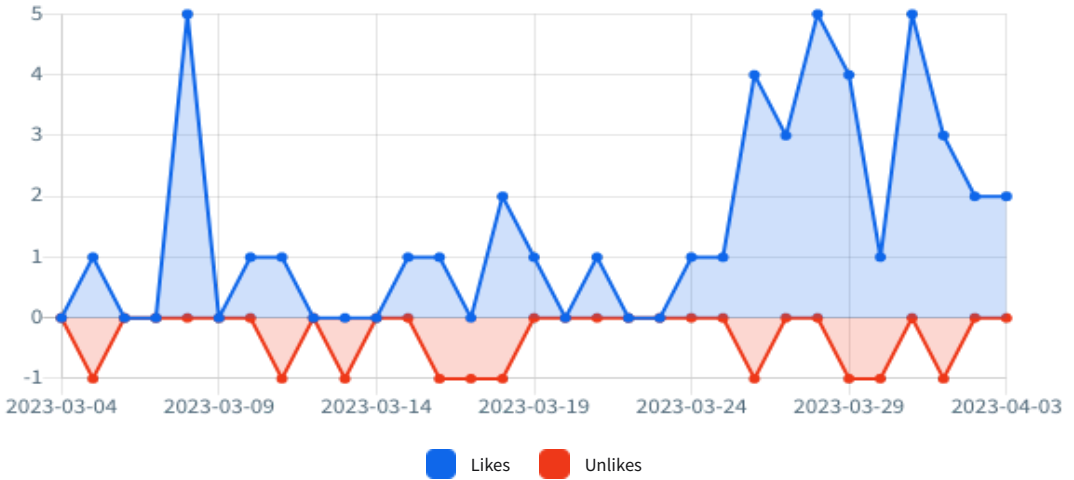
Great Going!





Audience Growth

Number of fans (likes on your page) you have gained and lost each day



Audience Insights

Since Previous Period

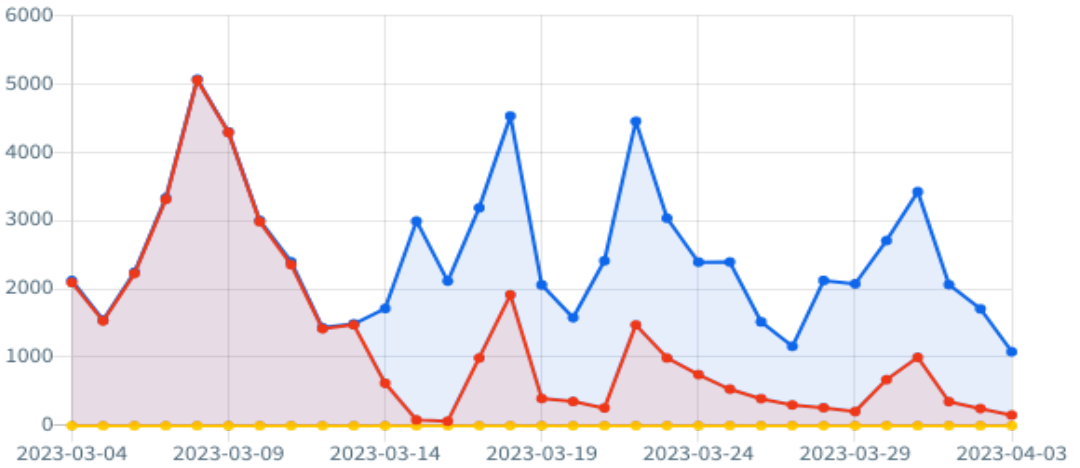
↑ 0%
 Total Fans Increased

Total Page Likes	7805
Net New Likes	35
Organic Likes	45
Paid Likes	0
Unlikes	10



Impressions

Number of times content from your page appeared on someone's screen



Impression Insights

Since Previous Period

↓ 64%

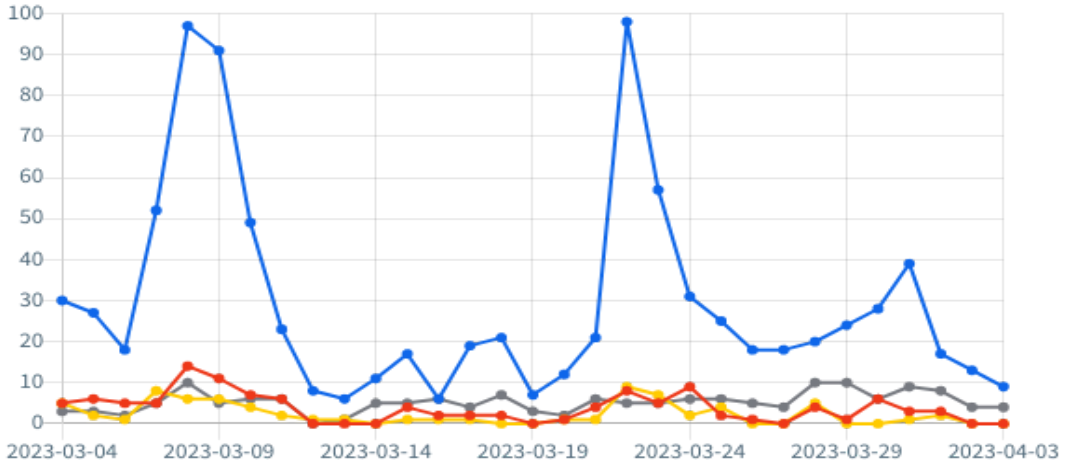
Total Impressions Decreased

Organic	77669
Paid	0
Viral	38758



Audience Engagement

Number of likes, comments, shares and check-ins on your posts



Engagement Insights

Since Previous Period

↓ 33%

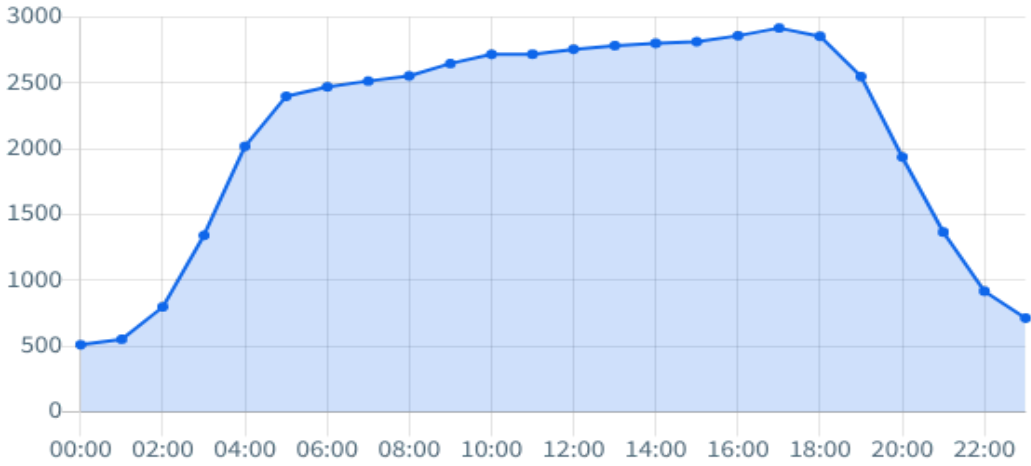
Total Engagement Decreased

■ Likes + Reactions	912
■ Shares	116
■ Comments	71
■ Others	161



Active Fans

Number of fans active on Facebook at each hour of the day



Fans Online

Sunday



Monday



Tuesday



Wednesday



Thursday



Friday



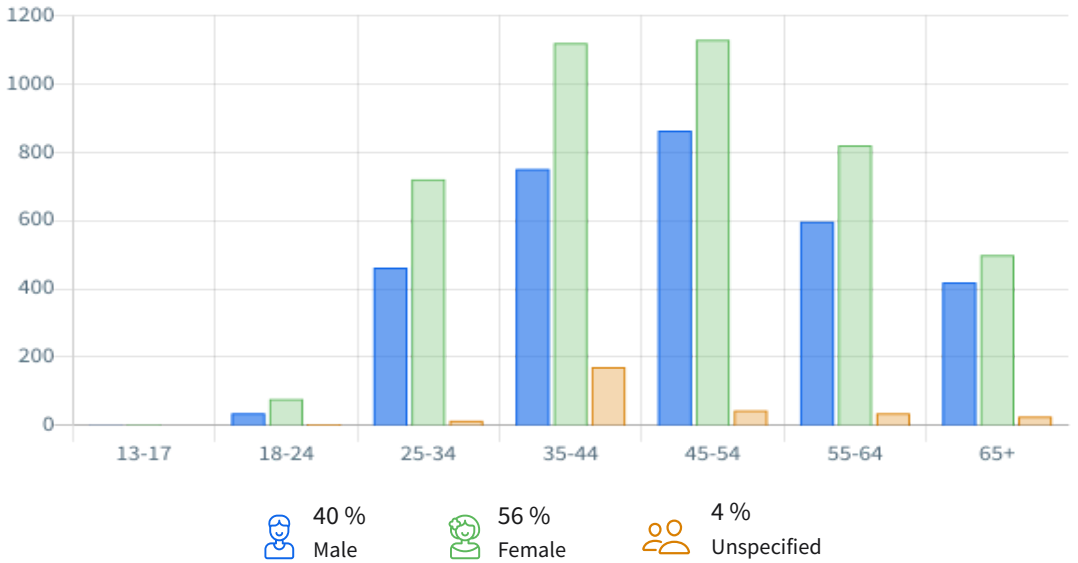
Saturday





Audience Demographics (Fans)

Demography breaks down the composition of your fans and audience



Audience Location

Canada



United States



India



Mexico



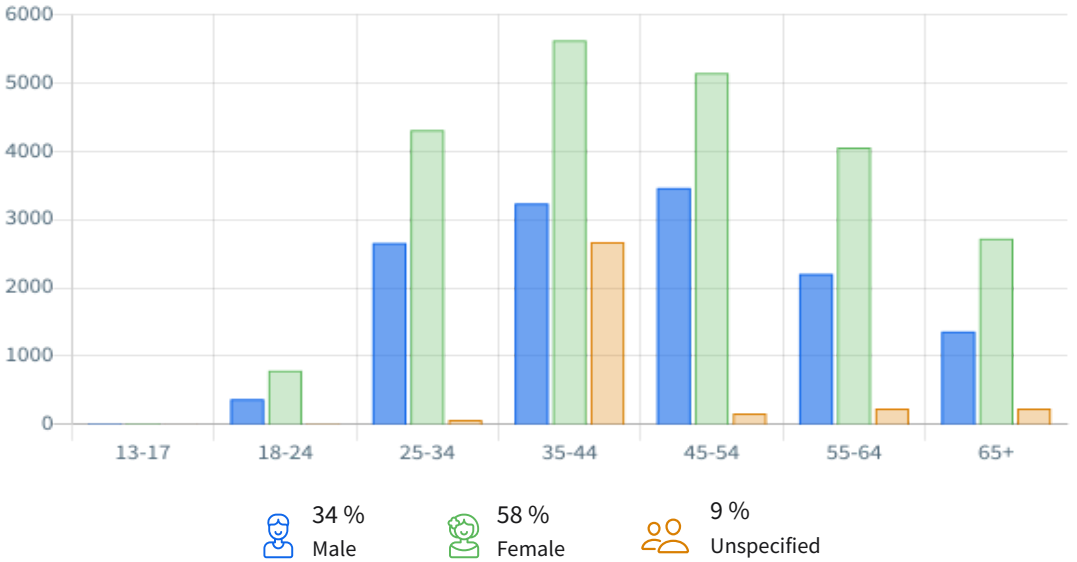
Romania





Audience Demographics (Reach)

Demography breaks down the composition of your fans and audience



People Reached

Canada



United States



India



United Kingdom



Mexico





Most Active Commenters



**St. Clair College
Centre for the Arts**
Comments: 2



Caroline Taylor
Comments: 2



Sandra Garofalo
Comments: 1

Most Active Likers



Catharina Blommers
Likes: 64



The Manchester Pub
Likes: 15



**Windsor Premier
Cruises**
Likes: 12

Most Active Sharers



**Councillor Renaldo
Agostino**
Shares: 2



Artist: Lucy Foglietta
Shares: 2



Art Windsor-Essex
Shares: 1



Treehouse Bar & Grill
Shares: 1



**Big Brothers Big
Sisters Windsor Essex**
Shares: 1



Windsor Local
Shares: 1



**Workforce
WindsorEssex**
Shares: 1



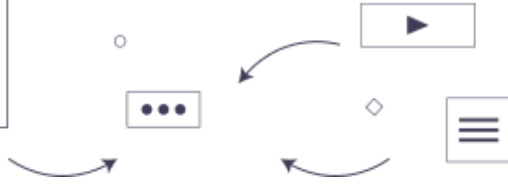
Crossroads: C4PE
Shares: 1



**Hôtel-Dieu Grace
Healthcare**
Shares: 1



Seth Hootie Perera
Shares: 1



Facebook Analytics - Posts

 Downtown Windsor BIA

Mar 04, 2023 to Apr 02, 2023
(Timezone: PST)

Posts Published



115

Great Going!

Post Reactions



763

Hooray!

Post Reach



58.1K

↓ 17% in last 1 months

Post Engagement



1.7K

↓ 18% in last 1 months

Post Video Views



0

↓ 0 in last 1 months

Post Shares



106

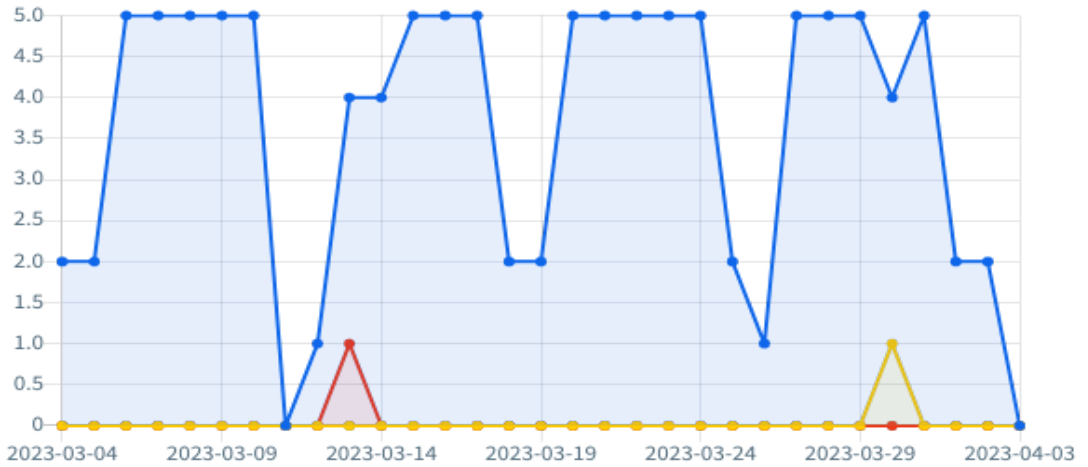
↑ 2% in last 1 months





Post Type

See the different types of posts you have published over the time



Post Type

Since Previous Period

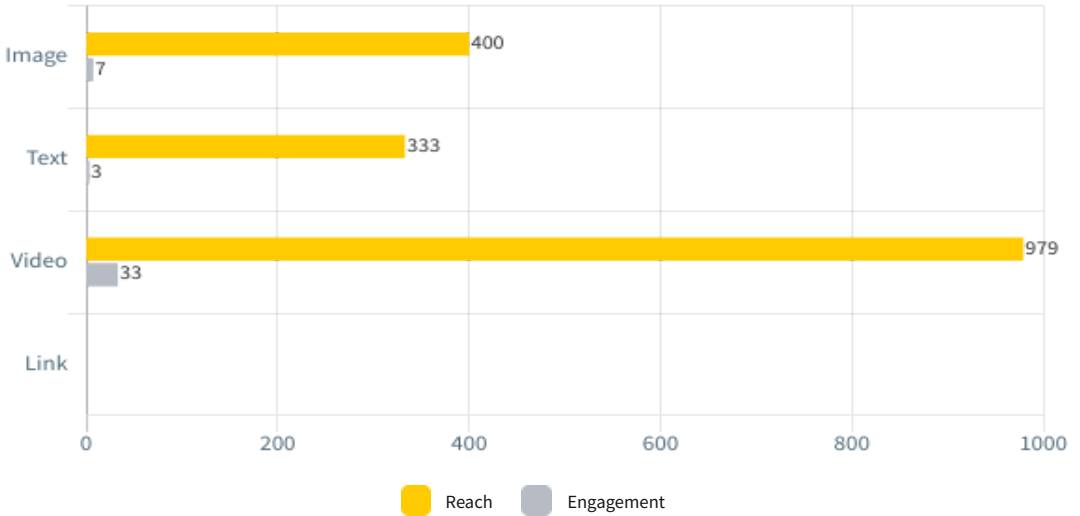
↓ 9%
 Total Posts Decreased

■ Image posts	113
■ Text posts	1
■ Video posts	1
■ Link posts	0



Median Reach and Engagement

This graph shows how each of your content type performed in terms of reach and engagement



Post Type

Number of posts for each post type





↓ 9%
 Total Posts Decreased

Image posts	113
Text posts	1
Video posts	1
Link posts	0



Performance - Last 14 posts





Post performance is the total number of likes, shares, reach and engagement on your post

Posts	Reach	Engagement	Reactions	Shares	View Time
 <p>The Downtown Windsor Business Revitalization Association will be joined ...</p> <p>Posted On: 2023-04-02 19:00</p>	200	4%	3	0	N/A
 <p>It's a good day for old-school; check out the new (used) arrivals at Dr. ...</p> <p>Posted On: 2023-04-02 14:00</p>	256	1%	2	0	N/A
 <p>They're working on a new menu launch at Chatham Street Diner and want yo ...</p> <p>Posted On: 2023-04-01 18:00</p>	599	2%	6	0	N/A
 <p>If you're having breakfast at home, you're missing out on the first day ...</p> <p>Posted On: 2023-04-01 13:01</p>	427	2%	4	0	N/A



Performance - Last 14 posts





Post performance is the total number of likes, shares, reach and engagement on your post

Posts	Reach	Engagement	Reactions	Shares	View Time
 <p>It's time to make your list, gather your reuseable shopping bags and set ...</p> <p>Posted On: 2023-03-31 22:00</p>	503	2%	4	3	N/A
 <p>The CBC Canada Reads 2023 winner has been declared, and you can buy Duck ...</p> <p>Posted On: 2023-03-31 20:00</p>	251	2%	4	0	N/A
 <p>Beat burnout and replenish some spoons at Windsor Public Library Central ...</p> <p>Posted On: 2023-03-31 18:00</p>	315	1%	1	0	N/A
 <p>It's a Friday Link Up at Diva's Delite with Dj Dervy and Dj Staxx! Admis ...</p> <p>Posted On: 2023-03-31 16:01</p>	298	1%	0	0	N/A



Performance - Last 14 posts





Post performance is the total number of likes, shares, reach and engagement on your post

Posts	Reach	Engagement	Reactions	Shares	View Time
 <p>Code Cracker is family friendly for children of al ...</p> <p>Posted On: 2023-03-31 14:01</p>	151	1%	1	0	N/A
 <p>Pelissier Ave businesses are jazzedabout the DWFM' ...</p> <p>Posted On: 2023-03-30 20:00</p>	330	1%	2	0	N/A
 <p>\$5 beer specials everyday at Fionn MacCool's Winds ...</p> <p>Posted On: 2023-03-30 18:00</p>	127	2%	1	0	N/A
 <p>Sad to say goodbye to Syd's Sandwich Co. but their ...</p> <p>Posted On: 2023-03-30 16:02</p>	671	6%	4	0	N/A



Performance - Last 14 posts

Post performance is the total number of likes, shares, reach and engagement on your post

Posts	Reach	Engagement	Reactions	Shares	View Time
  This weekend is your last chance to see Rise Up! w ... Posted On: 2023-03-30 14:01	538	1%	4	1	N/A
  The Downtown Windsor Business Improvement Associat ... Posted On: 2023-03-30 12:45	979	3%	19	1	0min

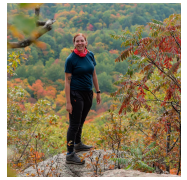
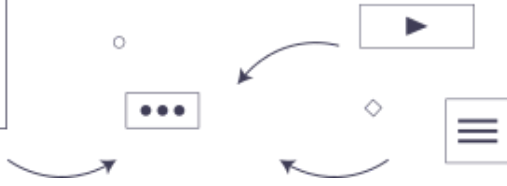


Popular Hashtags

Most popular hashtags used in your posts



SOCIAL MEDIA REPORT
– INSTAGRAM



Instagram - Profile

 **Downtown Windsor**

Mar 04, 2023 to Apr 02, 2023

(Timezone: PST)

Followers



8.3K

Hooray!

Profile Views



914

↓ 8% in last 1 month

Total Reach



39.0K

↑ 11% in last 1 month

Impression



0.11M

↑ 12% in last 1 month

Website Clicks



17

↓ 56% in last 1 month





New Followers

Discover the number of New Followers that you have gained since last period.



Followers Insights

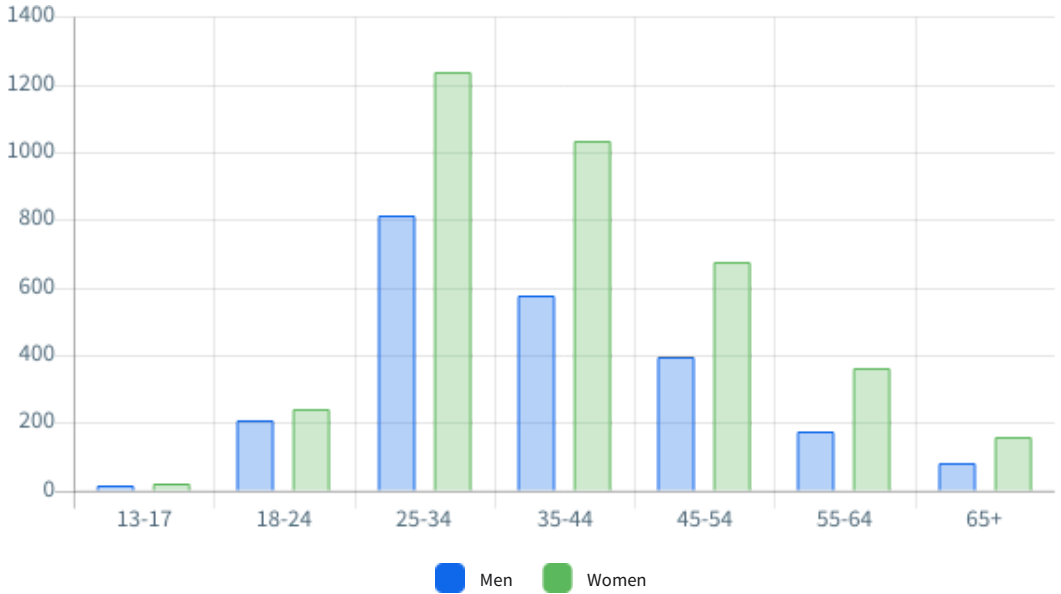
Since Previous Period

■ Total Followers 110



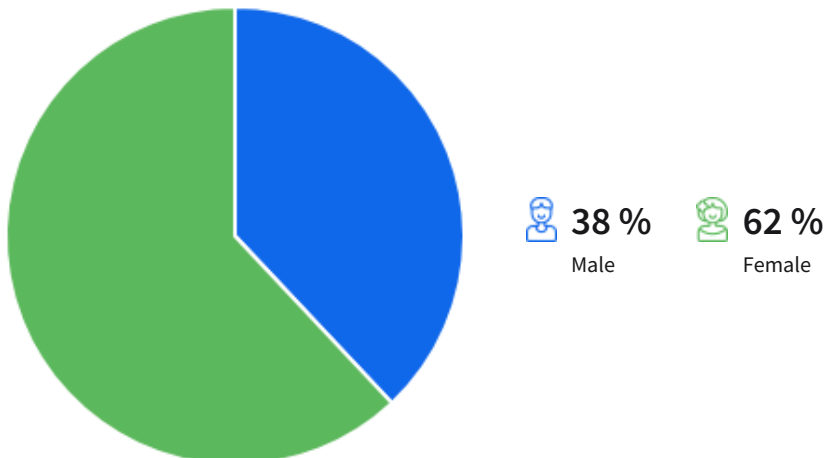
Audience Demographics

Understand your audience demographics based on gender and age.



Gender Insights

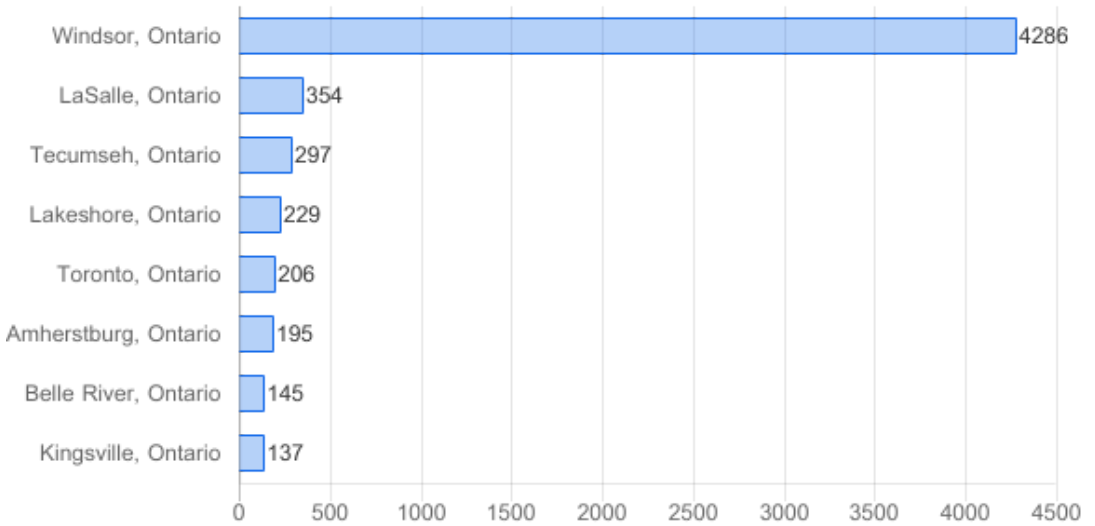
Since Previous Period





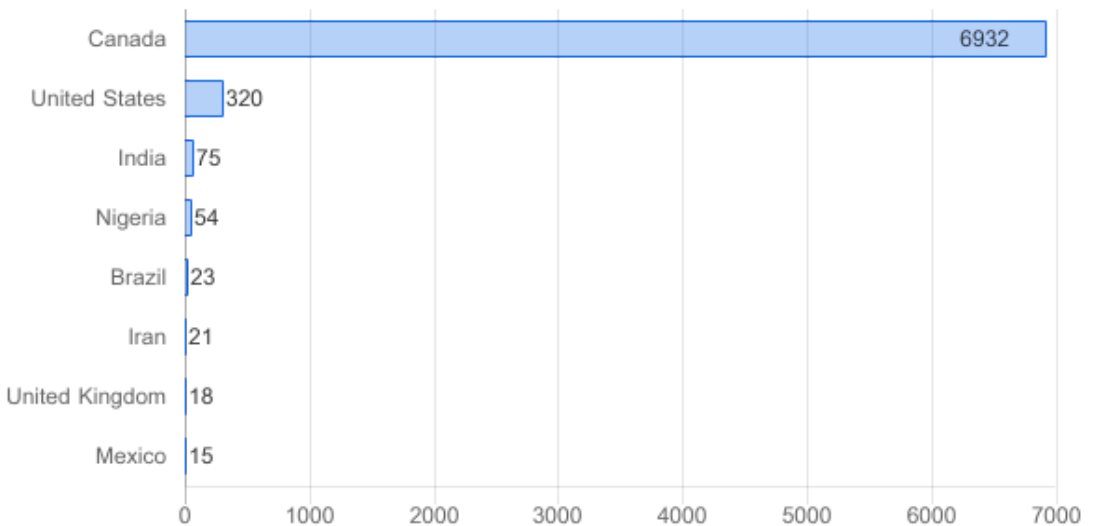
Locations (Cities)

See the places where your followers are concentrated.



Locations (Countries)

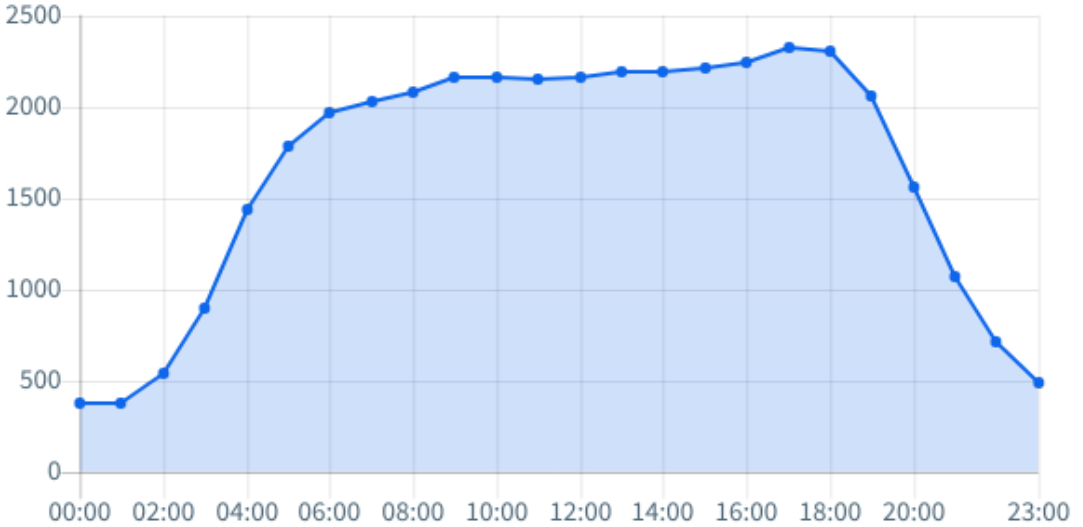
See the places where your followers are concentrated.





Followers Online Activity

Glance at your follower activity to determine when your audience is most likely to engage with your content.



Fans Online

Monday



Tuesday



Wednesday



Thursday



Friday

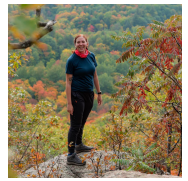
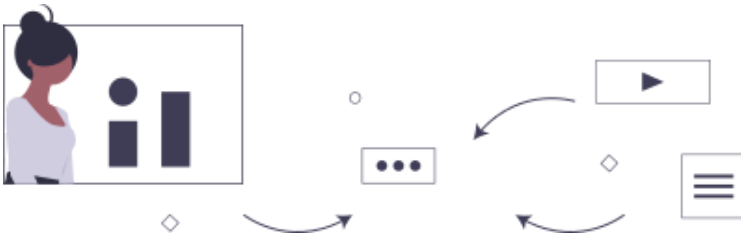


Saturday



Sunday





Instagram - Posts

 **Downtown Windsor**

Mar 04, 2023 to Apr 02, 2023

(Timezone: PST)

Total Reach



96.5K

↑ 18% in last 1 month

Engagement



2.3K

↑ 25% in last 1 month

Likes



2.2K

↑ 25% in last 1 month

Comments



30

↑ 43% in last 1 month

Saves



108

↑ 24% in last 1 month

Posts



114

↓ 3% in last 1 month





Reach

Discover how your unique visitors have changed over time.



Reach Insights

Since Previous Period

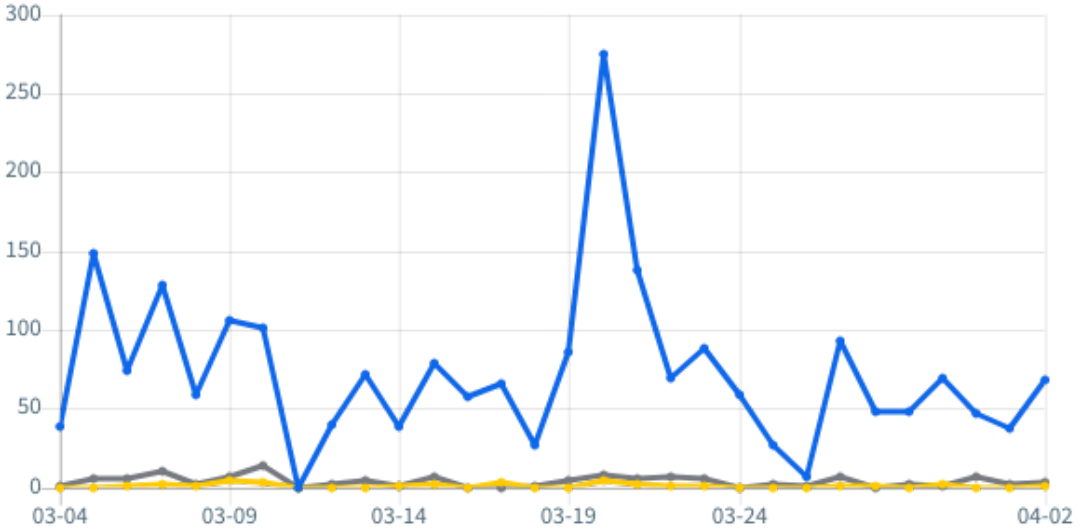
↑ 18%
 Total reach Increased

■ Reach 96496



Post Engagement

Post Engagement shows the number of likes, comments and saves on your posts.



Engagement Insights

Since Previous Period



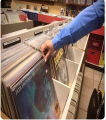







↑ 25%
 Total engagement Increased

■ Likes	2185
■ Comments	30
■ Saves	108



Performance - Last 14 Posts






Total number of views and clicks each of your posts received.

Posts	Likes	Comments	Reach	Impressions	Saves	Engagement
 <p>  The Downtown Windsor Business Revitalization... 01:00 pm, Apr 02, 2023 </p>	55	1	1105	1247	2	58
 <p>  It's a good day for old-school; check out the n... 08:00 am, Apr 02, 2023 </p>	13	0	668	680	1	14
 <p>  They're working on a new menu launch at... 11:00 am, Apr 01, 2023 </p>	10	0	759	795	0	10
 <p>  If you're having breakfast at home, you're missing... 06:00 am, Apr 01, 2023 </p>	27	0	974	1013	2	29
 <p>  It's time to make your list, gather your reuseable... 03:00 pm, Mar 31, 2023 </p>	11	0	724	759	2	13



Post Performance





See how each of your posts performed over time.

Posts	Likes	Comments	Reach	Impressions	Saves	Engagement
 <p>The CBC #CanadaReads 2023 winner has been...</p> <p>01:00 pm, Mar 31, 2023</p>	9	0	559	580	0	9
 <p>Beat burnout and replenish some spoons ...</p> <p>11:00 am, Mar 31, 2023</p>	13	0	1187	1211	2	15
 <p>It's a Friday Link Up at @divasdelitewindsor wi...</p> <p>09:00 am, Mar 31, 2023</p>	7	0	1180	1212	0	7
 <p>Code Cracker is family friendly for children of a...</p> <p>07:00 am, Mar 31, 2023</p>	7	0	740	751	3	10
 <p>Pelissier Ave businesses are jazzed about the...</p> <p>01:00 pm, Mar 30, 2023</p>	17	1	786	805	0	18



Post Performance

See how each of your posts performed over time.

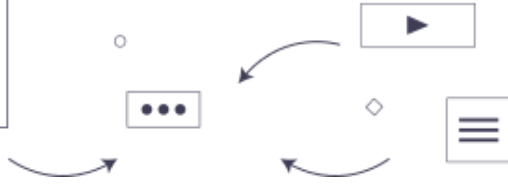
Posts	Likes	Comments	Reach	Impressions	Saves	Engagement
 <p>\$5 beer specials everyday at...</p> <p>11:00 am, Mar 30, 2023</p>	5	1	443	467	0	6
 <p>Sad to say goodbye to @sydsdeli but their...</p> <p>09:00 am, Mar 30, 2023</p>	40	0	2273	2440	1	41
 <p>This weekend is your last chance to see Rise Up!...</p> <p>07:00 am, Mar 30, 2023</p>	7	0	420	451	0	7
 <p>Two days until the Bunny Bar Crawl! Participating...</p> <p>03:00 pm, Mar 29, 2023</p>	9	0	547	710	0	9



Hashtag Performance

See how your hashtags could affecting your reach and engagement rates.

Hashtag	Post Count	Average Reach	Average Engagement
DowntownWindsor	114	845	20
WindsorOntario	113	848	20
YQG	112	852	20
StPatricksDay	9	710	13
Chimczuk	3	897	26
MarchBreak	3	816	17
CanadaReads	2	587	10
WorkInWindsor	2	1833	35



Instagram- Stories

 **Downtown Windsor**

In past 24 hours
(Timezone: America/New_York)

Total Reach



Replies



Taps Back



Taps Forward



Exits



Stories





Stories Performance

Explore how people are viewing and interacting with your stories.



No data found

Stories Insights

Since Previous Period



No data found

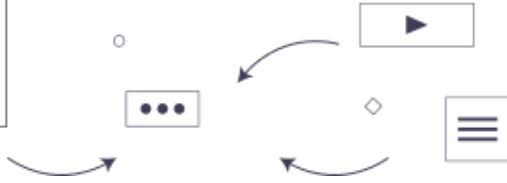


Stories Individual Performance

See how each of your stories performed over time.



No data found



Instagram - Reels

 **Downtown Windsor**

Mar 04, 2023 to Apr 02, 2023

(Timezone: PST)

Reels



0

↑ 0% in last 1 month

Total Reach



0

↑ 0% in last 1 month

Interaction



0

↑ 0% in last 1 month

Likes



0

↑ 0% in last 1 month

Plays



0

↑ 0% in last 1 month

Saves



0

↑ 0% in last 1 month





Reach

Discover how your unique visitors have changed over time.



No data found

Reach Insights

Since Previous Period



No data found



Interaction

Interaction shows the number of likes, saves, comments and shares on your reels.



No data found

Interaction Insights

Since Previous Period

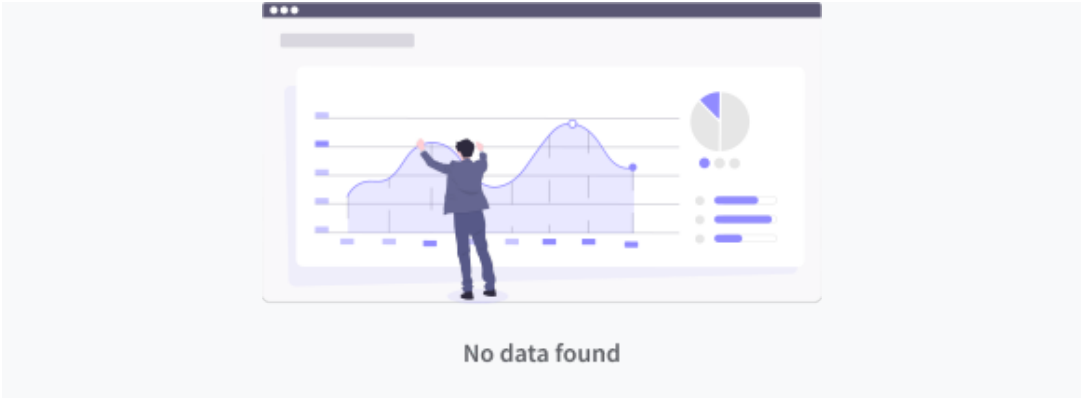


No data found



Performance

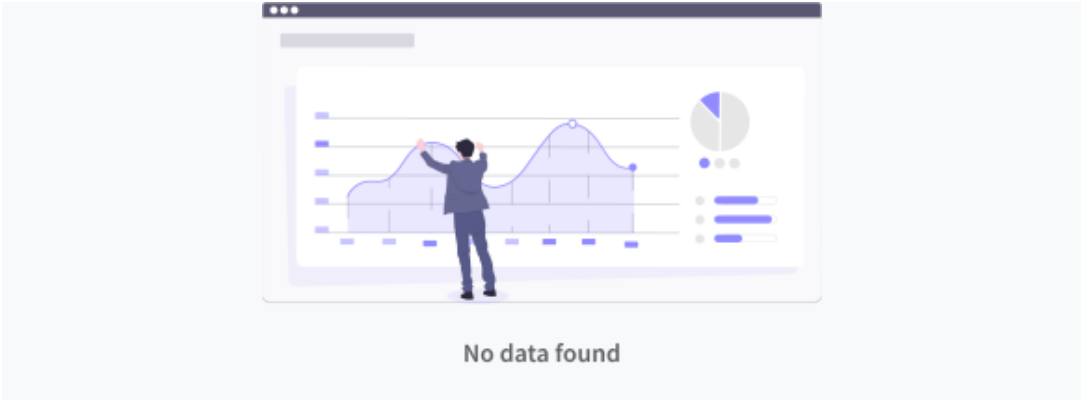
Total number of views and clicks each of your reels received.



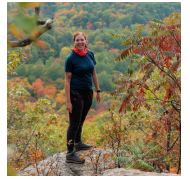
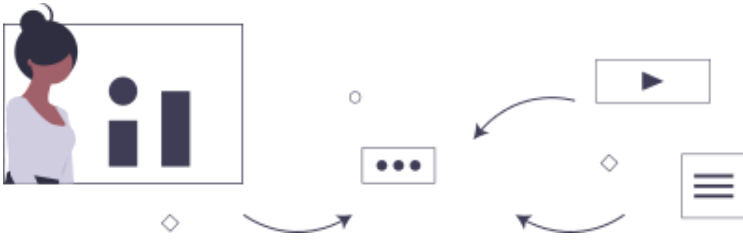


Hashtag Performance

See how your hashtags could be affecting your reach and interactions.



SOCIAL MEDIA REPORT
– TWITTER



Twitter Analytics Report

 DWBIA

Mar 04, 2023 to Apr 02, 2023
(Timezone: America/New_York)

Followers



6.2K

Following



229

Tweets



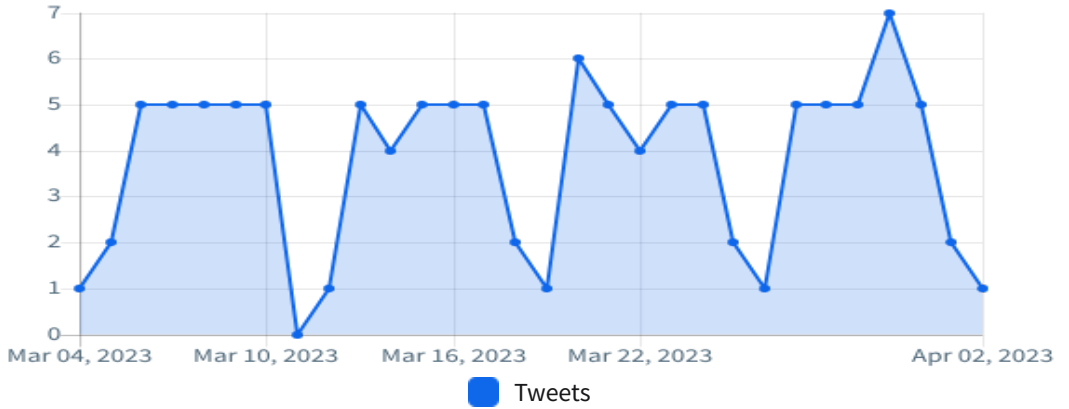
6.0K





Daily Tweets

Number of tweets you posted daily for the selected period



Engagement Insights



114 Tweets



0 Replies



136 Engagements

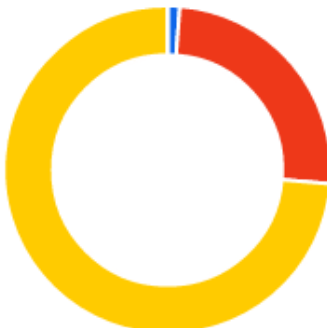


42 Retweets



94 Favorites

Content Type



Text Tweets: 2

Retweets: 42

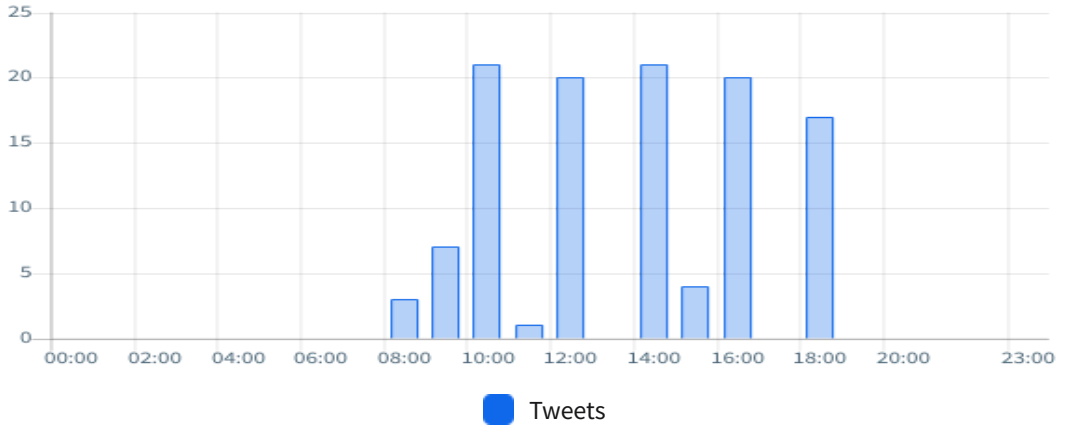
Link/Images: 123

Video: 0



Tweet Frequency

See how often you tweet each hour and each day



Weekly Overview

Average Tweets Each Day

Sunday



Monday



Tuesday



Wednesday



Thursday



Friday



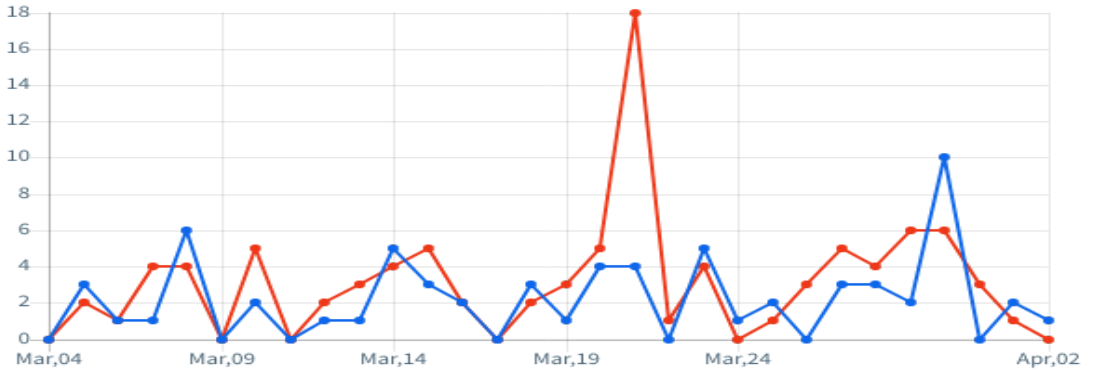
Saturday





Audience Engagement

Audience Engagement shows the number of replies, retweets and likes for your tweets



Engagement Overview

136
Total Engagement

	Retweets	42
	Favorites	94








DWBIA

Mar 04, 2023 to Apr 02, 2023



Performance - Last 10 Tweets






See how each of your tweets performed.

Posts	Likes	Retweet	Engagement
 <p>It's a good day for old-school; check out the new (used) arrivals at @DrDiscRecords #DowntownWindsor...</p> <p>Posted On: Apr 02, 2023 09:00 AM</p>	0	1	1
 <p>They're working on a new menu launch at #ChathamStreetDiner and want your opinions! They'r...</p> <p>Posted On: Apr 01, 2023 02:00 PM</p>	0	1	1
 <p>If you're having breakfast at home, you're missing out on the first day of the 2023 @DWFarmersMarket - it runs...</p> <p>Posted On: Apr 01, 2023 09:00 AM</p>	1	1	2
 <p>It's time to make your list, gather your reuseable shopping bags and set your alarm, because the...</p> <p>Posted On: Mar 31, 2023 06:00 PM</p>	0	0	0
 <p>The CBC #CanadaReads 2023 winner has been declared, and you can buy Ducks by Kate Beaton at...</p> <p>Posted On: Mar 31, 2023 04:00 PM</p>	2	0	2



Performance - Last 10 Tweets






See how each of your tweets performed.

Posts	Likes	Retweet	Engagement
 <p>Beat burnout and replenish some spoons at @windsorpublib Central branch on alternating Saturd...</p> <p>Posted On: Mar 31, 2023 02:00 PM</p>	1	0	1
 <p>It's a Friday Link Up at #DivasDeliteWindsor with Dj Dervy and Dj Staxx! Admission \$10, Jamaican food on...</p> <p>Posted On: Mar 31, 2023 12:00 PM</p>	0	0	0
 <p>Code Cracker is family friendly for children of all ages and starts tomorrow at #MuseumWindsor Regular...</p> <p>Posted On: Mar 31, 2023 10:00 AM</p>	0	0	0
 <p>Pelissier Ave businesses are jazzed about the #DWFm's return this week. Be sure to check out the bricks and...</p> <p>Posted On: Mar 30, 2023 04:00 PM</p>	0	0	0
 <p>\$5 beer specials everyday at #FionnMacCoolsWindsor Cameron's Jurassic IPA and Flying Monkey Juicy Ass IP...</p> <p>Posted On: Mar 30, 2023 02:00 PM</p>	0	0	0



Performance - Last 10 popular posts






See how each of your tweets performed.

Posts	Likes	Retweet	Engagement
 <p>Happy 8th anniversary to #CafeMarch21! We couldn't imagine #DowntownWindsor without you!...</p> <p>Posted On: Mar 21, 2023 10:01 AM</p>	14	3	17
 <p>This weekend is your last chance to see Rise Up! with Women's Enterprise Skills Training of Windsor Inc. and...</p> <p>Posted On: Mar 30, 2023 10:01 AM</p>	4	4	8
 <p>Don't miss the fun this weekend at the @Capitol_Windsor: @WindsorSymphony Family...</p> <p>Posted On: Mar 29, 2023 04:00 PM</p>	4	2	6
 <p>If you're looking for an excellent cup of coffee or a wide choice of tea, look no further than #TheCoffeeExchange...</p> <p>Posted On: Mar 28, 2023 06:00 PM</p>	4	2	6
 <p>You can work in #DowntownWindsor! They need a breakfast cook at #ChathamStreetDiner, so if you're re...</p> <p>Posted On: Mar 27, 2023 02:00 PM</p>	3	3	6



Performance - Last 10 popular posts






See how each of your tweets performed.

Posts	Likes	Retweet	Engagement
 <p>How would you like to work in #DowntownWindsor? The @bullandbarrel is having a job fair this weekend!...</p> <p>Posted On: Mar 23, 2023 09:59 AM</p>	2	3	5
 <p>This week, @WindsorFilmFest presents Love In The Time Of Fentanyl at the @Capitol_Windsor with special gue...</p> <p>Posted On: Mar 20, 2023 09:58 AM</p>	4	1	5
 <p>Celebrate Nintendo Day at @windsorpublib Central Library today, March 15th. Play Mario games for the...</p> <p>Posted On: Mar 15, 2023 10:00 AM</p>	3	2	5
 <p>Happy #InternationalWomensDay! The @WEsmallbusiness has a great Business Spotlight on...</p> <p>Posted On: Mar 08, 2023 12:00 PM</p>	2	3	5
 <p>Remember, there's \$5 admission to @artwindsorsex until March 13! #DowntownWindsor #WindsorOntario...</p> <p>Posted On: Mar 05, 2023 03:00 PM</p>	2	3	5



Performance - Last 10 retweeted posts






See how each of your tweets performed.

Posts	Likes	Retweet	Engagement
 <p>Remember, there's \$5 admission to @artwindsorsex until March 13! #DowntownWindsor #WindsorOntario...</p> <p>Posted On: Mar 05, 2023 03:00 PM</p>	2	3	5
 <p>RT @windsorpubli: We are extending the deadline for submissions for the next issue of our literary arts zine...</p> <p>Posted On: Mar 30, 2023 08:49 AM</p>	0	3	3
 <p>RT @incubatorartlab: #Bioplastics with Lyndsay McKay @_lyndsaimckay Team member and MFA student...</p> <p>Posted On: Mar 30, 2023 08:49 AM</p>	0	3	3
 <p>Don't miss the fun this weekend at the @Capitol_Windsor: @WindsorSymphony Family...</p> <p>Posted On: Mar 29, 2023 04:00 PM</p>	4	2	6
 <p>If you're looking for an excellent cup of coffee or a wide choice of tea, look no further than #TheCoffeeExchang...</p> <p>Posted On: Mar 28, 2023 06:00 PM</p>	4	2	6



Performance - Last 10 retweeted posts






See how each of your tweets performed.

Posts	Likes	Retweet	Engagement
 <p>🖼️ This weekend is your last chance to see Rise Up! with Women's Enterprise Skills Training of Windsor Inc. and...</p> <p>Posted On: Mar 30, 2023 10:01 AM</p>	4	4	8
 <p>🖼️ Happy 8th anniversary to #CafeMarch21! We couldn't imagine #DowntownWindsor without you!...</p> <p>Posted On: Mar 21, 2023 10:01 AM</p>	14	3	17
 <p>🖼️ You can work in #DowntownWindsor! They need a breakfast cook at #ChathamStreetDiner, so if you're...</p> <p>Posted On: Mar 27, 2023 02:00 PM</p>	3	3	6
 <p>🖼️ How would you like to work in #DowntownWindsor? The @bullandbarrel is having a job fair this weekend!...</p> <p>Posted On: Mar 23, 2023 09:59 AM</p>	2	3	5
 <p>🖼️ Happy #InternationalWomensDay! The @WEsmallbusiness has a great Business Spotlight on...</p> <p>Posted On: Mar 08, 2023 12:00 PM</p>	2	3	5



Performance - Last 10 favourite posts






See how each of your tweets performed.

Posts	Likes	Retweet	Engagement
 <p>Happy 8th anniversary to #CafeMarch21! We couldn't imagine #DowntownWindsor without you!...</p> <p>Posted On: Mar 21, 2023 10:01 AM</p>	14	3	17
 <p>This weekend is your last chance to see Rise Up! with Women's Enterprise Skills Training of Windsor Inc. and...</p> <p>Posted On: Mar 30, 2023 10:01 AM</p>	4	4	8
 <p>Don't miss the fun this weekend at the @Capitol_Windsor: @WindsorSymphony Family...</p> <p>Posted On: Mar 29, 2023 04:00 PM</p>	4	2	6
 <p>If you're looking for an excellent cup of coffee or a wide choice of tea, look no further than #TheCoffeeExchang...</p> <p>Posted On: Mar 28, 2023 06:00 PM</p>	4	2	6
 <p>This week, @WindsorFilmFest presents Love In The Time Of Fentanyl at the @Capitol_Windsor with special gue...</p> <p>Posted On: Mar 20, 2023 09:58 AM</p>	4	1	5



Performance - Last 10 favourite posts

See how each of your tweets performed.

Posts	Likes	Retweet	Engagement
 <p>You can work in #DowntownWindsor! They need a breakfast cook at #ChathamStreetDiner, so if you're...</p> <p>Posted On: Mar 27, 2023 02:00 PM</p>	3	3	6
 <p>Celebrate Nintendo Day at @windsorpublib Central Library today, March 15th. Play Mario games for the...</p> <p>Posted On: Mar 15, 2023 10:00 AM</p>	3	2	5
 <p>Just a few more weeks and it's @DWFarmersMarket season! What are you most looking forward to?...</p> <p>Posted On: Mar 19, 2023 03:00 PM</p>	3	1	4
 <p>These beeswax candles and melts smell great and are locally made by Canadian Heritage Candles. Come out...</p> <p>Posted On: Mar 26, 2023 09:00 AM</p>	3	0	3
 <p>How would you like to work in #DowntownWindsor? The @bullandbarrel is having a job fair this weekend!...</p> <p>Posted On: Mar 23, 2023 09:59 AM</p>	2	3	5



Top Mentions Tweets

@DWBIA Congratulations!

↻ 0 ❤️ 0

Downtown Windsor Farmers' Market returns this Saturday <https://t.co/zI2F4OCtV> @DWBIA
#Windsor #YQG <https://t.co/ZHta0asLH2>

↻ 0 ❤️ 1

Downtown Windsor Farmers' Market returns this Saturday <https://t.co/euBdLV2QJV> @DWBIA
#Windsor #YQG <https://t.co/V9ttSi208V>

↻ 1 ❤️ 4

More great news for our Downtown @DWBIA <https://t.co/vEuOY49wiE>

↻ 0 ❤️ 5

**DWBIA**

Mar 04, 2023 to Apr 02, 2023

**Mentions Overview****7**

Total mentions

During this period

6

Total Users

Mentioned me during this period

11

Likes/Retweets

Of tweets that I got mentioned in

Top 5 Influencer Users

RenaldoAgostino

2



MerchantsYQG

1



WinStarChen

1

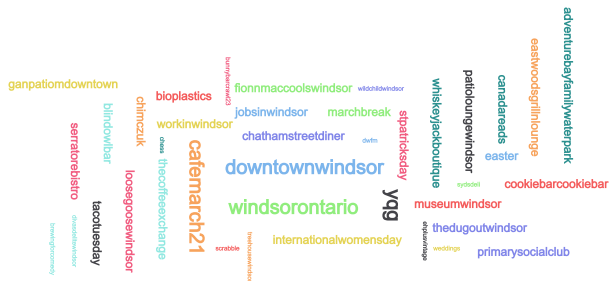


TheWindsorStar

1

Popular #Hashtags

Hashtags that generated engagement



2023
BUDGET DELIBERATIONS

APPENDIX A

DOWNTOWN WINDSOR (DWBIA)

	2022		2022		2023	
	Approved Budget		Projected Actual		Proposed Budget	
REVENUE						
BIA Levy	\$	667,550.00	\$	-	\$	-
<u>Government Grants</u>						
Federal or Provincial		187,000.00				
Municipal						
<u>Other Revenue</u>						
Donations						
Sponsorships		66,000.00				
Promotions & Events Revenue		4,000.00				
Farmer's Market		70,000.00				
Miscellaneous		500.00				
TOTAL REVENUE	\$	995,050.00	\$	-	\$	-
EXPENDITURES (includes non-recoverable HST)						
Total Administrative	\$	352,300.00	\$	-	\$	-
Total Capital	\$	247,000.00	\$	-	\$	-
Total Marketing	\$	395,750.00	\$	-	\$	-
TOTAL EXPENDITURES	\$	995,050.00	\$	-	\$	-
Surplus/Deficit	\$	-	\$	-	\$	-

ACCUMULATED SURPLUS/(DEFICIT)

Beginning Balance		\$	505,344.00		
Use of Reserve				\$	-
Addition to Reserve					
Ending Balance		\$	505,344.00	\$	-

BUDGET DECLARATION TO BE SIGNED AFTER AGM

Board of Management Approval			General Membership Approval		
Date	Month	Year	Date	Month	Year
Signature of Chair		Date	Signature of Treasurer		Date
<i>If budget is prepared by someone other than the Treasurer, please provide the name of the contact person below.:</i>					
Name:	Phone Number:	Email Address:			

APPENDIX A (CONT'D)

DOWNTOWN WINDSOR (DWBIA) Administrative Expenses		2022	2022	2023
		Approved Budget	Projected Actual	Proposed Budget
Staff	Salaries/Wages/Benefits	187,500.00		
Other Admin.	Accounting			
	Audit	10,000.00		
	AGM Expenses			
	Meeting Expenses (non AGM)	800.00		
	Bank Charges	2,000.00		
	Conferences/Seminars			
	Consultants	40,000.00		
	Donations			
	IT Support	2,000.00		
	Strategic Plan	500.00		
	Memberships			
	Subscriptions			
	Insurance	8,000.00		
	Legal	20,000.00		
	Telephone	2,000.00		
	Postage & Courier	500.00		
	Transportation & Travel			
	Office Supplies	4,000.00		
	Office Equipment/Furniture/Maintenance	10,000.00		
	Printing			
	Storage/Maintenance	5,000.00		
	Rent/Lease	35,000.00		
	Utilities			
	Other: Grant Writing	15,000.00		
	Other: Property Standards Incentive	10,000.00		
Total Administrative Expenses		\$ 352,300.00	\$ -	\$ -

APPENDIX A (CONT'D)

DOWNTOWN WINDSOR (DWBIA) Capital Expenses		2022	2022	2023
		Approved Budget	Projected Actual	Proposed Budget
Capital				
(Only include BIA portion of any cost-share initiatives)	City of Windsor Loan Repayment			
	Street Furniture			
	Benches			
	Alley Enhancements	3,000.00		
	Signage			
	Decorative Lighting	7,500.00		
	Decorations-Seasonal	30,000.00		
	Decorations-Other			
	Banners	10,000.00		
	Murals			
	Planters			
	Hanging Baskets			
	Signage			
	Technical/Professional Services			
	St Clair College/Univ. of Windsor	5,000.00		
	Art Alley	100,000.00		
General Maintenance				
	Flowers/Plants/Trees	9,000.00		
	Snow Removal	20,000.00		
	Decorations			
	Hydro			
	Graffiti Removal			
	Power Washing	10,000.00		
	Needle Collection	5,000.00		
	Street Cleaning	38,000.00		
	Broken Windows	2,500.00		
	Cleanup - Other (please specify)	2,000.00		
	Garage sweeper	5,000.00		
	Miscellaneous Repairs			
	Permit Fees			
	Security			
	Festival Tent Storage			
Total Capital Expenses		\$ 247,000.00	\$ -	\$ -

APPENDIX A (CONT'D)

DOWNTOWN WINDSOR (DWBIA)		2022	2022	2023
Communications/Marketing/Promotions & Events		Approved Budget	Projected Actual	Proposed Budget
Communications				
	Memberships	6,000.00		
	Subscriptions			
	Professional Development			
	Travel	500.00		
	General Meeting Expense	1,500.00		
	2022 DWBIA Election	2,500.00		
	Board/Committee Meeting Expense	3,000.00		
	Budget Meeting Expense	500.00		
	Conference Expense	3,000.00		
	Internet/Website	1,500.00		
	Member Services (Parking Tokens)	500.00		
	Public Relations/Liaison	3,500.00		
	DWBRA	2,000.00		
	DWBIA e-Commerce Platform	10,000.00		
Advertising and Marketing				
	Advertising	10,000.00		
	Printing – (Flyers, Brochures, etc...)			
	Marketing/ Graphic Design	3,000.00		
	Digital/ Print Advertising/ Website/ Brand Refresh	40,000.00		
	Retail Recruitment	30,000.00		
	Social Media			
	Signage/ Rebranding/ Districting			
	Sponsorships			
	Newsletter			
	Website Development/Maintenance/CRM	2,000.00		
	Wi-Fi	10,000.00		
	Strategic Plan			
	Welcome Kits	1,500.00		
Promotions & Events				
	Canada Day			
	Christmas			
	Easter			
	Spring Event (Plant Days)	2,000.00		
	Farmers Market	60,750.00		
	Farmers Market e-Commerce Platform	0.00		
	Summer Event (Open Streets; Flea Market, Street Closure)	50,000.00		
	Fall Event (Please specify)			
	Farmer's Market Incubator	10,000.00		
	Air Fair/ WIFF	21,000.00		
	Winter Event (Please specify)			
	Winter Fest Parade			
	Night Market	21,000.00		
	2022 CanAm Games	10,000.00		
	Farmer's Market Incubator			
	Signature Event 1 (complete tab)	20,000.00		0.00
	Signature Event 2 (complete tab)	70,000.00		0.00
Total		\$ 395,750.00	\$ -	\$ -

APPENDIX A (CONT'D)

DOWNTOWN WINDSOR (DWBIA)		2022	2022	2023
Signature Event 1 - Supporting Information		Approved Budget	Projected Actual	Proposed Budget
Event Name: Ouellette Car Cruise				
Event Dates:				
Revenues				
Must be shown on Cover Page	BIA Contribution			
	Federal/Provincial Grant			
	Municipal Grant			
	Donations			
	Sponsorships			
	Festival Revenue			
Total Revenues		0.00	0.00	0.00
Expenditures				
	Consultants			
	Entertainers			
	Fees - EMS			
	Fees - Police	3,400.00		
	Permits	3,300.00		
	Signage	1,500.00		
	Barricades			
	Advertising/Promotion	4,500.00		
	Waste Handling/Removal			
	Porto-potties			
	Staging/ Equipment Rentals	1,800.00		
	Volunteers & Staffing	2,000.00		
	Graphic Design, Photography, Video & Website	3,500.00		
	Dash Palques			
Total Expenditures		20,000.00	0.00	0.00

Notes: Please provide description of the event

APPENDIX A (CONT'D)

DOWNTOWN WINDSOR (DWBIA)		2022	2022	2023
Signature Event 2 - Supporting Information		Approved Budget	Projected Actual	Proposed Budget
Event Name: Winter Fest				
Event Dates:				
Revenues				
Must be shown on Cover Page	BIA Contribution	20,000.00		
	Federal/Provincial Grant			
	Municipal Grant			
	Donations			
	Sponsorships	50,000.00		
	Festival Revenue			
Total Revenues		70,000.00	0.00	0.00
Expenditures				
	Consultants			
	Programming	24,000.00		
	Fees - EMS			
	Fees - Police			
	Permits			
	Signage			
	Barricades			
	Advertising/Promotion	12,000.00		
	Waste Handling/Removal			
	Porto-potties			
	Staging			
	Lighting	34,000.00		
Total Expenditures		70,000.00	0.00	0.00

Notes: Please provide description of the event

APPENDIX A (CONT'D)
DOWNTOWN WINDSOR (DWBIA)
Commentary - 2022 Actual Expenditures

Explanation of Significant Variances (2022 Projected Actual vs. 2022 Approved Budget):

SUMMARY

(Include 2022 accomplishments; also indicate what was not accomplished in 2022 and why)

1. 2022 Accomplishments

--

Mandatory

REVENUES

*Provide explanations for significant variances only, i.e. **plus or minus 10%** variance for each section below*

2. Grants, Donations & Sponsorships

--

Variance -100%

3. Promotions, Events & Other Revenues

--

Variance -100%

EXPENDITURES

*Provide explanations for significant variances only, i.e. **plus or minus 10%** variance for each category below*

4. Administration

--

Variance -100%

5. Capital & General Maintenance

--

Variance -100%

7. Communications, Marketing, Promotions & Events

--

Variance -100%

8. Harmonized Sales Tax (HST) Rebates

--

Mandatory

APPENDIX A (CONT'D)
DOWNTOWN WINDSOR (DWBIA)
Commentary - 2023 Proposed Budget

Explanation of Significant Variances (2023 Proposed Budget vs. 2019 Approved Budget):

SUMMARY

(Include any other pertinent information)

1. 2023 Goals and Objectives

--

Mandatory

REVENUES

*Provide explanations for significant variances only, i.e. **plus or minus 10%** variance for each section below*

2. Grants, Donations & Sponsorships

--

Variance -100%

3. Promotions, Events & Other Revenues

--

Variance -100%

EXPENDITURES

*Provide explanations for significant variances only, i.e. **plus or minus 10%** variance for each category below*

4. Administration

--

Variance -100%

5. Capital & General Maintenance

--

Variance -100%

7. Communications, Marketing, Promotions & Events

--

Variance -100%

2023 DWBIA BUDGET DELIBERATIONS

DWBIA Budget Allocation	2023 Budget	2022 Budget	2021 Budget	2020 Budget
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Administration - Salaries & Wages				
Salaries & Wages		180,000	170,000	170,000
EI, WSIB, Vacation Pay, CPP, Health Tax		7,500	0	0
TOTAL Administration - Salaries & Wages		187,500	170,000	170,000

Administration - Other				
Rent & Contingencies		35,000	30,000	30,000
Storage/Maintenance		5,000	3,000	2,700
Office Supplies Expense		4,000	6,000	3,000
Office Equipment/Furniture/Maintenance/Security		10,000	12,000	5,000
Strategic Plan		500	500	1,000
Legal		20,000	15,000	10,000
Audit		10,000	7,000	6,000
IT Support		2,000	0	0
Insurance		8,000	6,000	5,500
Telephone		2,000	3,600	2,100
Bank Charges		2,000	1,500	300
Postage/Courier Service		500	700	400
TOTAL Administration - Other		99,000	85,300	66,000

Communications				
General Meeting Expense		1,500	2,000	3,000
Election		2,500		
Board/Committee Meeting Expense		3,000	5,000	7,500
Budget Meeting Expense		500	500	1,500
Business Meeting Expense		800	800	800
Conference Expense		3,000	3,000	5,000
Travel Expense (Mileage)		500	500	500
Internet/Website		1,500	1,000	1,000
Member Services (Parking Tokens)		500	500	1,000
Memberships/Subscriptions/Newsletter		6,000	4,500	3,500
Public Relations/Liaison		3,500	2,000	3500
TOTAL Communications		23,300	19,800	27,300

Marketing				
Events		50,000	40,000	22,500
CanAm Games		10,000	0	0
Arts Fairs/WIFF		21,000	15,000	15,000
CONTACT The Show		0	0	0
Digital/Print Advertising / Website / Brand Refresh		40,000	33,700	25,000
Graphic Design		3,000	5,000	5,000
Night Market		21,000	0	0
Ouellette Car Cruise		20,000	0	0
Our Students. Our Future Campaign		1,000	1,000	2,000
Rebranding/Districting/Promotional Items		10,000	5,000	-
Seasonal Advertising		10,000	6,000	6,000
Welcome Kits		1,500	0	0
Winter Fest		20,000	0	0
TOTAL Marketing		207,500	105,700	76,000

Infrastructure				
Decorative Lighting		7,500	10,000	20,000
Seasonal Decorations		30,000	27,000	27,000
Floral Beautification Program		5,000	4,000	4,000

Alley Enhancement / Security / Beautification		3,000	5,000	5,000
Trees/Plant Materials/Floral		4,000	3,000	0
TOTAL		49,500	49,000	59,000

Streetscape				
Repayments - Streetscaping/Levy Retroactive		0	0	7,000
TOTAL		0	0	7,000

Development				
WIFI		10,000	12,000	20,000
ShopDowntown.ca		10,000	0	0
Crowdfunding		0		
Farmers Market		60,750	45,000	50,000
Farmers Market Incubator		10,000	0	0
CRM		2,000	2,000	5,000
Safety & Security Roundtable		1,000	0	0
Grant Writing		15,000	5,000	3,000
Downtown Windsor BRA / Other Promotions		2,000	1,250	1,250
TOTAL		110,750	65,250	89,250

Business Recruitment				
Rent Subsidies		25,000	25,000	25,000
Business Recruitment		30,000	40,000	40,000
Property Standard Incentives		10,000	10,000	10,000
Art Alley		100,000	0	0
Programming and Support		15,000	15,000	15,000
SCC/University		5,000	5,000	5,000
TOTAL		185,000	95,000	95,000

Clean & Safe				
Street/Alley Cleaning Program Contract		38,000	38,000	38,000
Power Washing		10,000	10,000	10,000
Garage Sweeper		5,000	0	0
Window Cleaning Initiative		2,000	2,000	2,000
Snow Removal		20,000	20,000	20,000
Needle Collection		5,000	5,000	5,000
Broken Windows		2,500	2,500	3,000
TOTAL Clean and Safe		82,500	77,500	78,000

TOTAL BUDGET		945,050	667,550	667,550
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2022 Income Projections		
DWBIA Membership Levy		\$ 667,550
Ouellette Car Cruise		\$ 12,000
Farmers' Market		\$ 50,700
Grant Funding		\$ 30,000
Night Markets		\$ 2,000
Winter Fest		\$ -
Interest Income		\$ 500
Miscellaneous Income		\$ 3,000
Funding Miscellaneous Sources		\$ -
TOTAL Income		\$ 765,750

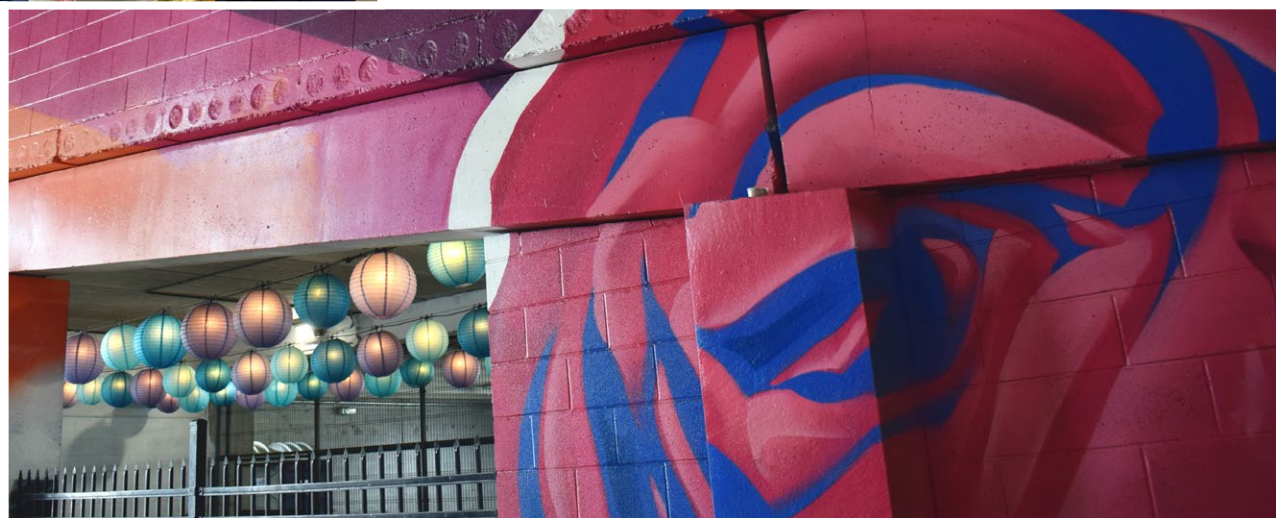
2022 Income Projections		
DWBIA Membership Levy		\$ 667,550
Ouellette Car Cruise		\$ 10,000
Farmers' Market		\$ 60,000
Night Markets		\$ 2,000
Winter Fest		\$ 40,000
Interest Income		\$ 500
Miscellaneous Income		\$ 3,000
Funding Miscellaneous Sources		\$ -
TOTAL Income		\$ 783,050

2021 Income Projections		
DWBIA Membership Levy		\$ 672,059
Ouellette Car Cruise		\$ 10,000
Farmers' Market		\$ 30,000
Winter Fest		\$ 50,000
Collabria VISA		\$ 2,111
Interest Income		\$ 507
Miscellaneous Income		\$ 2,659
Funding Miscellaneous Sources		\$ 4,000
TOTAL Income		\$ 771,336



DOWN TOWN WINDSOR

2022 DWBIA YEAR IN REVIEW





2022 DWBIA YEAR IN REVIEW

It seems that in 2022, the whole world wanted only to move forward from what had shifted everything, for everyone, everywhere.

For the DWBIA, move forward is exactly what we did.

In 2022, the Downtown Windsor Business Improvement Association (DWBIA) continued its mandate to undertake and maintain strategic planning necessary to address key issues for the city core, and remained committed to overseeing safety and security initiatives within the downtown. Further, and of utmost importance, it continued to advocate on behalf of the interests of its membership: the business owners, commercial property owners and tenants within the business improvement area.

2022 did not present the same challenges 2020/2021 did, but as the economy continued to recover, we hyperfocused on partnership and collaboration with our membership, our residents, visitors, and our community of friends. Transformation was the name of the game in 2021; resilience, strategy, and reconnection was our goal for 2022.

Motivated by the drive of our membership, and its unceasing commitment to the community, the DWBIA's staff, contractors, Board members and friends ensured that the downtown was fully supported and promoted in 2022. Thanks to the collective efforts of all involved, the DWBIA was successful in advocating for and uplifting its membership through interesting, unique programming and offerings, and carried out its mandate post-pandemic. Inspired by our members, the DWBIA moved upward and onward.



FORWARD, ALWAYS FORWARD.

ONWARD, ALWAYS UP.

In 2022, nearly \$650,000 was invested by the DWBIA in the local economy. With an eye on engagement and advocacy, we encouraged and developed new business, while also retaining business. We recruited. We expanded. We found innovative ways to market our core, and not once stopped our efforts in beautifying the area and increasing safety.

Some of our most thrilling -- and beloved -- projects this year included the following events:

- An expanded, 37-week Farmers' Market season
- 7 months of Night Markets
- Canada Day Celebrations and Arts Fair
- Ouellette Car Cruise
- Downtown Windsor Arts Fair, a component of Open Streets 2022
- Winter Fest

We also unveiled two phases of Art Alley, a progressive and avant-garde collection of installations designed and created by locally and nationally renowned artists.

We also increased our presence by way of social media, digital campaigns, cooperative season advertising campaigns, and video vignettes.

Our infrastructure was prioritized, with spring and fall floral beautification programs that highlighted our many patios, parklets, and sidewalk cafes. Season after season, our streets were cleaned and maintained. Discreet needle and paraphernalia collections continued for the safety of our residents and visitors. The garbage lock program was introduced. Snow was safely removed.

Development continued through 2022. We lobbied and advocated for a safe and properly located CTS site, and supported two strong and important committees: Working Toward Wellness Committee and the WECOSS Enforcement and Justice Working Committee.



A NEW DAY

Although relieved that we would not have to face the challenge of a third unnerving, disheartening year, we were inspired by the creativity we discovered through two years of a global pandemic. The new, not-so-traditional models and processes we exacted for the purposes of engagement and revenue generation were kept this year, because they had been so warmly embraced; these new methods of engagement and connection served to highlight local businesses and shone a warm light on the hearts that keep the downtown beating.



A DIGITAL DOWNTOWN

Remaining ever progressive, deliberately keeping up with technology and ensuring its entire membership is afforded the opportunity to receive digital education and maintenance as needed, the DWBIA once again produced a digitally-focused holiday event, Winter Fest 2022, using the power of all our digital mediums and platforms to deliver our holiday programming in traditional, face-to-face ways as well as through digital methods. Many small businesses first discovered the benefits of digital programming in the first year of the pandemic, but chose to continue to participate this year, given the impressive returns.

Some of the programming that returned for Winter Fest 2022 included:

- Holiday window displays and lighting displays
- #ShopLocal gift baskets
- Virtual Santa Meet and Greets
- Video vignette series



THE ARTIST'S WAY

Given the myriad of benefits that locally-produced art and global culture brings to a thriving community, the DWBIA remained steadfast in its commitment to bring art and culture to the community, bringing forward some of the most interesting and intriguing programs to the core to date.

Among such events were:

- Partnership with the Art Gallery of Windsor for art installations downtown
- Partnership with St. Clair College marketing students
- Partnership with the City on Downtown Hub for Open Streets
- Summer and winter floral beautification campaigns
- Downtown street closures
- Downtown Windsor Farmer's Market extended season (37 weeks)
- Night Markets
- Collaborative and significant partnerships with a variety of community groups including the Downtown Windsor Business Revitalization Association; the University of Windsor; the Downtown Districting Committee and St. Clair College.



TO MARKET, TO MARKET

Marketing and advertising initiatives are a constant part of the DWBIA playbook. Every year, new ideas are brought forth and executed intended to support our member business, like seasonal cooperative advertising, comprehensive social media strategies designed to promote member businesses, and the execution of numerous events and activities taking place in the core. Members' listings are always available on the website, and e-blasts are regularly created and promoted in an effort to share pertinent and timely information.



THE DOWNTOWN'S BEATING HEART: THE DWBIA

We are, as always, immensely proud of our accomplishments this year -- but we are most proud of the people with whom we work, and the contributions each individual and member business gives to ensure the downtown thrives.

The numerous programs, projects and services we've afforded our members and the community at large speak to the power of the DWBIA and its membership. All of this we executed with great financial responsibility. 2022 was a brilliant, beautiful year. Our Board supported our membership with numerous transformative, innovative ideas designed to bring attention to the core, and which served to highlight its uniqueness and all of its possibilities.

We will continue to advocate for our resilient and magnificent membership in 2023.



LOBBYING AND ADVOCACY

Regular activities of the DWBIA, regardless of season or circumstance, includes lobbying the municipal and provincial governments in an effort to advocate for its membership.

The DWBIA continues to be relentless in its mission to play a leadership role in areas of advocacy and promotion of Windsor's downtown, existing to adequately and energetically represent member interests in an effort to develop, grow and maintain the social and economic spirit of the core.

2022
APPROVED BUDGET

APPENDIX A

DOWNTOWN WINDSOR (DWBIA)

	2021		2021		2022	
	Approved Budget		Projected Actual		Proposed Budget	
REVENUE						
BIA Levy	\$	667,550.00	\$	667,550.00	\$	667,550.00
<u>Government Grants</u>						
Federal or Provincial		90,000.00		125,260.00		187,000.00
Municipal				4,509.00		
<u>Other Revenue</u>						
Donations						
Sponsorships		36,000.00		139,725.00		66,000.00
Promotions & Events Revenue		5,000.00		4,000.00		4,000.00
Farmer's Market		30,000.00				70,000.00
Miscellaneous		500.00		5,270.00		500.00
TOTAL REVENUE	\$	829,050.00	\$	946,314.00	\$	995,050.00
EXPENDITURES (includes non-recoverable HST)						
Total Administrative	\$	326,100.00	\$	-	\$	352,300.00
Total Capital	\$	131,500.00	\$	-	\$	247,000.00
Total Marketing	\$	371,450.00	\$	-	\$	395,750.00
TOTAL EXPENDITURES	\$	829,050.00	\$	-	\$	995,050.00
Surplus/Deficit	\$	-	\$	946,314.00	\$	-

ACCUMULATED SURPLUS/(DEFICIT)

Beginning Balance		\$	343,996.00	
Use of Reserve				
Addition to Reserve				
Ending Balance		\$	343,996.00	\$ -

BUDGET DECLARATION TO BE SIGNED AFTER AGM

Board of Management Approval	25-01-2022			General Membership Approval	29-Mar-2022		
	Date	Month	Year		Date	Month	Year
Signature of Chair				Signature of Treasurer			
Date				Date			
<i>If budget is prepared by someone other than the Treasurer, please provide the name of the contact person below.:</i>							
Debi Croucher	519-252-5723 ext. 210			debi@downtownwindsor.ca			
Name:	Phone Number:			Email Address:			

APPENDIX A (CONT'D)

DOWNTOWN WINDSOR (DWBIA) Administrative Expenses		2021	2021	2022
		Approved Budget	Projected Actual	Proposed Budget
Staff	Salaries/Wages/Benefits	170,000.00		187,500.00
Other Admin.	Accounting			
	Audit	7,000.00		10,000.00
	AGM Expenses			
	Meeting Expenses (non AGM)	800.00		800.00
	Bank Charges	1,500.00		2,000.00
	Conferences/Seminars			
	Consultants	55,000.00		40,000.00
	Donations			
	IT Support	-		2,000.00
	Strategic Plan	500.00		500.00
	Memberships			
	Subscriptions			
	Insurance	6,000.00		8,000.00
	Legal	15,000.00		20,000.00
	Telephone	3,600.00		2,000.00
	Postage & Courier	700.00		500.00
	Transportation & Travel			
	Office Supplies	6,000.00		4,000.00
	Office Equipment/Furniture/Maintenance	12,000.00		10,000.00
	Printing			
	Storage/Maintenance	3,000.00		5,000.00
	Rent/Lease	30,000.00		35,000.00
	Utilities			
	Other: Grant Writing	5,000.00		15,000.00
	Other: Property Standards Incentive	10,000.00		10,000.00
Total Administrative Expenses		\$ 326,100.00		\$ 352,300.00

APPENDIX A (CONT'D)

DOWNTOWN WINDSOR (DWBIA) Capital Expenses		2021	2021	2022
		Approved Budget	Projected Actual	Proposed Budget
Capital				
(Only include BIA portion of any cost-share initiatives)	City of Windsor Loan Repayment			
	Street Furniture			
	Benches			
	Alley Enhancements	5,000.00		3,000.00
	Signage			
	Decorative Lighting	10,000.00		7,500.00
	Decorations-Seasonal	27,000.00		30,000.00
	Decorations-Other			
	Banners	0.00		10,000.00
	Murals			
	Planters			
	Hanging Baskets			
	Signage			
	Technical/Professional Services			
	St Clair College/Univ. of Windsor	5,000.00		5,000.00
	Art Alley	0.00		100,000.00
General Maintenance				
	Flowers/Plants/Trees	7,000.00		9,000.00
	Snow Removal	20,000.00		20,000.00
	Decorations			
	Hydro			
	Graffiti Removal			
	Power Washing	10,000.00		10,000.00
	Needle Collection	5,000.00		5,000.00
	Street Cleaning	38,000.00		38,000.00
	Broken Windows	2,500.00		2,500.00
	Cleanup - Other (please specify)	2,000.00		2,000.00
	Garage sweeper	0.00		5,000.00
	Miscellaneous Repairs			
	Permit Fees			
	Security			
	Festival Tent Storage			
Total Capital Expenses		\$ 131,500.00		\$ 247,000.00

APPENDIX A (CONT'D)

DOWNTOWN WINDSOR (DWBIA)		2021	2021	2022
Communications/Marketing/Promotions & Events		Approved Budget	Projected Actual	Proposed Budget
Communications				
	Memberships	4,500.00		6,000.00
	Subscriptions			
	Professional Development			
	Travel	500.00		500.00
	General Meeting Expense	2,000.00		1,500.00
	2022 DWBIA Election	0.00		2,500.00
	Board/Committee Meeting Expense	5,000.00		3,000.00
	Budget Meeting Expense	500.00		500.00
	Conference Expense	3,000.00		3,000.00
	Internet/Website	1,000.00		1,500.00
	Member Services (Parking Tokens)	500.00		500.00
	Public Relations/Liaison	2,000.00		3,500.00
	DWBRA	1,250.00		2,000.00
	DWBIA e-Commerce Platform	19,800.00		10,000.00
Advertising and Marketing				
	Advertising	6,000.00		10,000.00
	Printing – (Flyers, Brochures, etc...)			
	Marketing/ Graphic Design	5,000.00		3,000.00
	Digital/ Print Advertising/ Website/ Brand Refresh	33,700.00		40,000.00
	Retail Recruitment	25,000.00		30,000.00
	Social Media			
	Signage/ Rebranding/ Districting	5,000.00		
	Sponsorships			
	Newsletter			
	Website Development/Maintenance/CRM	2,000.00		2,000.00
	Wi-Fi	12,000.00		10,000.00
	Welcome Kits	0.00		1,500.00
Promotions & Events				
	Canada Day			
	Christmas			
	Easter			
	Spring Event (Plant Days)	1,000.00		2,000.00
	Farmers Market	45,000.00		60,750.00
	Farmers Market e-Commerce Platform	19,800.00		0.00
	Summer Event (Open Streets; Flea Market, Street Closures)	40,000.00		50,000.00
	Farmers' Market Incubator	0.00		10,000.00
	Fall Event (CONTACT The Show)	0.00		
	Air Fair/ WIFF	15,000.00		21,000.00
	Winter Event (Please specify)			
	Winter Fest Parade			
	Night Markets	0.00		21,000.00
	2022 CanAm Games	0.00		10,000.00
	Farmer's Market Incubator	40,900.00		
	Signature Event 1 (complete tab)	11,000.00		20,000.00
	Signature Event 2 (complete tab)	70,000.00		70,000.00
Total		\$ 371,450.00		\$ 395,750.00

APPENDIX A (CONT'D)

DOWNTOWN WINDSOR (DWBIA)		2021	2021	2022
Signature Event 1 - Supporting Information		Approved Budget	Projected Actual	Proposed Budget
Event Name: Ouellette Car Cruise				
Event Dates:				
Revenues				
Must be shown on Cover Page	BIA Contribution			9,000.00
	Federal/Provincial Grant			
	Municipal Grant			
	Donations			
	Sponsorships	11,000.00		11,000.00
	Festival Revenue			
Total Revenues		11,000.00	0.00	20,000.00
Expenditures				
	Consultants			
	Entertainers			
	Fees - EMS			
	Fees - Police	2,000.00		3,400.00
	Permits/C	1,000.00		3,300.00
	Signage	2,000.00		1,500.00
	Barricades			
	Advertising/Promotion	4,000.00		4,500.00
	Waste Handling/Removal			
	Porto-potties			
	Staging/ Equipment Rentals	750.00		1,800.00
	Volunteers & Staffing	1,000.00		2,000.00
	Graphic Design, Photography, Video and Website	250.00		3,500.00
Total Expenditures		11,000.00	0.00	20,000.00
Notes: Please provide description of the event				
<p>Building on the nostalgia of Windsor's rich automotive history, the Ouellette Car Cruise kicks off its 7th annual parade of classic and vintage vehicles downtown. Vintage, classic, custom, collector, street rods and muscle cars are welcome.</p>				

APPENDIX A (CONT'D)

DOWNTOWN WINDSOR (DWBIA)		2021	2021	2022
Signature Event 2 - Supporting Information		Approved Budget	Projected Actual	Proposed Budget
Event Name: Winter Fest				
Event Dates:				
Revenues				
Must be shown on Cover Page	BIA Contribution			20,000.00
	Federal/Provincial Grant	30,000.00		0.00
	Municipal Grant			
	Donations			
	Sponsorships	40,000.00		50,000.00
	Festival Revenue			
Total Revenues		70,000.00	0.00	70,000.00
Expenditures				
	Consultants			
	Programming	24,000.00		24,000.00
	Fees - EMS			
	Fees - Police			
	Permits			
	Signage			
	Barricades			
	Advertising/Promotion	12,000.00		12,000.00
	Waste Handling/Removal			
	Porto-potties			
	Staging			
	Lighting	34,000.00		34,000.00
Total Expenditures		70,000.00	0.00	70,000.00

Notes: Please provide description of the event

- Winter Fest is a fully inclusive, non-ticketed event taking place over several weeks. Programming includes:
- Light Up the Night - illuminated displays
- Holiday Villages - series of 3 events in the public realm
- #ShopLocal Campaign - gift baskets curated with products from downtown independents
- Storefront Decorations
- Letters to Santa campaign
- Comfy with Claus - virtual meet & greets
- Battle of the Gingerbreads: House to House Combat - virtual gingerbread house competition
- Cooking & Cocktails with Claus - video vignette series
- Santa in the City - video vignette series
- 12 Days of Christmas - video vignette series
- Songs of the Season - virtual concert series featuring local singer/songwriters

APPENDIX A (CONT'D)
DOWNTOWN WINDSOR (DWBIA)
Commentary - 2022 Proposed Budget

Explanation of Significant Variances (2022 Proposed Budget vs. 2019 Approved Budget):

SUMMARY

(Include any other pertinent information)

1. 2022 Goals and Objectives

See 2021 DWBIA Budget Meeting PowerPoint Presentation attached.	Mandatory
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REVENUES

Provide explanations for significant variances only, i.e. plus or minus 10% variance for each section below

2. Grants, Donations & Sponsorships

The DWBIA is estimating its fundraising abilities for the Ouellette Car Cruise and Winter Fest 2022 along with grants and/or sponsorships for Canada Day Celebrations and Arts Alley.	Variance 101%
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3. Promotions, Events & Other Revenues

While the DWBIA may seek revenues for some of its events (e.g. street closures/events and Night Markets), we are unable to forecast what revenues may be generated as a result of our efforts.	Variance -18%
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EXPENDITURES

Provide explanations for significant variances only, i.e. plus or minus 10% variance for each category below

4. Administration

No significant change	Variance 8%
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5. Capital & General Maintenance

Realignment of expenses to support membership and address priority needs including the purchase of sidewalk cleaner and 8-10 art installations in Art Alley.	Variance 88%
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7. Communications, Marketing, Promotions & Events

No significant change	Variance 7%
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DOWN TOWN WINDSOR

2021 DWBIA
YEAR IN REVIEW

THE DOWNTOWN WINDSOR BUSINESS IMPROVEMENT ASSOCIATION (DWBIA)

has made it its mandate to undertake and maintain strategic planning necessary to address key issues, and is committed to overseeing safety and security initiatives within the area. Further, and of utmost importance, it advocates on behalf of the interests of the business owners, commercial property owners and tenants within the business improvement area.

2021, much like the year before, asked us to again exercise muscles and mettle tested in 2020. And for another year, in partnership and collaboration with our membership, our partners and our community of friends, we found ourselves tested, yes, and once again, transformed.

For the members we support, what resulted was the discovery of even more resilience, drive and passion from every corner – from the DWBIA's staff, contractors, Board members and membership, we not only survived, we thrived, in a year that threatened to take us down when 2020 could not. It didn't. We succeeded.

Thanks to the collective efforts of all involved, the DWBIA was successful in advocating for and uplifting its membership through a myriad of one-of-a-kind programs and offerings, carrying out its mandate in the midst of a continued and ongoing pandemic, while also remaining a pillar of strength and support for all of its members.

EVOLUTION

In 2021, nearly \$650,000 was invested by the DWBIA in the local economy. Not yet freed from the restrictions and limitations of the pandemic and ongoing mandates, the DWBIA proceeded to engage and advocate for its membership, all while developing and encouraging new business, retain business, recruit and expand, find innovative ways to market itself, and to continue to beautify the area and keep it safe. It had to be business as usual, but with the additional requirement of more – more creativity, more enthusiasm, more will, more positivity.

THAT'S JUST WHAT WE DID. AS WE'VE BEEN REQUIRED TO DO YEAR AFTER YEAR, BUT EVEN MORE SO IN 2021, WE NEEDED TO INSPIRE AND ENACT EVOLUTION, TRANSFORMATION AND RESILIENCE.

With the added challenges of further supporting our membership through a second tumultuous, unnerving year, we needed to explore less-than-traditional models and processes we could exact in safe, creative and revenue-generating ways, for the sake of our membership and our community. No matter what the media or the world was telling us, we needed to keep going, highlighting local businesses and maintaining interest in the heart of this city.

We are thrilled to reflect on the successful execution of several programs that did just that. **They include, but are not limited to:**

- **Move to a new office space**
- **33-week Farmers' Market season**
- **Plant Days**
- **Launch of Downtown Windsor Farmers' Market (DWFM) e-commerce platform**
- **Ouellette Car Cruise**
- **Winter Fest 2021**

We also won numerous grants and awards this year. Awards included the Best of Windsor-Essex in four categories, the #SafeTravels designation for both the DWBIA and the DWFM, and Windsor-Essex County Health Unit's Organizational Social Responsibility Award.

ADVANCEMENT & IMPROVEMENT

The DWBIA's aim is to remain progressive, deliberately keeping up with technology and ensuring its entire membership is afforded the opportunity to receive digital education and maintenance as needed.

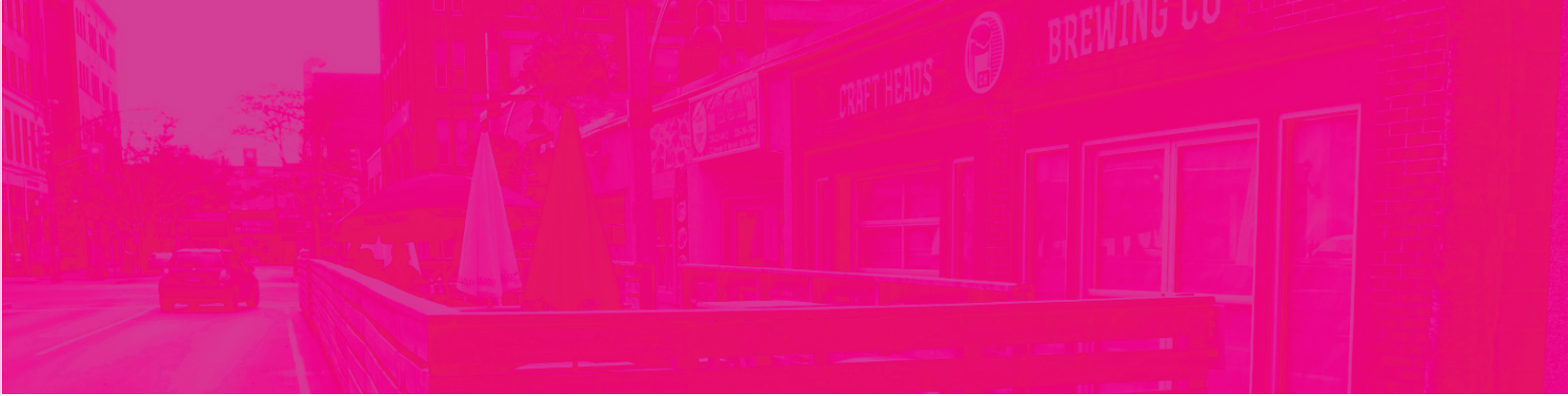
This year, we launched an innovative e-commerce platform for the Downtown Windsor Farmers' Market, through which customers can order their goods, products and produce from our independent vendors from the comfort of their own homes, or wherever they are with their mobile device.

We also launched a downtown Job Bank – an exciting initiative designed to connect job seekers to downtown employers, and one through which our member businesses can post their open positions without fees.

As we'd done in 2020, we produced for the second year in a row a digitally-focused holiday event, Winter Fest 2021. We used the power of all our digital platforms to deliver holiday programming from once only traditional, in-person holiday season events to a safe, socially-distanced and digitally-focused Winter Fest. In this way, we saw small businesses in our core continue to embrace new ways to market their businesses, in spite of an ongoing pandemic.

Some of the programming for Winter Fest included:

- **Holiday lighting and illuminated displays**
- **Holiday window decorations**
- **Virtual Santa Meet and Greet**
- **Ultimate #ShopLocal gift basket campaign**
- **Video vignette series featuring Santa in the City and Cooking with Claus**
- **Virtual Songs of the Season concert series**



HEALTH, SAFETY & SECURITY

Just as it had been around the globe, health and safety remained top of mind for the DWBIA this year, given the requirements of pandemic safety. Beyond what had been provided in 2020 in terms of PPE and reopening kits, each of our in-person events were conducted with customer, vendor and visitor safety in mind and at heart, ensuring that proper protocols were designed and met, and safety equipment provided. Where we could provide digital programming, we did; where functions required in-person activity, municipal and provincial guidelines were routinely and regularly considered and followed.

Further, the DWBIA supported the opening of consumption and treatment services in the core in an effort to aid the most marginalized community members who populate the downtown. Weekly needle and drug paraphernalia collection continued in 2021.

COVID news, measures and funding streams were also regularly distributed to the membership, a continual element of support for businesses, residents and visitors of the core.

ECLECTIC & ENERGIZED

Despite all the challenges that 2021 brought, the DWBIA remained steadfast in its commitment to the community, bringing forward some of the most interesting and intriguing programs to the core to date.

Among such events were:

- Partnership with the Art Gallery of Windsor for temporary art installations downtown
- Partnership with St. Clair College marketing students
- Open Streets, and with it, the Arts Fair
- CONTACT the Show, an internationally renowned, groundbreaking live theatre experience that swept Europe and chose Windsor as a North American landing ground
- Summer and winter floral beautification campaigns
- Remarkably well-attended Night Markets and Flea Market
- WIFF Under the Stars & Dine Downtown campaign
- Downtown street closures

ADVOCACY & LOBBYING

Regular activities of the DWBIA, regardless of season or circumstance, includes lobbying the municipal and provincial governments in an effort to advocate for its membership.

The DWBIA continues to be relentless in its mission to play a leadership role in areas of advocacy and promotion of Windsor's downtown, existing to adequately and energetically represent member interests in an effort to develop, grow and maintain the social and economic spirit of the core.

TO MARKET

Marketing and advertising initiatives are a constant part of the DWBIA playbook. Every year, new ideas are brought forth and executed intended to support our member business, like seasonal cooperative advertising; cooperative advertising campaigns with AM800, Mix96.7 and windsoriteDOTca; the comprehensive daily social media strategy designed to promote member businesses and the plethora of events and activities taking place in the core. Members' listings are always available on the website, and e-blasts are regularly created and promoted in an effort to share pertinent and timely information.

In 2021, the DWBIA participated in numerous consultations on location initiatives and within our own sector. We also embarked on collaborative and significant partnerships with a variety of community groups. Some of these consultations and collaborations include:

- Civic Esplanade
- Consumption Treatment Services site
- Ontario Business Improvement Areas Association
- Canadian Urban Institute
- Downtown Districting Committee
- Downtown Windsor Safety & Security Round Table
- WECOSS Enforcement and Justice Working Group
- Good Neighbour Services at St. Leonard's House.

THE HEART OF THE CITY: THE DWBIA

We are immensely proud of our accomplishments this year and the numerous programs, projects and services we've afforded our members and the community at large. Especially noteworthy is the fact that we were financially rigorous and will end the year within budget.

2021 was nothing short of exceptional. Our Board supported our membership with numerous transformative, innovative ideas designed to bring attention to the core, and which served to highlight its uniqueness and all of its possibilities.

We will continue to advocate for our resilient and magnificent membership in 2022.

The logo for Downtown Windsor features the words "DOWNTOWN" and "WINDSOR" in a vibrant, multi-colored, 3D block font. The letters are outlined in black and filled with various colors including yellow, pink, green, blue, and purple. The word "WINDSOR" is written in a white, hand-drawn script font below the main text.

DOWNTOWN
TOWN
WINDSOR

**2021 BUDGET
PRESENTATION**

Agenda

6:00:pm	Welcome	Pat Papadeas Vice Chair
6:05 pm	Greetings & Chair Address	Brian Yeomans Chair
6:10 pm	Year In Review	Brian Yeomans
6:20 pm	2022 Highlights	Pat Papadeas
6:30 pm	Budget Presentation	Jeff Patterson Treasurer
6:45pm	Q & A	Brian Yeomans



Board of Directors

Executive

- **Brian Yeomans**
Chair: Hotel/Tourism/Retail, Best Western Plus
- **Pat Papadeas**
Vice Chair: Member at Large, Rose City Politics Inc.
- **Jeffrey A. Patterson**
Treasurer: Professional Services, Miller Canfield LLP



Directors

- **Rino Bortolin**
Director: Municipal Representative, Ward 3 Councillor
- **Stephanie Clark**
Director: Restaurant (Unlicensed), Toasty's Grilled Cheese & Salad Bar
- **Bryan Datoc**
Director: Bars & Nightclubs, Craft Heads Brewing Company
- **Spencer Dawson**
Director: Restaurant (Licensed), The Cook's Shop
- **Larry Horwitz**
Past Chair, Horwitz Properties
- **Sam Katzman**
Director: Retail, Greentown Cannabis
- **Geoff Zanetti**
Director: Commercial Property Owner/Developer, Villains Beastro





EVOLUTION

- Efforts focused on member engagement & advocacy; business retention, recruitment and development; innovative marketing; and beautification and safety initiatives.
 - Move to a new office space
 - 33-week Farmers' Market season
 - Plant Days
 - Ouellette Car Cruise
 - Winter Fest 2021





2021 Downtown Windsor Farmers' Market
33-week season





Ouellette Car Cruise
1,200+ participating vehicles

**DOWN
TOWN**
WINDSOR



C-O-N-T-A-C-T The Show

- Performed entirely outdoors
- 45-minute show
- Three different downtown routes
- 5-week run, from Aug 19 to Sep 19





Weekend Street Closures
 Four weekends in total featuring live entertainment





Get Delivery to Festival Plaza & ENJOY THE SHOW!

dinedowntown.ca

What is **dinedowntown.ca**?
Dinedowntown.ca is an exclusive site where you can get delivery directly to Festival Plaza from downtown businesses while enjoying WIFF screenings!

Are there any extra fees to use **dinedowntown.ca**?
There are no extra fees on top of what your delivery service of choice charges.

HOW TO USE SUPER EASY

- Simply select by cuisine or by delivery service. (skip the Dishes, Uber Eats, DoorDash or Just Eat)
- Place your food order online.
- Use Dine Downtown as the delivery location.
- Delivered At the designated Dine Downtown spot at Riverfront Festival Plaza

ENJOY!

DOWN TOWN WINDSOR

You don't even have to leave the site!

It's that quick and easy. Now you can enjoy WIFF & your meal too!

OPEN PATIOS

- A Dog's Breakfast
- Acapulco Delight
- Blanche
- Blind Owl
- Bul & Barrel Urban Saloon
- Cafe March 21
- Cookse Bar
- Craft Heads Brewing Company
- Dhes Sweat
- Eastwood's Grill & Lounge
- Finn MacCoo's
- House of India
- La Guardia Italian Restaurant
- Laffy's on the O
- Loose Goose RestoPub & Lounge
- Maiden Lane Wine & Spirits
- On a Roll Sushi & Sides
- Panache Restaurant & Ultra Lounge
- Phog Lounge
- Primary Social Club
- Queen Ashlar Restaurant
- Quesada
- Sidestor Lounge
- Terra Cotta Gourmet Pizzeria
- The Chissee
- The Criffee Exchange
- The Cook's Shop
- The Dugout Sports Lounge
- The Keg Steakhouse
- The Manchester Pub
- The Patio Lounge
- Thyme Kitchen
- Toady's Grilled Cheese & Salad Bar
- Treasure Bar & Dine
- Turbo Espresso Bar
- Villains Beerstro
- Parking

WIFF Under the Stars
Three weeks of fabulous screenings, downtown ambassadors and door-to-door deliveries to Festival Plaza





Night Markets

Three Night Markets – Oct, Nov & Dec 2021





Downtown Windsor Arts Fair, a component of Open Streets 2021
60+ artists, crafters & artisans

**DOWN
TOWN**
WINDSOR



Winter Fest 2021

**DOWN
TOWN**
WINDSOR

ADVANCEMENT & IMPROVEMENT

- ShopDWFm e-commerce platform
- Downtown Job Bank and Portal
- Video vignette series featuring member businesses
- Social media marketing
- Co-operative seasonal advertising campaigns including AM800 CKLW, Mix 96.7 and windsoriteDOTca
- Digitally focused Winter Fest



Thank you for supporting the Downtown Windsor Farmers' Market!

We have concluded our 2020 season, and will return in 2021.

We are very grateful for our vendors, volunteers, and visitors that have made this the market's very best year!

MERCHANDISE

FOOD

VENDORS

VENDORS

Auntie Aldoo's PIES AND PASTRIES

Auntie Aldoo's Pies and Pastries

Alexandrea Anber

auntiealdots@gmail.com

519-819-0673

Downtown Windsor Farmers Market

Bouchard Gardens

Bouchard Gardens

bouchardgardens@gmail.com

519-736-3550

7940 collison side road

Cafe March 21

Cafe March 21

cafemarch21@gmail.com

226-787-5226

480 Pelissier St

ShopDWFM Vendor Tutorials

6 videos · 3 views · Last updated on Sep 2, 2020

Unlited

How-to videos that will help vendors to make the most of ShopDWFM.ca - the Downtown Windsor Farmers' Market online reservation system.

TheDWBIA

- ShopDWFM Introduction
- ShopDWFM Tutorial: Creating A Vendor Account
- ShopDWFM Tutorial: Adding Products
- ShopDWFM Tutorial: Updating Products with Imports
- ShopDWFM Tutorial: Receiving a Reservation
- ShopDWFM Tutorial: Weekend Access

e-Commerce Platform for the Farmers' Market





[Home](#) > [Jobs](#)

Downtown Windsor Job Bank

The Downtown Windsor Job Bank is a portal to support and benefit DWBIA member businesses and job seekers city-wide.







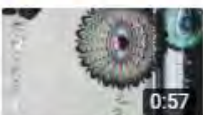







This innovative job search tool was designed to connect local job seekers to downtown employers, at no cost to either the potential employee or the business. The portal enables businesses to post positions they have available and permits the applicant to send their resume directly to the employer.

The Job Bank is intended to assist employers and potential employees, saves time searching through multiple sites, and provides a snapshot of what jobs are currently in demand in downtown Windsor.

Downtown Job Bank

More than 3,400 job listings since its inception in July 2021



<input type="checkbox"/>		Rogues Gallery Comics Shop Local Music used in this video: Artist Name: Yellen Song Name: Rally Cry License #: 7368595699	 Public
<input type="checkbox"/>		Lowendco Shop Local Music used in this video: Artist Name: Matthew L. Fisher Song Name: Push (Instrumental) License #: 3021785124	 Public
<input type="checkbox"/>		Cookie Bar Shop Local Music used in this video: Artist Name: Marscott Song Name: Easy Going (Instrumental) License #: 2894541451	 Public
<input type="checkbox"/>		The Gifting Tree Shop Local Music used in this video: Artist Name: Marshall Usinger Song Name: Fortress (Instrumental) License #: 4242190966	 Public
<input type="checkbox"/>		Whiskeyjack Boutique Shop Local Music used in this video: Artist Name: The Lonely Wild Song Name: Over the Hill (Instrumental) License #: 2087259590	 Public
<input type="checkbox"/>		Lagos Grill Shop, Play, Dine & Stay Downtown Windsor Lagos Grill is located at 433 Ouellette Avenue, serving Nigerian, Caribbean and soul food! Their food is also available on Uber Eats, SkipTheDishes and...	 Public
<input type="checkbox"/>		Art Gallery of Windsor Shop, Play, Dine & Stay Downtown Windsor The AGW is open Thursday to Sunday, 11 a.m. to 5 p.m. and welcomes all! Saturdays in the Studio is now taking place in person from 1 to 4 p.m....	 Public

Shop, Dine, Play & Stay Downtown Windsor
Video Vignette Series featuring 60+ videos
promoting members and downtown

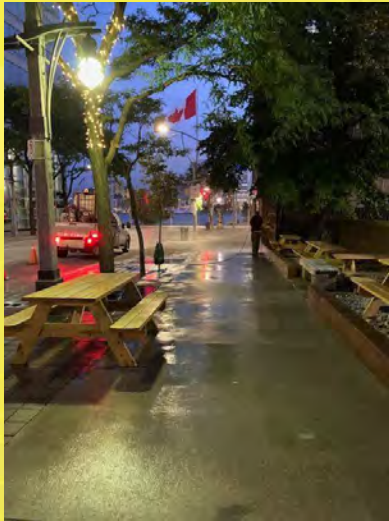
**DOWN
TOWN
WINDSOR**

Health & Safety

Ensuring the safety of those who live, work and visit the downtown core is of paramount importance. To that end, the DWBIA has continued to provide the following:

- funding for a needle collection program
- monthly municipal lighting boundary checks
- daily sidewalk cleaning
- alleyway cleaning and lighting
- seasonal power washing of sidewalks
- removal of snow from sidewalks after significant accumulation





**DOWN
TOWN**
WINDSOR

Collaboration & Partnerships

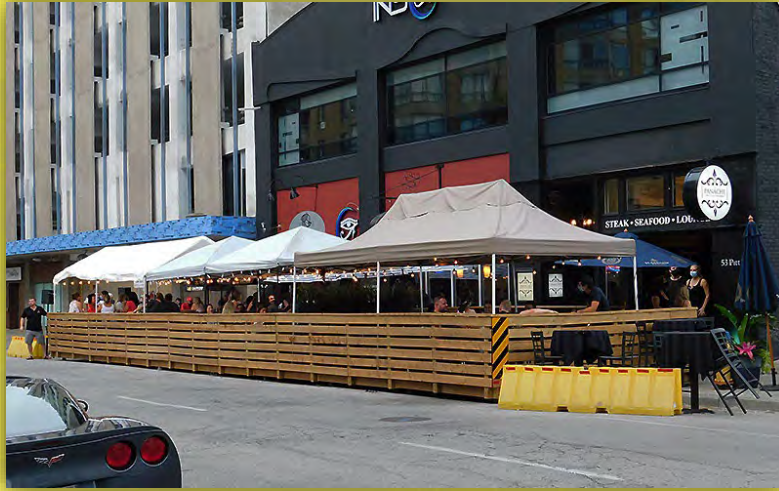
- Art Gallery of Windsor
- Capitol Theatre
- Chrysler Theatre
- City of Windsor
- Committee
- Councillor Rino Bortolin, Ward 3
- CUPE 543
- Downtown Districting Committee
- Downtown Safety & Security Roundtable
- Farmers Market Ontario
- Festivals & Events Ontario
- International Downtown Association
- Invest WindsorEssex
- Liuna YUNITY
- Ontario Business Improvement Areas Association (OBIAA)
- School of Creative Arts (SoCA)



Collaboration & Partnerships

- School of Visual Arts and the Built Environment (VABE)
- Small Business & Entrepreneurship Centre
- St. Clair Centre for the Arts
- St. Clair College
- St. Clair College Alumni
- St. Clair College Marketing Department
- Tim Hortons (Park St E)
- Tourism Windsor Essex Pelee Island
- University of Windsor
- University of Windsor Alumni Association
- WBIAAC
- WECOSS Enforcement & Justice Working Group
- Windsor District CUPE Council, CUPE Local 1393
- Windsor Essex County Health Unit
- Windsor International Film Festival
- Windsor Symphony Orchestra
- Windsor-Essex Regional Chamber of Commerce





Parklets

Pitt Street East, Pelissier Street, Sidebar Lounge & Villains Beastro

Advocacy and lobbying

In 2021, the DWBIA participated in numerous consultations on location initiatives and within our own sector. We also embarked on collaborative and significant partnerships with a variety of community groups. Some of these consultations and collaborations include:

- Civic Esplanade
- Consumption Treatment Services site
- Ontario Business Improvement Areas Association
- Canadian Urban Institute
- Downtown Districting Committee
- Downtown Windsor Safety & Security Round Table
- WECOSS Enforcement and Justice Working Group
- Good Neighbour Services at St. Leonard's House



2022 HIGHLIGHTS

Highlights include:

- Expanding the Farmers Market Season & Winter Market – 37 weeks
- e-Commerce Website for DWBIA Members
- The creation of Arts Alley
- Weekend Street Closures & Events
- Monthly Night Markets from May to October
- Supporting annual Windsor International Film Festival
- Continue rebranding and districting Downtown
- Partnering with the Downtown Windsor Business Revitalization Association on grants



- Provision of floral beautification incentives in the spring and fall
- Implementing seasonal decorations in the winter
- Investing in our free Wi-Fi program
- Extending our efforts of recruiting and developing businesses
- Introducing property standards incentives
- Enhancing sidewalk cleaning efforts
- Continuing weekly alleyway cleaning & bulk item pickup
- Continuing seasonal power washing program
- Continuing needle collection program
- Continuing broken window program
- Continuing snow removal program



2022 BUDGET BREAKDOWN

DWBIA Budget Allocation	2022 Budget	2021 Budget	2020 Budget
Administration - Salaries & Wages			
Salaries & Wages	180,000	170,000	170,000
EI, WSIB, Vacation Pay, CPP, Health Tax	7,500	0	0
TOTAL Administration - Salaries & Wages	187,500	170,000	170,000
Administration - Other			
Rent & Contingencies	35,000	30,000	30,000
Storage/Maintenance	5,000	3,000	2,700
Office Supplies Expense	4,000	6,000	3,000
Office Equipment/Furniture/Maintenance/Security	10,000	12,000	5,000
Strategic Plan	500	500	1,000
Legal	20,000	15,000	10,000
Audit	10,000	7,000	6,000
IT Support	2,000	0	0
Insurance	8,000	6,000	5,500
Telephone	2,000	3,600	2,100
Bank Charges	2,000	1,500	300
Postage/Courier Service	500	700	400
TOTAL Administration - Other	99,000	85,300	66,000



Communications			
General Meeting Expense	1,500	2,000	3,000
Election	2,500		
Board/Committee Meeting Expense	3,000	5,000	7,500
Budget Meeting Expense	500	500	1,500
Business Meeting Expense	800	800	800
Conference Expense	3,000	3,000	5,000
Travel Expense (Mileage)	500	500	500
Internet/Website	1,500	1,000	1,000
Member Services (Parking Tokens)	500	500	1,000
Memberships/Subscriptions/Newsletter	6,000	4,500	3,500
Public Relations/Liaison	3,500	2,000	3500
TOTAL Communications	23,300	19,800	27,300

Marketing			
Events	50,000	40,000	22,500
CanAm Games	10,000	0	0
Arts Fairs/WIFF	21,000	15,000	15,000
CONTACT The Show	0	0	0
Digital/Print Advertising / Website / Brand Refresh	40,000	33,700	25,000
Graphic Design	3,000	5,000	5,000
Night Market	21,000	0	0
Ouellette Car Cruise	20,000	0	0
Our Students. Our Future Campaign	1,000	1,000	2,000
Rebranding/Districting/Promotional Items	10,000	5,000	-
Seasonal Advertising	10,000	6,000	6,000
Welcome Kits	1,500	0	0
Winter Fest	20,000	0	0
TOTAL Marketing	207,500	105,700	76,000



Infrastructure			
Decorative Lighting	7,500	10,000	20,000
Seasonal Decorations	30,000	27,000	27,000
Floral Beautification Program	5,000	4,000	4,000
Alley Enhancement / Security / Beautification	3,000	5,000	5,000
Trees/Plant Materials/Floral	4,000	3,000	0
TOTAL	49,500	49,000	59,000

Development			
WIFI	10,000	12,000	20,000
ShopDowntown.ca	10,000	0	0
Crowdfunding	0		
Farmers Market	60,750	45,000	50,000
Farmers Market Incubator	10,000	0	0
CRM	2,000	2,000	5,000
Safety & Security Roundtable	1,000	0	0
Grant Writing	15,000	5,000	3,000
Downtown Windsor BRA / Other Promotions	2,000	1,250	1,250
TOTAL	110,750	65,250	89,250

Business Recruitment			
Rent Subsidies	25,000	25,000	25,000
Business Recruitment	30,000	40,000	40,000
Property Standard Incentives	10,000	10,000	10,000
Art Alley	100,000	0	0
Programming and Support	15,000	15,000	15,000
SCC/University	5,000	5,000	5,000
TOTAL	185,000	95,000	95,000



Clean & Safe			
Street/Alley Cleaning Program Contract	38,000	38,000	38,000
Power Washing	10,000	10,000	10,000
Garage Sweeper	5,000	0	0
Window Cleaning Initiative	2,000	2,000	2,000
Snow Removal	20,000	20,000	20,000
Needle Collection	5,000	5,000	5,000
Broken Windows	2,500	2,500	3,000
TOTAL Clean and Safe	82,500	77,500	78,000

TOTAL BUDGET	945,050	667,550	667,550
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2022 Income	
DWBIA Membership Levy	\$ 667,550
Ouellette Car Cruise	\$ 10,000
Farmers' Market	\$ 60,000
Winter Fest	\$ 25,000
Grants	\$ 179,000
Interest Income	\$ 500
Miscellaneous Income	\$ 3,000
Funding Miscellaneous Sources	\$ -
TOTAL Income	\$ 945,050



In Closing

We are immensely proud of our accomplishments this year and the numerous programs, projects and services we've afforded our members and the community at large. Especially noteworthy is the fact that we were financially rigorous and will end the year within budget.

2021 was nothing short of exceptional. We supported our membership with numerous transformative, innovative ideas designed to bring attention to the core, and which served to highlight its uniqueness and all of its possibilities.

We will continue to advocate for our resilient and magnificent membership in 2022.





MINUTES

MEETING: Board of Directors

DATE: Tuesday, January 25, 2022

TIME: 5:30PM

LOCATION: Virtual

ATTENDEES: Brian Yeomans, Pat Papadeas, Jeff Patterson, Stephanie Clark, Rino Bortolin, Geoff Zanetti, Sam Katzman

REGRETS:

ABSENT: Larry Horwitz, Spencer Dawson

GUESTS: Jada Malott

STAFF: Debi Croucher, Pauline Sorokopas

Agenda and Discussion	Responsibility of:
1. Mr. Yeomans opened the meeting at 5:50pm	
2. Adoption of the Agenda. Ms. Croucher requested that 'Valentine's Giveaway – windsoriteDOT.ca' be added to Agenda under 'New Business'. Distributed Agenda with above addition was adopted.	Board of Directors
3. Disclosure of Interest None at this time	
4. Adoption of Minutes dated December 14, 2021. Minutes were adopted by Mr. Bortolin and seconded by Mr. Zanetti.	Board of Directors

Communications Items and Reports

Chair Reporting

- Mr. Yeomans spoke on the challenges faced by member businesses during COVID times and thanked Mr. Bortolin for advocating for all BIA's during the various shutdowns.

Executive Director Reporting

e-Commerce Platform - update

- Administration provided an update on progress of e-Commerce Platform. Domain name **shopdowntown.ca** secured, membership contacted and launch of program being early February 2022.

Request to Delegate (moved ahead on Agenda)

- Ms. Croucher introduced Ms. Jada Malott, Period Product Partner, to Board of Directors. Mr. Yeomans welcomed Ms. Malott to the meeting.
- Ms. Malott presented a slide presentation and spoke on Period Product Partner and its goals.
- Mr. Yeomans thanked Ms. Malott for her time and presentation.

Ms. Malott left the meeting at 6:20pm.

Farmers Market Incubator

- Administration advised that a signed Letter of Intent has been provided to The Hive.
- Funding was discussed along with grants becoming available through Federal Government which can be applied for in February 2022.

Grants

- Administration discussed funds received through grants in 2021 and advised of 2 being applied for at this time, one through Canadian Urban Institute and one through Reconnect Ontario for Winter Fest 2022.

Member Update

- Member updates provided by Administration in regards to relocation of Whiskeyjack Boutique, Hello Beautiful and Bearbacks closing their locations, Emerson Supply Co opening up at former DWBIA office location, 29 Park, Crazy Horse Saloon and Boom Boom Room properties being sold.

<p><u>New Business</u></p> <p><u>Re-Imagining & Re-Homing H4</u></p> <ul style="list-style-type: none"> Information was provided in regards to meeting and presentation made to City of Windsor and various sectors, by Glos Arch & Eng. in regards to H4 (Homelessness & Housing Help Hub) which opened in 2020 to create a safe place for people experiencing homelessness in Windsor-Essex. Slide presentation provided for Board Members outlining feasibility study performed by Glos. Study to go to City Council. Administration requested to circulate to DWBIA Board Members survey put out by Glos Arch & Eng. to get input on some key topics. <p><u>Lowend Co – Business Incentive Program</u></p> <ul style="list-style-type: none"> Application received from Lowend Co attached to meeting package. Lowend Co applying for BIP due to moving to new location. Discussion took place on application with Ms. Papadeas making the motion ‘approve \$450 per month for 12 months, conditional upon meeting application requirements. Motion was seconded by Mr. Patterson. Motion was adopted. <p><u>2022 Farmers’ Market</u></p> <ul style="list-style-type: none"> Farmers’ Market 2022 budget presented by Administration outlining extension of weeks and proposed vendor packages. Ms. Papadeas made the motion ‘approve Farmers’ Market 2022 budget and vendor packages as presented’. Motion was seconded by Mr. Zanetti. Motion was adopted. Administration advised that Farmers’ Market applications will be online shortly. <p><u>OBIAA – 2022 BIA Conference</u></p> <ul style="list-style-type: none"> Ms. Croucher advised the Board that ‘Early Bird’ tickets will be on sale at a savings, in regards to 2022 BIA Conference and requested direction from the Board as to purchasing tickets. Administration directed to purchase 2 tickets; one being allotted to Executive Director. <p><u>Valentine’s Giveaway – windsoriteDOT.ca – added to Agenda</u></p> <ul style="list-style-type: none"> Discussion took place on co-operative ad campaign to be offered to DWBIA members at a cost of \$30 per participating member. Funds to be taken from Programming and Support. 	<p style="text-align: center;">Administration</p> <p style="text-align: center;">Board of Directors</p> <p style="text-align: center;">Board of Directors</p> <p style="text-align: center;">Administration</p>
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<ul style="list-style-type: none"> • Ms. Clark made the motion 'to approve spending up to \$1,000. on co-operative ad campaign'. Motion was seconded by Mr. Zanetti. Motion was adopted. <p><u>2022 Budget</u></p> <ul style="list-style-type: none"> • Administration provided slide presentation on proposed 2022 DWBIA budget. 2022 Budget reviewed by Executive Committee prior to being presented to DWBIA Board of Directors. • Discussion and explanation on line items took place between Board Members and Administration. • Mr. Patterson made the motion 'approve 2022 DWBIA budget at \$945,050 as presented'. Motion was seconded by Mr. Katzman. Motion was adopted. 	<p style="text-align: center;">Board of Directors</p> <p style="text-align: center;">Board of Directors</p>
<p>Meeting adjourned at 7:30PM Next scheduled meeting to be determined.</p>	



MINUTES

MEETING: 2022 – DWBIA Budget Meeting with Membership
DATE: Thursday, March 29, 2022
TIME: 6:00PM – 7:00PM
LOCATION: Virtual Meeting
BOARD MEMBERS PRESENT: Brian Yeomans, Pat Papadeas, Jeff Patterson, Rino Bortolin, Bryan Datoc, Geoff Zanetti, Larry Horwitz, Sam Katzman
DWBIA MEMBERS: Jennifer Matotek
GUEST: Lauren Hedges – Parallel 42
DWBIA STAFF: Debi Croucher, Pauline Sorokopas

Agenda and Discussion	Responsibility of:
Ms. Papadeas opened the meeting at 6:08PM	
<p>Welcome</p> <ul style="list-style-type: none"> Ms. Papadeas, Vice Chair, welcomed and thanked members for attending the 2022 budget meeting. Ms. Papadeas introduced Board Chair, Mr. Yeomans and Finance Chair, Mr. Patterson, along with other DWBIA Board Members and sectors represented. Ms. Papadeas invited Mr. Yeomans to provide Chair Address. 	
<p>Greetings & Chair Address</p> <p>Mr. Yeomans thanked members present for attending the meeting and commended all DWBIA member businesses for adapting during the two very challenging years of the pandemic.</p> <p>Mr. Yeomans spoke about 2021 achievements, including:</p> <ul style="list-style-type: none"> DWBIA office relocation; DWBIA rebranding; extension of Farmers’ Market to a 33-week season; introduction of Plant Days; the Ouellette Car Cruise with 1,200 + participating vehicles; CONTACT The Show performed entirely outdoors with a 5-week run; 4 weekend street closures; WIFF Under the Stars; 	

<p>3 Night Markets during the months of October, November and December; the Downtown Arts Fair, a component of Open Streets; and Winter Fest 2021.</p> <ul style="list-style-type: none"> • Advancement and improvements included e-commerce platform for the Farmers’ Market, downtown job bank and portal, video vignette series featuring member businesses, social media marketing, co-operative seasonal advertising campaigns including AM800 CKLW, Mix 96.7 and windsoriteDOTca, digitally focused Winter Fest, parklets on Pitt Street East and Pelissier Street. • DWBIA continued to provide funding for needle collection program, monthly municipal lighting boundary checks, sidewalk cleaning, alleyway cleaning and lighting, seasonal power washing of sidewalks, removal of snow from sidewalks after significant accumulation. • Collaboration and partnerships formed, lobbying and advocacy conducted by the DWBIA on behalf of its members. 			
<p>Ms. Papadeas spoke on 2022 highlights which include:</p> <ul style="list-style-type: none"> • Expanding Farmers’ Market season and Winter Market to 37 weeks, e-commerce platform for DWBIA members, creation of Arts Alley, weekend street closures and events, monthly Night Markets from May to October, supporting WIFF, continue rebranding and districting Downtown, partnering with the Downtown Windsor Business Revitalization Association on grants. • Provision of floral beautification incentives in Spring and Fall, implementing seasonal decorations in the Winter, investing in free Wi-Fi program, extending efforts of recruiting and developing businesses, introducing property standards incentives, enhancing sidewalk cleaning efforts, continuing weekly alleyway cleaning and bulk item pickup, continuing seasonal power washing program, needle collection program, broken window program and snow removal program. 			
<p>2022 Budget Presentation</p> <p>Mr. Patterson, DWBIA Finance Chair, spoke on budget allocation categories and amounts listed for each category as outlined on budget breakdown sheets in PowerPoint slide presentation, noting that increase in total budget would be covered by grants and sponsorships while the 2022 DWBIA membership levy would remain the same as the past two years.</p> <p style="text-align: center;">2022 DWBIA BUDGET PRESENTATION</p> <table border="1" data-bbox="165 1831 1070 1923" style="margin-left: auto; margin-right: auto;"> <tr> <td data-bbox="165 1831 854 1923">DWBIA Budget Allocation</td> <td data-bbox="854 1831 1070 1923">2022 Budget</td> </tr> </table>	DWBIA Budget Allocation	2022 Budget	
DWBIA Budget Allocation	2022 Budget		

Administration - Salaries & Wages	
Salaries & Wages	180,000
EI, WSIB, Vacation Pay, CPP, Health Tax	7,500
TOTAL Administration - Salaries & Wages	187,500
Administration - Other	
Rent & Contingencies	35,000
Storage/Maintenance	5,000
Office Supplies Expense	4,000
Office Equipment/Furniture/Maintenance/Security	10,000
Strategic Plan	500
Legal	20,000
Audit	10,000
IT Support	2,000
Insurance	8,000
Telephone	2,000
Bank Charges	2,000
Postage/Courier Service	500
TOTAL Administration - Other	99,000
Communications	
General Meeting Expense	1,500
Election	2,500
Board/Committee Meeting Expense	3,000
Budget Meeting Expense	500
Business Meeting Expense	800
Conference Expense	3,000
Travel Expense (Mileage)	500
Internet/Website	1,500
Member Services (Parking Tokens)	500
Memberships/Subscriptions/Newsletter	6,000
Public Relations/Liaison	3,500
TOTAL Communications	23,300

Marketing	
Events	50,000
CanAm Games	10,000
Arts Fairs/WIFF	21,000
CONTACT The Show	0
Digital/Print Advertising / Website / Brand Refresh	40,000
Graphic Design	3,000
Night Market	21,000
Ouellette Car Cruise	20,000
Our Students. Our Future Campaign	1,000
Rebranding/Districting/Promotional Items	10,000
Seasonal Advertising	10,000
Welcome Kits	1,500
Winter Fest	20,000
TOTAL Marketing	207,500
Infrastructure	
Decorative Lighting	7,500
Seasonal Decorations	30,000
Floral Beautification Program	5,000
Alley Enhancement / Security / Beautification	3,000
Trees/Plant Materials/Floral	4,000
TOTAL	49,500
Development	
WIFI	10,000
ShopDowntown.ca	10,000
Crowdfunding	0
Farmers Market	60,750
Farmers Market Incubator	10,000
CRM	2,000
Safety & Security Roundtable	1,000
Grant Writing	15,000
Downtown Windsor BRA / Other Promotions	2,000

TOTAL	110,750
Business Recruitment	
Rent Subsidies	25,000
Business Recruitment	30,000
Property Standard Incentives	10,000
Art Alley	100,000
Programming and Support	15,000
SCC/University	5,000
TOTAL	185,000
Clean & Safe	
Street/Alley Cleaning Program Contract	38,000
Power Washing	10,000
Garage Sweeper	5,000
Window Cleaning Initiative	2,000
Snow Removal	20,000
Needle Collection	5,000
Broken Windows	2,500
TOTAL Clean and Safe	82,500
TOTAL BUDGET	945,050
2022 Income	
DWBIA Membership Levy	667,550
Ouellette Car Cruise	10,000
Farmers' Market	60,000
Winter Fest	25,000
Grants	179,000
Interest Income	500
Miscellaneous Income	3,000
Funding Miscellaneous Sources	0
TOTAL Income	945,050

<p>Mr. Patterson stated the following:</p> <p>Motion</p> <p>I will require a mover and seconder of the motion, and I ask that the mover and seconder raise their hand and give their name for the official minutes of the meeting.</p> <p>As per the rules of order, the motions must be moved and seconded prior to any discussions or questions.</p> <p>The motion is as follows:</p> <p>‘To accept the Downtown Windsor Business Improvement Association’s 2022 Total Operating Budget as presented’.</p> <p>Moved by: Mr. Rino Bortolin Seconded by: Mr. Bryan Datoc</p> <p>Mr. Patterson called the question as to the motion on the table regarding the DWBIA 2022 Total Operating Budget. Motion was unanimously adopted.</p>	
<p>Mr. Yeomans thanked everybody for attending the meeting.</p>	
<p>Meeting adjourned at 6:55PM.</p>	