

**TOWN OF COBOURG
2022 OPERATING BUDGET ESTIMATES**

COMMERCIAL & ECONOMIC DEVELOPMENT SUMMARY

FUNCTION	BUDGET	2021 YTD	2022 DEPT REQUEST	%	2022 FINAL APPROVED	%	2023 FORECAST	2024 FORECAST
HENLEY ARCADE	5,000	1,297	5,200	4.0		0 (100.0)	5,450	5,700
SECOND STREET FIRE HALL	6,600	523	9,000	36.4		0 (100.0)	9,350	9,700
DRESSLER HOUSE	7,350	3,124	7,450	1.4		0 (100.0)	7,525	8,300
SUB TOTAL COMMERCIAL	18,950	4,944	21,650	14.2		0 (100.0)	22,325	23,700
ECONOMIC DEVELOPMENT	200,032	123,783	187,822	(6.1)		0 (100.0)	177,143	179,918
VENTURE 13	199,527	143,947	192,866	(3.3)		0 (100.0)	214,552	220,007
TOURISM	104,679	29,699	117,740	12.5		0 (100.0)	191,139	194,235
SUB TOTAL ECONOMIC	504,238	297,429	498,428	(1.2)		0 (100.0)	582,834	594,160
TOTAL COMMERCIAL & ECONOMIC DEVELOPMENT	523,188	302,373	520,078	(0.6)		0 (100.0)	605,159	617,860

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COMMITTEE: **COMMUNITY DEVELOPMENT**

FUNCTION/ACTIVITY: **ECONOMIC DEVELOPMENT**

ACCOUNT#: **8910.100**

2021	2020	2021			2022		2022	2023	2024
BUDGET	YTD	YTD	CODE	OBJECT	DEPT REQUEST	*	FINAL APPROVED	FORECAST	FORECAST
76,483	75,946	46,703	891010	Payroll Salaries & Wages	100,314	*		102,069	103,855
0	1,007	294	891011	Payroll - Overtime	0	*		0	0
7,655	560	7,081	891011	Payroll Summer Students	8,013	*		8,153	8,296
23,004	22,840	11,186	891030	Payroll Fringe Benefits	30,113	*		31,000	31,500
1,340	0	2,289	891031	Payroll Summer Student Benefits	1,482	*		1,671	1,867
108,482	100,353	67,553		SUB TOTAL SALARIES, WAGES & BENEFITS	139,922	*	0	142,893	145,518
900	21	870	8910150	Office Supplies	900			900	900
2,550	1,410	2,800	8910171	Software Maintenance	2,600			2,650	2,650
3,000	1,941	1,476	8910180	Telephone & Answering Svc	3,000			3,000	3,000
3,200	2,335	2,564	8910210	Advertising & Promotions	3,200			3,350	3,350
300	0	0	8910230	Photocopier Expense	300			300	300
100	27	0	8910240	Postage & Couriers	100			100	100
3,460	3,156	3,306	8910250	Memberships & Subscrip'ns	3,300			3,400	3,500
1,000	198	0	8910260	Training & Courses	1,000			2,000	2,000
500	0	35	8910270	Travel Expense	1,200	*		1,200	1,200
300	0	0	8910370	Meals & Refreshments	300			300	300
1,000	0	0	8910380	Conferences & Conventions	1,000			1,000	1,000
-560	0	0	8910992	Government Grant Wages	0			0	0
15,750	9,088	11,051		SUB TOTAL MATERIALS	16,900	*	0	18,200	18,300
800	641	0	8910320	Liability Insurance	1,000	*		1,050	1,100
45,000	45,900	38,738	8910750	Contracted Service - Northumberland County	0			0	0
0	0	0	8910854	Special Project - Downtown Business Attraction	0			0	0
0	9,611	16,204	8910851	Digital Service Squad	0			0	0
15,000	3,896	0	8910890	Studies & Reviews	15,000			0	0
10,000	0	0	8910851	Sp Project - Digital Main Street Service Squad	0			0	0
70,800	60,048	54,942		SUB TOTAL CONTRACTED SERVICES	16,000		0	1,050	1,100
15,000	15,000	0	8901	Venture 13 - Anchor Rent	15,000			15,000	15,000
0	0	-1,948	871138910	Federal Grant	0			0	0
-10,000	-9,611	-7,815	871148910	Provincial Grant - Digital Main Street Service Squad	0			0	0
0	0	0	8910993	Recoveries - CEDP Grant	0			0	0
5,000	5,389	-9,763		SUB TOTAL OTHER CHARGES & TRANSFERS	15,000	*	0	15,000	15,000
200,032	174,878	123,783		TOTAL ECONOMIC DEVELOPMENT	187,822	0	0	177,143	179,918

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BUDGET JUSTIFICATION

COMMITTEE: **COMMUNITY DEV.**

FUNCTION/ACTIVITY: **ECONOMIC DEVELOPMENT**

STATEMENT OF PURPOSE:	HIGHLIGHTS/EXPLANATIONS:			
	YEAR	CODE	OBJECT	DETAILS
<p>Promote Town as a destination for investment through marketing, linkages with public and private sector agencies and target sectors. Maintain and enhance the data base and library information, provide small business support. Work with existing business and industry to help them expand.</p> <p>PERFORMANCE DATA:</p> <p>Marketing and Promotions Website, promotional ads, business retention activities, community profile promotion and Strategic Plan Implementation.</p>	2022	891010	Payroll Salaries & Wages	As outlined in Organizational reiew and approved by CAO Vaughan, individual will being in July 1, 2022.
	2022	8910210	Marketing & Promotions	Business assistance, investment marketing, and business retention & expansion marketing
	2022	8910171	Software Maintenance	Business Directory and has increased to accommodate the Pedestrian Counters from the Public Works budget to the Economic Development budget.
	2022	8910230	Photocopier Expense	\$80/month avg monthly copy charge N/A due to V13 sponsorship with RedX Technologies. This account reflects only special print jobs.
	2022	8910250	Memberships & Subscriptions	Ontario East Economic Development Corporation - \$350 Northumberland Central Chamber of Commerce - \$400 Northumberland Manufacturers Association - \$2,550
	2022	8910260	Training & Courses	Placeholder for HR Mandatory Training - \$300 BR +E Workshop / Webinars - \$700 *includes mileage, meals & accommodation
	2022	8910270	Travel	Includes local/regional travel for 1 employees
	2022	8910370	Meals & Refreshments	Client meetings, special committee meetings, V13 coffee break into sessions, staff working meetings
	2022	8910380	Conferences & Conventions	East Municipal Conference - \$1000 - 1 attendee *includes mileage, meals & accommodation
	2022	8910750	Contracted Services - Northumberland County	Contract/role has ended.
	2022	8910540	Venture 13 - Anchor Rent	Rent/share of maintenance & utilities - \$15,000

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**ECONOMIC DEVELOPMENT
2022 MARKETING AND PROMOTIONS BUDGET**

<i>Cobourg Street Map Ad featuring new location</i>	300
<i>Domain Name Fees Invest Cobourg;</i>	100
<i>Business Achievement Awards</i>	500
<i>Promotional Souvenirs - provided to clients / conferences / trade shows</i>	500
<i>Business & Entrepreneurship Centre Conference Exhibitor Fee</i>	800
<i>Northumberland Manufacturers Association Workshop Sponsorship</i>	1000
TOTAL	3200

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**ECONOMIC DEVELOPMENT
2022 Strategic Plan New and Ongoing / Outstanding Project Status
Special Project 8910890**

2021 - 2025 Economic Development Strategic Plan

To set priorities, strengthen operations, ensure the employees and other stakeholders are working toward common goals, establish agreements around intended outcomes / results.

\$15,000

TOTAL

\$15,000