

TOWN OF COBOURG
2021 OPERATING BUDGET ESTIMATES

COMMERCIAL & ECONOMIC DEVELOPMENT SUMMARY

FUNCTION	BUDGET	2020 YTD	2021 DEPT REQUEST	%	2021 FINAL APPROVED	%	2022 FORECAST	2023 FORECAST
HENLEY ARCADE	4,600	3,825	5,000	8.7		0 (100.0)	5,125	5,256
SECOND STREET FIRE HALL	7,625	5,611	6,600	(13.4)		0 (100.0)	8,930	9,277
DRESSLER HOUSE	7,275	5,061	7,350	1.0		0 (100.0)	7,395	7,467
SUB TOTAL COMMERCIAL	19,500	14,497	18,950	(2.8)		0 (100.0)	21,450	22,000
ECONOMIC DEVELOPMENT	185,224	170,517	200,032	8.0		0 (100.0)	239,618	244,476
VENTURE 13	224,999	152,903	204,352	(9.2)		0 (100.0)	230,748	243,534
TOURISM	217,896	45,647	163,359	(25.0)		0 (100.0)	244,876	250,842
SUB TOTAL ECONOMIC	628,119	369,067	567,743	(9.6)		0 (100.0)	715,242	738,852
TOTAL COMMERCIAL & ECONOMIC DEVELOPMENT	647,619	383,564	586,693	(9.4)		0 (100.0)	736,692	760,852

**TOWN OF COBOURG
2021 OPERATING BUDGET ESTIMATES**

COMMITTEE: **COMMERCIAL**

FUNCTION/ACTIVITY: **HENLEY ARCADE**

ACCOUNT#: **7900.100**

2020	2019	2020			2021		2021	2022	2023
BUDGET	YTD	YTD	CODE	OBJECT	DEPT REQUEST	*	FINAL APPROVED	FORECAST	FORECAST
1,000	835	611	7901460	Utilities	1,000			1,000	1,000
1,500	2,832	1,484	7901470	Building Maintenance	1,500			1,500	1,500
0	0	0	7901570	Special Project - Henley Arcade Improvements	0			0	0
0	0	0	7901913	Recoveries - Holdco	0			0	0
2,500	3,667	2,095		SUB TOTAL MATERIALS	2,500		0	2,500	2,500
2,100	1,927	1,730	7901320	Insurance	2,500	*		2,625	2,756
2,100	1,927	1,730		SUB TOTAL CONTRACTED SERVICES	2,500	*	0	2,625	2,756
4,600	5,594	3,825		TOTAL HENLEY ARCADE	5,000	*	0	5,125	5,256

TOWN OF COBOURG
2021 OPERATING BUDGET ESTIMATES

BUDGET JUSTIFICATION

COMMITTEE: **COMMERCIAL**

FUNCTION/ACTIVITY: **HENLEY ARCADE**

STATEMENT OF PURPOSE: To fund utilities and other maintenance items per agreement with Victoria Operetta Society.	HIGHLIGHTS/EXPLANATIONS:			DETAILS
	YEAR	CODE	OBJECT	
	2021	7901470	Building Maintenance	Snow removal from walkway
PERFORMANCE DATA: Clear snow / ice Maintain winter / summer				

**TOWN OF COBOURG
2021 OPERATING BUDGET ESTIMATES**

COMMITTEE: **COMMERCIAL**

FUNCTION/ACTIVITY: **SECOND STREET FIRE HALL**

ACCOUNT#: **7900.200**

2020 BUDGET	2019 YTD	2020 YTD	CODE	OBJECT	2021 DEPT REQUEST	*	2021 FINAL APPROVED	2022 FORECAST	2023 FORECAST
2,000	7,721	906	7902470	Building Maintenance	2,000			2,000	2,000
2,000	7,721	906		SUB TOTAL MATERIALS	2,000		0	2,000	2,000
5,625	5,193	4,705	7902320	Insurance	4,600			6,930	7,277
5,625	5,193	4,705		SUB TOTAL CONTRACTED SERVICES	4,600		0	6,930	7,277
7,625	12,914	5,611		TOTAL SECOND STREET FIRE HALL	6,600		0	8,930	9,277

2020-12-21

*Indicates increase over previous year

**TOWN OF COBOURG
2021 OPERATING BUDGET ESTIMATES**

BUDGET JUSTIFICATION

COMMITTEE: **COMMERCIAL**

FUNCTION/ACTIVITY: **SECOND STREET FIRE HALL**

STATEMENT OF PURPOSE:	HIGHLIGHTS/EXPLANATIONS:			
	YEAR	CODE	OBJECT	DETAILS
This building is managed by the Northumberland Players. All utilities paid by tenant. Maintain flower boxes in summer months, maintain exterior of building, snow removal, and maintain fire protection systems.	2021	7902470	Building Maintenance	Exterior maintenance is the responsibility of the Town. Minor items not impacted by capital work. Maintenance is on call 24/7 for fire system
PERFORMANCE DATA:				

**TOWN OF COBOURG
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COMMITTEE: **COMMERCIAL**

FUNCTION/ACTIVITY: **DRESSLER HOUSE**

ACCOUNT#: **7900.300**

2020	2019	2020			2021		2021	2022	2023
BUDGET	YTD	YTD	CODE	OBJECT	DEPT REQUEST	*	FINAL APPROVED	FORECAST	FORECAST
450	256	459	7903185	OPX Alarm Line Charges	450			450	475
0	4,090	516	7903460	Utilities	0	*		0	0
4,000	5,371	4,035	7903470	Building Maintenance	4,000			4,000	4,000
2,000	2,738	51	7903570	Property Improvements	2,000			2,000	2,000
6,450	12,455	5,061		SUB TOTAL MATERIALS	6,450		0	6,450	6,475
825	0	0	7903320	Insurance	900	*		945	992
825	0	0		SUB TOTAL CONTRACTED SERVICES	900	*	0	945	992
7,275	12,455	5,061		TOTAL DRESSLER HOUSE	7,350		0	7,395	7,467

2020-12-21

*Indicates increase over previous year

TOWN OF COBOURG
2021 OPERATING BUDGET ESTIMATES

BUDGET JUSTIFICATION

COMMITTEE: **COMMERCIAL**

FUNCTION/ACTIVITY: DRESSLER HOUSE

STATEMENT OF PURPOSE:	HIGHLIGHTS/EXPLANATIONS:			DETAILS
	YEAR	CODE	OBJECT	
Maintenance and operations of Dressler House building currently housing the Marie Dressler Museum operated by the Foundation.	2021	7930185	OPX Alarm Line Charges	Town is responsible for security alarm line charges
	2021	7930460	Utilities	Utility bills are now paid by the Marie Dressler Foundation
PERFORMANCE DATA:	2021	7903470	Building Maintenance	Maintenance of the building plus spring/summer/fall maintenance of the grounds. Winter maintenance Monday - Friday - Maintenance Dept Week-end/holidays done by contractor Maintenance staff on 24/7 fire alarm
	2021	7903320	Insurance	Insurance of the building only. Contents insured by the Marie Dressler Foundation.

TOWN OF COBOURG 2021 OPERATING BUDGET ESTIMATES

COMMITTEE: **COMMUNITY DEVELOPMENT**

FUNCTION/ACTIVITY: **ECONOMIC DEVELOPMENT**

ACCOUNT#: **8910.100**

2020	2019	2020			2021		2021	2022	2023
BUDGET	YTD	YTD	CODE	OBJECT	DEPT REQUEST	*	FINAL APPROVED	FORECAST	FORECAST
76,721	94,651	71,837	891010	Payroll Salaries & Wages	76,483			77,783	79,106
0	1,928	964	891011	Payroll - Overtime	0	*		0	0
7,479	7,403	560	891011	Payroll Summer Students	7,655	*		7,785	7,918
21,865	26,973	22,040	891030	Payroll Fringe Benefits	23,004	*		25,002	27,060
1,309	805	0	891031	Payroll Summer Student Benefits	1,340	*		1,518	1,702
107,374	131,760	95,401		SUB TOTAL SALARIES, WAGES & BENEFITS	108,482		0	112,088	115,786
900	1,002	21	8910150	Office Supplies	900			900	900
1,550	1,025	611	8910171	Software Maintenance	2,550	*		2,600	2,650
3,000	1,972	1,941	8910180	Telephone & Answering Svc	3,000			3,000	3,000
3,200	2,218	2,341	8910210	Advertising & Promotions	3,200			3,300	3,350
300	238	0	8910230	Photocopier Expense	300			300	300
100	4	27	8910240	Postage & Couriers	100			100	100
3,460	3,412	3,231	8910250	Memberships & Subscrip'ns	3,460			3,590	3,650
1,000	2,776	198	8910260	Training & Courses	1,000			1,000	2,000
1,200	224	0	8910270	Travel Expense	500			1,200	1,200
300	351	0	8910370	Meals & Refreshments	300			300	300
2,600	2,448	0	8910380	Conferences & Conventions	1,000			1,000	1,000
0	0	0	8910399	Misc Admin Expenses	0	*		0	0
0	0	0	8910460	Utilities	0	*		0	0
0	45	0	8910470	Building Maintenance	0	*		0	0
0	0	0	8910990	Recoverable Expense	0	*		0	0
-560	-1,960	0	8910992	Government Grant Wages	-560			-560	-560
17,050	13,755	8,370		SUB TOTAL MATERIALS	15,750		0	16,730	17,890
800	775	642	8910320	Liability Insurance	800			800	800
45,000	67,500	42,060	8910750	Contracted Service - Northumberland County	45,000			45,000	45,000
0	982	0	8910854	Special Project - Downtown Business Attraction	0			0	0
0	0	9,044	8910851	Digital Service Squad	0			0	0
0	277	0	8910890	Studies & Reviews	15,000	*		50,000	50,000
0	0	0 NEW		Sp Project - Digital Main Street Service Squad	10,000			0	0
45,800	69,534	51,746		SUB TOTAL CONTRACTED SERVICES	70,800	*	0	95,800	95,800
15,000	0	15,000	8901	Venture 13 - Anchor Rent	15,000			15,000	15,000
0	0	0	8910912	Transfer from Economic Development Reserve	0			0	0
0	-38,843	0	871148910	Provincial Grant - Digital Main Street Service Squad	-10,000			0	0
0	0	0	8910993	Recoveries - CEDP Grant	0			0	0
15,000	-38,843	15,000		SUB TOTAL OTHER CHARGES & TRANSFERS	5,000		0	15,000	15,000
185,224	176,206	170,517		TOTAL ECONOMIC DEVELOPMENT	200,032	0	0	239,618	244,476

**TOWN OF COBOURG
2021 OPERATING BUDGET ESTIMATES**

BUDGET JUSTIFICATION

COMMITTEE: **COMMUNITY DEV.**

FUNCTION/ACTIVITY: **ECONOMIC DEVELOPMENT**

STATEMENT OF PURPOSE: 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.	HIGHLIGHTS/EXPLANATIONS:			DETAILS
	YEAR	CODE	OBJECT	
PERFORMANCE DATA: Marketing and Promotions Website, promotional ads, business retention activities, community profile promotion and Strategic Plan Implementation.	2021	8910210	Marketing & Promotions	Business assistance, investment marketing, and business retention & expansion marketing
	2021	8910171	Software Maintenance	Business Directory and has increased to accommodate the Pedestrian Counters from the Public Works budget to the Economic Development budget.
	2021	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.
	2021	8910250	Memberships & Subscriptions	Ontario East Economic Development Corporation - \$560 Northumberland Central Chamber of Commerce - \$400 Northumberland Manufacturers Association - \$2,500
	2021	8910260	Training & Courses	Placeholder for HR Mandatory Training - \$300 BR +E Workshop / Webinars - \$250 *includes mileage, meals & accommodation
	2021	8910270	Travel	Includes local/regional travel for 1 employees
	2021	8910370	Meals & Refreshments	Client meetings, special committee meetings, V13 coffee break into sessions, staff working meetings
	2021	8910380	Conferences & Conventions	East Municipal Conference - \$1000 - 1 attendee *includes mileage, meals & accommodation
	2021	8910750	Contracted Services - Northumberland County	Manufacturing Attraction Specialist will be hired by Northumberland County on a cost share basis.
	2021	8910540	Venture 13 - Anchor Rent	Rent/share of maintenance & utilities - \$15,000
	2021	NEW	Sp Project - Digital Main Street Service Squad	In 2020 Economic Development was successful in receiving \$18,000 to hire one employee to assist small businesses with upgrading their digital presence. All fees will be covered by a grant.

**TOWN OF COBOURG
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**ECONOMIC DEVELOPMENT
2021 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

TOWN OF COBOURG
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ECONOMIC DEVELOPMENT
2021 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