

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: | | | DETAILS |
|---|--------------------------|---------|----------------------|---|
| | YEAR | CODE | OBJECT | |
| <p>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.</p> | 2021 | 7902470 | Building Maintenance | <p>Exterior maintenance is the responsibility of the Town. Minor items not impacted by capital work.</p> <p>Maintenance is on call 24/7 for fire system</p> |
| PERFORMANCE DATA: | | | | |

**TOWN OF COBOURG
2021 OPERATING BUDGET ESTIMATES**

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
2021 OPERATING BUDGET ESTIMATES**

**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
2021 OPERATING BUDGET ESTIMATES

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