

SBIA Budget 2018 (2)

2018 Budget - BIA Levy	\$ 29,350.00
Existing Surplus	\$ 20,856.27

	2018 Projected
MARKETING - 4310	\$ 13,400.00
Radio	
"Run to Southampton" - June	\$ 650.00
"Neighbour Days" - TBD	\$ 500.00
"Southampton Sparkles" - November	\$ 3,000.00
Print	
Run to Southampton	\$ 350.00
Flag Quest	\$ 500.00
Neighbour Days	\$ 1,500.00
Holiday Poster	\$ 200.00
Branding Campaign (Marketplace x 5, Boomer x 2)	\$ 2,200.00
Online & Social Media	
Website & Domain Renewal	\$ 300.00
Website Maintenance	\$ 300.00
Photo Contest	\$ 1,000.00
facebook ads	\$ 200.00
Targeted ads	\$ 400.00
Promotions - 4300	
Festive Friday Attractions & Ornaments for G.C.	\$ 800.00
Trolley - 4350	\$ 1,500.00
BEAUTIFICATION - 4340	\$ 16,600.00
Flower Baskets	\$ 3,600.00
Bike Racks & Garbage Receptacles	\$ 5,000.00
Downtown Gateway Signs	\$ 6,000.00
Bike Initiatives Support	\$ 2,000.00
ADMINISTRATION - 5400	\$ 11,240.00
Office Rent	\$ 90.00
Employee Wages	\$ 10,000.00
AGM Notice & Social	\$ 650.00
Office Supplies	\$ 500.00
TOTAL	\$ 41,240.00