

**UNIONVILLE BUSINESS IMPROVEMENT AREA  
PROPOSED 2013 BUDGET**

|                                      | (Unaudited)<br>2012<br>Actual | 2012 Budget    | 2013 Budget    | 2013 Budget vs.<br>2012 Budget<br>Incr./(Decr.) |
|--------------------------------------|-------------------------------|----------------|----------------|-------------------------------------------------|
| <b>REVENUES</b>                      |                               |                |                |                                                 |
| MEMBER TAX LEVY                      | 199,500                       | 199,500        | 205,982        | 6,482                                           |
| ADVERTISING SALES                    | 22,221                        | 6,000          | 14,500         | 8,500                                           |
| SPONSORSHIP                          | 12,000                        | -              | 6,000          | 6,000                                           |
| FUNDRAISING & OTHER REVENUES         |                               |                |                |                                                 |
| OLDE TYME X'MAS (1)                  | 13,400                        | 6,500          | 500            | (6,000)                                         |
| WORLD MUSIC AND DANCE FESTIVAL       | 5,650                         | 2,500          | -              | (2,500)                                         |
| GRANTS                               | 4,763                         | 9,000          | 5,000          | (4,000)                                         |
| GENERAL PROMOTION                    | 6,547                         | 12,176         | 3,898          | (8,278)                                         |
| TOTAL FUNDRAISING & OTHER REVENUES   | 30,360                        | 30,176         | 9,398          | (20,778)                                        |
| PRIOR YEAR SURPLUS                   | 20,324                        | 20,324         | 136            | (20,188)                                        |
| <b>TOTAL REVENUES</b>                | <b>284,405</b>                | <b>256,000</b> | <b>236,016</b> | <b>(19,984)</b>                                 |
| <b>EXPENDITURES</b>                  |                               |                |                |                                                 |
| OFFICE EXPENSES                      | 21,899                        | 19,500         | 15,730         | (3,770)                                         |
| AUDIT FEES                           | 1,966                         | 1,835          | 2,000          | 165                                             |
| STREET BEAUTIFICATION                | 11,073                        | 21,800         | 16,000         | (5,800)                                         |
| ADVERTISING                          | 104,404                       | 57,200         | 57,450         | 250                                             |
| EVENT & ENTERTAINMENT PROMOTION      | 74,981                        | 78,000         | 65,236         | (12,764)                                        |
| CONTRACTED SERVICES                  | 54,500                        | 57,665         | 59,600         | 1,935                                           |
| TAXATION WRITE-OFFS                  | 446                           | 5,000          | 5,000          | -                                               |
| <b>TOTAL EXPENDITURES</b>            | <b>269,269</b>                | <b>241,000</b> | <b>221,016</b> | <b>(19,984)</b>                                 |
| <b>NET REVENUES / (EXPENDITURES)</b> | <b>15,136</b>                 | <b>15,000</b>  | <b>15,000</b>  | <b>-</b>                                        |
| LOAN REPAYMENT (2013: Year 3 of 6)   | (15,000)                      | (15,000)       | (15,000)       | -                                               |
| <b>NET REVENUES / (EXPENDITURES)</b> | <b>136</b>                    | <b>-</b>       | <b>-</b>       | <b>-</b>                                        |

(1) The 2013 budget allocation was advanced and reflected in the 2012 actual results. The 2013 budget has been reduced by \$6,500 accordingly.

UNIONVILLE BUSINESS IMPROVEMENT AREA  
PROPOSED 2012 BUDGET

| REVENUES                                                                                                    | (Unaudited)<br>2011 | Original    |             | Revised     |             | 2012 Budget<br>Incr./ (Decr.) | 2012 Budget<br>vs.<br>2011 Budget<br>Incr./ (Decr.) | Comments                                                                                                                                           |
|-------------------------------------------------------------------------------------------------------------|---------------------|-------------|-------------|-------------|-------------|-------------------------------|-----------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                             | Actual              | 2011 Budget | 2012 Budget | 2012 Budget | 2012 Budget |                               |                                                     |                                                                                                                                                    |
|                                                                                                             |                     | (a)         | (b)         | (c)         | d = c - b   | e = d - a                     |                                                     |                                                                                                                                                    |
| MEMBER TAX LEVY                                                                                             | 199,500             | 199,500     | 199,500     | 199,500     | -           | -                             |                                                     |                                                                                                                                                    |
| SUPPLEMENTAL MEMBER TAX LEVY                                                                                | 22,676              | -           | -           | -           | -           | -                             |                                                     |                                                                                                                                                    |
| DIRECTORY AD SALES AND OTHER<br>FUNDRAISING & OTHER REVENUES                                                | -                   | -           | 6,000       | 6,000       | -           | 6,000                         |                                                     | New item - offset with expense in Discretionary Advertising                                                                                        |
| OLDE TYME X'MAS                                                                                             | 6,500               | 6,500       | 6,000       | 6,500       | 500         | -                             |                                                     |                                                                                                                                                    |
| WORLD MUSIC AND DANCE FESTIVAL                                                                              | -                   | -           | -           | 2,500       | 2,500       | 2,500                         |                                                     |                                                                                                                                                    |
| GRANTS                                                                                                      | 8,514               | -           | 11,500      | 9,000       | (2,500)     | 9,000                         |                                                     | Summer Student Grant                                                                                                                               |
| GENERAL PROMOTION                                                                                           | 5,000               | 5,000       | 17,000      | 12,176      | (4,824)     | 7,176                         |                                                     | Street performers and buskers every Saturday and Sunday during the summer months, such as jugglers, magicians, celtic musicians, jazz musicians    |
| TOTAL FUNDRAISING & OTHER REVENUES                                                                          | 20,014              | 11,500      | 34,500      | 30,176      | (4,324)     | 18,676                        |                                                     |                                                                                                                                                    |
| PRIOR YEAR SURPLUS/(DEFICIT)                                                                                | -                   | -           | 20,000      | 20,324      | 324         | 20,324                        |                                                     |                                                                                                                                                    |
| TOTAL REVENUES                                                                                              | 242,190             | 211,000     | 260,000     | 256,000     | (4,000)     | 45,000                        |                                                     |                                                                                                                                                    |
| EXPENDITURES                                                                                                |                     |             |             |             |             |                               |                                                     |                                                                                                                                                    |
| OFFICE EXPENSES                                                                                             | 6,564               | 12,165      | 19,500      | 19,500      | -           | 7,335                         |                                                     | Due to rent (was free in 2011) or donation to the Varley for our office at the McKay Art Centre                                                    |
| AUDIT FEES                                                                                                  | 1,835               | 1,835       | 1,835       | 1,835       | -           | -                             |                                                     |                                                                                                                                                    |
| STREET BEAUTIFICATION                                                                                       | 33,627              | -           | 21,800      | 21,800      | -           | 21,800                        |                                                     | New banners for the street                                                                                                                         |
| STRATEGIC PLANNING                                                                                          | 11,850              | 10,000      | -           | -           | -           | -10,000                       |                                                     | No longer required (was done in 2011)                                                                                                              |
| DISCRETIONARY ADVERTISING                                                                                   | 42,940              | 51,000      | 57,200      | 57,200      | -           | 6,200                         |                                                     | Due to directory ad sales and more events in 2012                                                                                                  |
| EVENT & ENTERTAINMENT PROMOTION*                                                                            | 53,934              | 66,000      | 78,000      | 78,000      | -           | 12,000                        |                                                     | More events this year, such as the World Music & Dance Festival along with extra entertainment on the street every weekend during the warm months. |
| CONTRACTED SERVICES                                                                                         | 48,317              | 50,000      | 57,665      | 57,665      | -           | 7,665                         |                                                     | Summer Student - offset by grant                                                                                                                   |
| TAXATION WRITE-OFFS                                                                                         | 7,799               | 5,000       | 5,000       | 5,000       | -           | -                             |                                                     |                                                                                                                                                    |
| TOTAL EXPENDITURES                                                                                          | 206,866             | 196,000     | 241,000     | 241,000     | -           | 45,000                        |                                                     |                                                                                                                                                    |
| NET REVENUES / (EXPENDITURES)                                                                               | 35,324              | 15,000      | 19,000      | 15,000      | -4,000      | -                             |                                                     |                                                                                                                                                    |
| LOAN REPAYMENT (YEAR 2 OF 6)                                                                                | (15,000)            | (15,000)    | -15,000     | -15,000     | -           | -                             |                                                     |                                                                                                                                                    |
| NET REVENUES / (EXPENDITURES)                                                                               | 20,324              | -           | 4,000       | -           | (4,000)     | -                             |                                                     |                                                                                                                                                    |
| EVENT & ENTERTAINMENT PROMOTION* includes the budget for Unionville Festival (2011 - \$6000; 2012 - \$3000) |                     |             |             |             |             |                               |                                                     |                                                                                                                                                    |