

# CULTURAL DISTRICT IMPLEMENTATION FINANCIAL PLAN 2003-2004

**2003**

WORKGROUPS	BUDGET DETAILS	City \$	source	Leverage \$	Totals
<b>MARKETING</b>	Cultural District Marketing	2,000	CS	30,000	
	" "	13,000	ADR	30,000	
	Cultural Tourism Marketing	25,000	CTMF	5,000	
	Banners	12,500	ADR	5,000	
<b>SUB-TOTAL:</b>		<b>52,500</b>		<b>70,000</b>	<b>122,500</b>
<b>FESTIVALS</b>	Sunshine Theatre Comedy Festival	25,000	FF	88,000	
	OK Symphony Music Festival	25,000	FF	80,000	
	New Festivals and Cultural				
	component of Memorial Cup	30,000	FF	35,000	
<b>SUB-TOTAL:</b>		<b>80,000</b>		<b>203,000</b>	<b>283,000</b>
<b>PRODUCT DEVELOPMENT &amp; EVENTS</b>	New Programming	15,000	ADR	15,000	
		10,000	NEW	5,000	
<b>SUB-TOTAL:</b>		<b>25,000</b>		<b>20,000</b>	<b>45,000</b>
<b>LONG RANGE PLANNING &amp; RELATED PROJECTS</b>	Design Charrett	25,000	ADR	5,000	
	Branding - Signage	23,500	ADR		
<b>SUB-TOTAL:</b>		<b>48,500</b>		<b>5,000</b>	<b>53,500</b>
<b>GRANT SUPPORT</b>	Canadian Heritage Grant	30,000	ADR	30,000	
	for Capacity Building			20,000	
<b>SUB-TOTAL:</b>		<b>30,000</b>		<b>50,000</b>	<b>80,000</b>
		<b>City \$</b>		<b>Leverage\$</b>	<b>Impact</b>
<b>TOTALS</b>		<b>236,000</b>		<b>348,000</b>	<b>584,000</b>

**2004**

City \$	source	Leverage \$	Totals
2,000	CS	5,000	
13,000	ADR	30,000	
15,000	CTMF	30,000	
30,000		65,000	95,000
25,000	FF	88,000	
25,000	FF	80,000	
10,000	FF	10,000	
33,000	ADR	33,000	
93,000		211,000	304,000
15,000	ADR	15,000	
20,000	NEW	10,000	
35,000		25,000	60,000
0		0	0
0		0	0
<b>City \$</b>		<b>Leverage \$</b>	<b>Impact</b>
<b>158,000</b>		<b>301,000</b>	<b>459,000</b>

RESERVE		2002		2003	2004	TOTAL
	Festival Fund (Signature Festival)	145,500		40,000	40,000	225,500

## CITY FUNDING SOURCES: (existing)

**Cultural Services**      **Cultural Tourism Marketing Fund**

\$4000 (CS)      \$40,000 (CMTF)

**Arts Development Reserve**      **Festival Fund**

\$180,000 (ADR)      \$140,000 (FF)

**New funds needed \$30,000 (Total \$364,000 existing + new funds \$30,000 = \$394,000)**

	existing city funds (various sources)
	leveraged funds from stakeholders
	new direct revenue from outside sources
	new funds City funds

2003-2004
City Funds: \$394,000
Leveraged: \$649,000
IMPACT: 1,043,000

