

Memo



Date: March 10, 2010
File: 0280-04
To: City Manager
From: George L. King, Revenue Manager
Subject: UPTOWN RUTLAND BUSINESS ASSOCIATION 2010 BUDGET

Recommendation:

THAT Council approve the Uptown Rutland Business Association 2010 Budget

AND THAT Council approve the 2010 levy of \$134,000 on Class 5 and Class 6 properties located within the boundaries of the Uptown Rutland Business Improvement Area.

Background:

On September 10, 2007 Council approved the Uptown Rutland Business Improvement Area Bylaw #9813. Bylaw #9813 established the local area for the purpose of annually funding the activity of the Uptown Rutland Business Association for a period of 5 years, 2008 to 2012. Council may approve the Uptown Rutland Business Association's annual budget request to a maximum amount of \$148,000 per annum in order for the City to tax the affected properties within the improvement area boundary.

Attached is a copy of the Draft 2009 Financial Statements, the Uptown Rutland Business Association's 2010 Budget and a list of the Board of Directors for 2010.

Although staff have not participated in or assisted the Uptown Rutland Business Association in preparation of their annual budget, a good working relationship continues to be maintained with the Executive Director.

A representative from the Uptown Rutland Business Association will be present at the Council meeting to answer any questions.

Considerations not applicable to this report:

- Internal Circulation
- Legal/Statutory Authority
- Legal/statutory Procedural Requirements
- Existing Policy
- Financial/Budgetary Considerations
- Personnel Implications
- Technical Requirements
- External Agency/Public Comments
- Communications Considerations
- Alternate Recommendation

Submitted by:

A handwritten signature in blue ink that reads "George L. King".

G.L. King, CMA, Revenue Manager

Approved for inclusion:

A small square box containing the handwritten initials "KG" in blue ink.

Keith Grayston, CGA, Director, Financial Services

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UPTOWN RUTLAND BUSINESS IMPROVEMENT AREA
(OPERATING AS UPTOWN RUTLAND BUSINESS ASSOCIATION)
FINANCIAL STATEMENTS
FOR THE YEAR ENDED DECEMBER 31, 2009

NOTICE TO READER

On the basis of information provided by management and directors, I have compiled the balance sheet of UPTOWN RUTLAND BUSINESS ASSOCIATION SOCIETY as at December 31, 2009 and the statements of operations and changes in net assets for the year then ended.

I have not performed an audit or a review engagement and accordingly, I express no assurance thereon. Readers are cautioned that these statements may not be appropriate for their purposes.



Wendy Nelson
Treasurer
Kelowna, British Columbia
February 16, 2010

UPTOWN RUTLAND BUSINESS IMPROVEMENT AREA
 (OPERATING AS UPTOWN RUTLAND BUSINESS ASSOCIATION)
 BALANCE SHEET
 (UNAUDITED - SEE NOTICE TO READER)
 December 31, 2009

	ASSETS	<u>2009</u>	<u>2008</u>
Current Assets		\$	\$
Cash		42,879	58,821
Accounts Receivable		<u>0</u>	<u>2,755</u>
		42,879	61,576
INCORPORATION FEES		<u>500</u>	<u>500</u>
		<u><u>43,379</u></u>	<u><u>62,076</u></u>

LIABILITIES and NET ASSETS

Current Liabilities			
Accounts Payable		5,481	0
Net Assets			
Unrestricted Net Assets		<u>37,898</u>	<u>62,076</u>
		<u><u>43,379</u></u>	<u><u>62,076</u></u>

Approved on Behalf of the Board of Directors

_____ Director

_____ Director

UPTOWN RUTLAND BUSINESS IMPROVEMENT AREA
 (OPERATING AS UPTOWN RUTLAND BUSINESS ASSOCIATION)

STATEMENT OF OPERATIONS AND CHANGES IN NET ASSETS
 (UNAUDITED - SEE NOTICE TO READER)

FOR THE YEAR ENDED DECEMBER 31, 2009

	\$ <u>2009</u>	\$ <u>2008</u>
Revenue		
Membership Levy	128,000	122,000
Other	<u>609</u>	<u>665</u>
	<u>128,609</u>	<u>122,665</u>
Expenses		
Banners, Boxes and Logo	50,333	9,488
Beautification and signage	7,319	0
Festivals: Movies, Scarecrow, Christmas	11,340	10,089
Market Assessment	10,291	0
Media and Print advertising	7,275	1,273
Administration:		
Wages and Contracting	45,124	25,577
Insurance	1,520	1,450
Office expenses	6,623	5,257
Rent and Utilities	3,140	4,394
Seminars and Conventions	7,880	5,681
Telephone and Communications	<u>1,942</u>	<u>456</u>
	<u>152,787</u>	<u>63,665</u>
Excess (Deficiency) of Revenues over Expenditures	(24,178)	59,000
Net Assets, beginning of year	<u>62,076</u>	<u>3,076</u>
Unrestricted Net Assets, end of year	<u><u>37,898</u></u>	<u><u>62,076</u></u>

Uptown Rutland Business Association

2009 Annual Review

In 2009, URBA continued to rebrand the Rutland Town Centre with: events, beautification & redevelopment.

Events

Scarecrow Festival (2nd Annual)

- outdoor family event emphasizing live, work and play in Rutland
- planned to become an Uptown Rutland Signature Event with a Harvest Market in 2010

Uptown Christmas Light-up (3rd Annual)

- outdoor family event promoting the festive season
- included participation with BC Transit
- future plans include enhanced beautification to Roxby Area

Outdoor Movie Nights (2nd Annual)

- outdoor family event located in Centennial Park and partnered with Rutland restaurants
- future plans include a car show to coincide

Uptown After Hours (monthly)

- monthly business networking highlighting Rutland businesses
- continue to be very successful but growth hampered by suitable locations

Beautification

Adopt A Block (Spring 2009)

- one day clean-up of Asher Road with community involvement
- included planters, fencing, paint, lighting & landscaping

Banners (Winter/Spring/Fall/Autumn 2009)

- seasonal banners are effective at rebranding the area
- Highway 33 is an effective marketing tool for Uptown Rutland

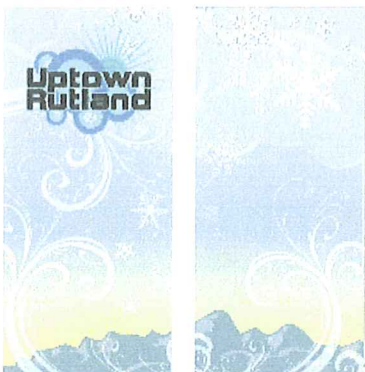
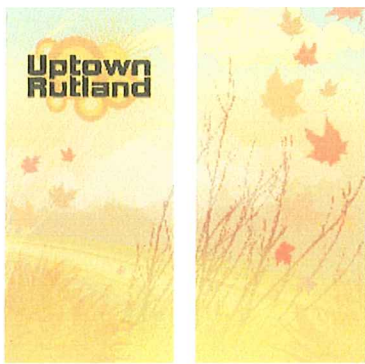
Redevelopment

Market Assessment (Summer/Fall 2009)

- URBA partnered with City of Kelowna to hire Trec International
- provide strategic market direction to guide revitalization

Transit Station Implementation (ongoing)

- ongoing partnering with City of Kelowna to develop the the Bus Rapid Transit Station and adjacent street promenade by the end of 2011
- project will be a catalyst for future redevelopment



UPTOWN RUTLAND BUSINESS ASSOCIATION
APPROVED BUDGET PROPOSAL 2010

Revenue:		\$
Membership Levy		134,000
Grants and Sponsorships		13,000
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		147,000
Expenses:		
Banner Maintenance		10,000
Events and Promotions (Movie, Scarecrow, Christmas)		49,000
Gateway Signage		20,000
Marketing		7,350
Office and Administration		69,050
Transit Station Integration		25,000
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		180,400
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Excess (Deficiency) of Revenues over Expenses		(33,400)
Net Assets Forward		37,898
		<hr/>
		4,498



Uptown Rutland Business Association Board of Directors 2010

Name	Title	Business Name	Business Phone	Business Address
Dave Willoughby	President	Old Town Market	250-717-3367	170 Hollywood Road, Kelowna, BC V1X 3S9
Rose Shawlee	Vice-President	Benson Salloum Watts LLP	250-491-0206	270 Highway 33 West, Kelowna, BC V1X 1X7
Wendy Nelson	Secretary/Treasurer	Nelson & Associates	250-491-4082	202-145 Asher Road, Kelowna, BC V1X 3H5
Todd Sanderson	Past-President	Sanderson & Company	250-491-7747	200 - 160 Dougall Rd. S. Kelowna BC V1X 3J4
Nicholas Aubin	Director	Aubin Nicholas Notary	250-765-5133	158 Valleyview Road, Kelowna, BC V1X 3M4
Dave Donaldson	Director	Real Estate Representative	250-869-5757	159 Rutland Road South Kelowna, BC V1X 2Z3
Mary-Ann Graham	Director	Maggie's Café	250-765-1500	24-301 Highway 33 West, Kelowna, BC V1X 1X8
Joe lafrancesco	Director	Property Manager	250-860-6325	2323 Rojem Road, Kelowna, BC V1V 2G3
Kevin MacDougall	Director	RCMP Community Station Rutland	250-765-6355	115 McIntosh Road, Kelowna, BC V1X 2C5
Susan Rayner	Director	Interior Savings	250-469-6587	185 Rutland Road S., Kelowna, BC V1X 2Z3
Joyce Van Norman	Director	Hollywood Shoes	250-860-0970	13-150 Hollywood Road, Kelowna, BC V1X 3S9
Karl Volman	Director	Senior Property Manager Argus Properties	250-763-6789	300 - 1060 Manhattan Drive Kelowna BC V1X 9X9
Angela Reid	Ex-Officio	City of Kelowna Councilor	250-215-7714	1435 Water Street Kelowna, BC V1Y 1J4
Charlie Hodge	Ex-Officio Alternate	City of Kelowna Councilor Uptown Rutland Business Association	250-575-1674	
Deborah Guthrie	Executive Director		250-470-8236	200 - 160 Dougall Road S. Kelowna, BC V1X 3K5