

Marda Loop BIA 2025 Summary Budget

This summary budget has been passed by the Board of Directors and is submitted at the AGM for information

This summary budget is partly based on the template we provide to the City of Calgary for approval

The budget that is mailed to you by the City will be slightly different because their official template combines more categories. There might also be minor changes due to new information.

<u>REVENUES</u>	2025 Budget (\$)	2024 Budget (\$)	2024 Projections (\$)	Budget to Budget (\$) Variance (Inc./Dec.)	
BIA Levy	\$ 220,000.00	\$ 220,000.00	\$ 220,000.00	\$ -	No change
City of Calgary Grants/Funds	\$ 15,000.00	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	More City grants expected
Grants- Other Sources	\$ -	\$ 2,500.00	\$ -	\$ (2,500.00)	Will explore but being conservative
Marda Gras - table rentals	\$ 55,000.00	\$ 48,000.00	\$ 49,457.00	\$ 7,000.00	Expect a stronger year, rate adjustments
Marda Gras - sponsorship / grants	\$ 30,000.00	\$ 26,200.00	\$ 29,210.00	\$ 3,800.00	Expect a stronger year, rate adjustments
Interest Revenue	\$ 5,000.00	\$ 10,000.00	\$ 9,000.00	\$ (5,000.00)	Lower reserves and interest rates
Misc. Revenue (other event sponsorships)	\$ 15,000.00	\$ 5,000.00	\$ 5,000.00	\$ 10,000.00	Seek event sponsorship for Eggfest, Spook, etc.
Transfer from Reserves	\$ 72,000.00	\$ 84,295.00	\$ 70,964.00	\$ (12,295.00)	This will leave approx. 50,000 in reserve at end of 2025
Total Revenues	\$ 412,000.00	\$ 403,495.00	\$ 391,131.00	\$ 8,505.00	

<u>EXPENDITURES</u>	2025 Budget (\$)	2024 Budget (\$)	2024 Projections (\$)	Budget to Budget Variance (Inc./Dec.)	
Administration (e.g. salaries, office, insurance, etc.)	\$ 145,000.00	\$ 144,295.00	\$ 144,629.00	\$ 705.00	No major change
Strategic Planning / Engagement	\$ 12,000.00	\$ 2,500.00	\$ 3,600.00	\$ 9,500.00	More engagement with business members
Marketing/Communications/Advertising general	\$ 62,000.00	\$ 101,500.00	\$ 92,049.00	\$ (39,500.00)	Shift some budget to Streetscape needs and Events/Promos
Marketing - Events and Promos	\$ 45,000.00	\$ 35,000.00	\$ 46,000.00	\$ 10,000.00	Emphasis on Events and promos to bring people to the district
Festivals and Events - Marda Gras	\$ 77,000.00	\$ 74,200.00	\$ 86,907.48	\$ 2,800.00	Typical MG spending year, aim for break-even or small surplus
Streetscape Improvements	\$ 60,000.00	\$ 21,000.00	\$ 16,940.00	\$ 39,000.00	Cleaning, Planters, Lighting, contingency
Capital Assets	\$ 11,000.00	\$ 25,000.00	\$ 2,300.00	\$ (14,000.00)	New lights, Banners, etc.
Transfer to Reserves				\$ -	
Total Expenditures	\$ 412,000.00	\$ 403,495.00	\$ 392,425.48	\$ 8,505.00	