

**STAFF REPORT: Finance and IT Services**



**REPORT TO: Finance and Administration**  
**MEETING DATE: May 24, 2011**  
**REPORT NO.: FIT.11.24**  
**SUBJECT: 2011 Thornbury Business Improvement Area Levy**  
**PREPARED BY: Ruth Prince, Manager of Revenue**

#### **A. Recommendations**

THAT Council receive Staff Report FIT.11.24, “2011 Thornbury Business Improvement Area Levy” for information purposes;

AND THAT Council enact the “By-law to Levy a Special Charge upon Rateable Property in the Thornbury Business Improvement Area”.

#### **B. Background**

**Authority – Municipal Act, 2001, S.O. 2001, c.25 (Section 208(1))** - The municipality shall annually raise the amount of money required for the purposes of the board of management, including any interest payable by the municipality on money borrowed by it for the purposes of the board of management.

At the Annual General Meeting of the Thornbury Business Improvement Area on May 4, 2011 at the Beaver Valley Community Centre, the 2011 Thornbury Business Improvement Area (BIA) budget was adopted. The 2011 budget for the BIA increases the levy requirements from the 2010 amount of \$75,000 to \$80,000. The budget increase results in a levy increase per business of \$2.60. In 2010 the BIA levy amount was \$789.48 (95 units) and in 2011 the levy amount will be \$792.08 (101 units).

The 2011 membership list and levy has been reviewed and confirmed with the Thornbury BIA.

The 2011 BIA levy will be levied on the 2011 final property tax bill with due dates of August 26<sup>th</sup> and October 26<sup>th</sup>. The 2011 interim levy included 50% of the annualized prior year BIA levy.

The ten-year BIA CAUSE loan to the Town in the amount of \$150,000 will be repaid at the end of 2013. The annual principal payment of this loan is \$15,000.

#### **C. The Blue Mountains’ Strategic Plan**

Ensuring long-term financial sustainability

#### **D. Environmental Impacts**

None

#### **E. Budget Impact**

None

#### **F. Attached**

1. 2011 By-law to Levy a Special Charge upon Ratable Property in the Thornbury Business Improvement Area
2. 2011 Thornbury Business Improvement Annual General Meeting Minutes

Respectfully submitted,

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Ruth Prince,

For more information, please contact:

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# THE CORPORATION OF THE TOWN OF THE BLUE MOUNTAINS

## By-law No. 2011 -

### BEING A BY-LAW TO LEVY A SPECIAL CHARGE UPON RATEABLE PROPERTY IN THE THORNBURY BUSINESS IMPROVEMENT AREA

WHEREAS the Thornbury Business Improvement Area (BIA) and the Board of Management of the Thornbury Business Improvement Area were established by By-law No. 25-1981 on December 14<sup>th</sup>, 1981;

AND WHEREAS subsequent to their annual meeting of members, the Board of Management has requested that a special charge be established for the 2011 BIA levy to raise the amount required for the purposes of the Board of Management;

AND WHEREAS Section 208 of the *Municipal Act, 2001*, as amended, enables a local municipality to raise the amount required for the purposes of a board of management, including any interest payable to the municipality on money borrowed by it for the purposes of the Board of Management;

AND WHEREAS the Council of The Corporation of the Town of The Blue Mountains deems it necessary to establish a special charge for the amount required by the BIA Board of Management by levy upon rateable property in the improvement area that is in a prescribed business property class;

NOW THEREFORE the Council of The Corporation of the Town of The Blue Mountains hereby enacts as follows:

1. That all rateable property in the Thornbury Business Improvement Area that is in a prescribed business property class shall be levied a special charge in accordance with Schedule A, as attached. The attached Schedule A is hereby declared to form part of this By-law. The amount of the special charge for each rateable property in the prescribed business property class is \$792.08 per year.
2. That there shall be imposed and collected an interim levy based on 50% of the annualized prior year special charge; that the interim levy shall be due and payable in two installments upon the following dates; (a) one-half thereof on the 25<sup>th</sup> day of March, 2011 and (b) one-half thereof on the 25<sup>th</sup> day of May, 2011.
3. That there shall be imposed and collected a final levy based on the amounts in Schedule – A deducting the interim levy there from; that the final levy shall be due and payable in two installments upon the following dates: (a) one-half thereof on the 26<sup>th</sup> day of August, 2011 and (b) one-half thereof on the 26<sup>th</sup> day of October, 2011.
4. That in default of payment of any installment by the day named for payment thereof, the subsequent installment or installments shall forthwith become payable.
5. That there shall be imposed a penalty for non-payment of special charges on the due date the amount of 1 ¼% of the amount due and unpaid on the first day of default, and an additional penalty of 1 ¼% shall be added on the first day of each calendar month thereafter in which default continues up to and including the end of the current year.
6. That there shall be added and charged an interest rate of 1 ¼% per month or fraction thereof, to all amounts unpaid after December 31, 2011 until they are paid.

7. That a Special Charge levied under this By-law upon rateable property shall have priority lien status and shall be added to the tax roll, and shall be collected in the same manner as taxes.
8. That this By-law shall be administered and enforced by the Town.
9. That this By-law shall come into force and effect for the year commencing January 1<sup>st</sup>, 2011.

AND FURTHER that this By-law shall come into force and take effect upon the enactment thereof.

Enacted and passed this      day of                      , 2011.

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Ellen Anderson, Mayor

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Corrina Giles, Clerk

**Schedule A  
By-law 2011 -**

**2011 THORNBURY BUSINESS IMPROVEMENT AREA LEVY**

ROLL #	PROPERTY OWNERS NAME	BUSINESS NAME	UNITS	RATE	TOTAL
16.02000	CLARKSBURG REALTY CORP	PARROTS 'N PARSNIPS	10	\$792.08	\$7,920.80
		CORINTHIAN KITCHENS		\$792.08	
		KING'S COURT ANTIQUE MARKET		\$792.08	
		THORNBURY VIDEO		\$792.08	
		FLOORCRAFTERS		\$792.08	
		CEDARPORT WINDOWS/DOORS		\$792.08	
		ASHTON BLINDS		\$792.08	
		COLLINGWOOD CLOSETS		\$792.08	
		KING POST BUILDERS		\$792.08	
		PURE AND NATURAL EUPHORIA		\$792.08	
16.02300	1617152 ONTARIO LTD	THORNBURY STEEL FABRICATORS	1	\$792.08	\$792.08
16.02800	DURST HEINZ	ORCHID RESTAURANT	1	\$792.08	\$792.08
16.02810	PARK YUN TAEK	FOODMART	1	\$792.08	\$792.08
16.02900	PATHAK SUSHILA	BEAVER MOTEL	1	\$792.08	\$792.08
16.02910	PATHAK SUSHILA	CITY STONE	1	\$792.08	\$792.08
16.03000	2221110 ONTARIO INC	PENNY'S MOTEL	1	\$792.08	\$792.08
16.03200	GALLAGHER MARK	NOTTAWASAGA VETERINARY	1	\$792.08	\$792.08
16.03400	B & T OAKLEY ORCHARDS	B & T OAKLEY ORCHARDS	1	\$792.08	\$792.08
16.03500	WLB1010 INC	DR. BURNHAM (DENTIST)	2	\$792.08	\$1,584.16
		THORNBURY SKIN CARE CENTRE		\$792.08	
16.03800	2264745 ONTARIO LIMITED	SIMPLICITY BISTRO	1	\$792.08	\$792.08
16.04400	1475649 ONTARIO LIMITED	VACANT	1	\$792.08	\$792.08
16.04600	JIM PATTISON INDUSTRIES LTD	JIM PATTISON INDUSTRIES LTD	1	\$792.08	\$792.08
16.04900	534298 ONTARIO LIMITED	PINING 4 U	1	\$792.08	\$792.08
16.05000	2097235 ONTARIO INC	BRIDGES TAVERN	1	\$792.08	\$792.08
16.06200	CLAUDE BUILDERS	TIGS CLOTHING	1	\$792.08	\$792.08
16.06222	MACDONALD MALCOLM	PIPERS - PUB	2	\$792.08	\$1,584.16
		THE CURLING IRON		\$792.08	
16.06217	UPI INC	GAS BAR	1	\$792.08	\$792.08
16.06400	1045515 ONTARIO INC	THORNBURY CIDERY	1	\$792.08	\$792.08
17.04700	ETTEVROC CORP LTD	PAMPER & SOOTHE	1	\$792.08	\$792.08
17.04900	6002218 CANADA INC	TERASE (HOME FURNISHINGS-ART)	1	\$792.08	\$792.08
17.04800	MASTERS DEBORAH GRACE	MASTER'S DESIGN	1	\$792.08	\$792.08
17.05000	MACKENZIE & SPENCER MANAGEMENT	FRENCH LAUNDRY	1	\$792.08	\$792.08
17.05100	ROLLESTON-MUNS BONNIE	VACANT	1	\$792.08	\$792.08
17.05200	ZIGAFAER ONTARIO INC	RE-INSPIRED	1	\$792.08	\$792.08
17.05300	VETTORELLO NADIA	VACANT	1	\$792.08	\$792.08
17.05400	2071400 ONTARIO LIMITED	THE DAM PUB	1	\$792.08	\$792.08
17.10500	PENKETH ROBERT J	MOUNTAIN VIEW EYE CARE	2	\$792.08	\$1,584.16
		DÉJÀ VU		\$792.08	
17.10800	1356644 ONTARIO LTD	EVOLUTION FOR MEN	2	\$792.08	\$1,584.16
		FURBELOWS		\$792.08	
17.10900	ROSE DAVID JOHN C	DR ROSE - DENTIST	1	\$792.08	\$792.08
17.11000	BEAVER MASONIC LODGE AF&AM	DECORSOS	1	\$792.08	\$792.08
17.11100	MC LEAN JEREMIAH WILLIAM	HASTY MARKET	3	\$792.08	\$2,376.24
		BAYSWATER MARKET		\$792.08	
		GAIA		\$792.08	
17.11200	HOLDEN BRENDA MAE	LOCATIONS NORTH REALTY WORLD	1	\$792.08	\$792.08
17.11300	STERIO ROBERT WILLIAM	SISI'S	1	\$792.08	\$792.08
17.11400	FELTRIN ROBERT JOHN	WHOLE GRAIN FOODS	1	\$792.08	\$792.08
17.11500	ERSKIN MARION/LACHANCE A	MHS (HAIRDRESSING, ETC.)	1	\$792.08	\$792.08
17.11600	WILDING-DAVIES PETER	ASHANTI COFFEES	1	\$792.08	\$792.08
17.11601	HAMILTON JANET/KOPPERUD	KOPPERUD - LAWYER	1	\$792.08	\$792.08
17.11700	BRETZAC LEASEHOLDS LTD	CHERCHE	5	\$792.08	\$3,960.40
		DREWHAVEN		\$792.08	
		BREATHING EASY		\$792.08	
		ASHANTI		\$792.08	
		WONDERACTIVE		\$792.08	
17.12300	VON TEICHMAN GILLIAN	ART GLASS STUDIO & ANTIQUES	1	\$792.08	\$792.08
17.12400	RIVERSIDE PARK(1) HOLDINGS	THE MILL CAFE	1	\$792.08	\$792.08
17.12600	CHAN FUK YING (JERRY)	WONG'S RESTAURANT	2	\$792.08	\$1,584.16
		BENJAMIN MOORE PAINTS		\$792.08	
17.12700	THE CHEESE GALLERY LTD	CHEESE GALLERY	1	\$792.08	\$792.08
17.12800	TEED LINDA GAIL	FLOWERS ON MAIN	1	\$792.08	\$792.08
17.13000	HORTON GRETA A	DIAMOND STUDIO	2	\$792.08	\$1,584.16
		JESSICA'S BOOK NOOK		\$792.08	
17.13100	WHITTON IAN HILLIER	BEAVER RIVER ELECTRIC	2	\$792.08	\$1,584.16
		WHITTON CHARTERED ACCOUNTANTS		\$792.08	
17.13200	CROSS LAUREL	STUDIO 16	2	\$792.08	\$1,584.16
		THORNBURY BAKERY		\$792.08	
17.13300	VIPOND STEVEN	TERRAWARE	3	\$792.08	\$2,376.24
		GALEN IRELAND DANCE STUDIO		\$792.08	
		THE BRUCE WINE BAR		\$792.08	
17.13400	THE TORONTO-DOM BANK	TD CANADA TRUST	1	\$792.08	\$792.08
17.13800	SKOOKUM DIVERSIFIED	THORNBURY MEDICAL CLINIC	2	\$792.08	\$1,584.16
		MULLIN'S PET MART		\$792.08	
17.13900	2244002 ONTARIO LTD	INTEGRATED HEALTH & WELLNESS	1	\$792.08	\$792.08
17.14400	14546830 ONTARIO INC.	PHARMA SAVE	1	\$792.08	\$792.08
17.14500	LIQUOR CONTROL BRD OF ONT	LIQUOR STORE	1	\$792.08	\$792.08
17.14501	408129 ONTARIO LIMITED	MAC'S	1	\$792.08	\$792.08
17.15800	921600 ONTARIO LIMITED	VACANT	1	\$792.08	\$792.08
17.15801	1308532 ONTARIO INC	THORNBURY CAR WASH (WITTLIN)	3	\$792.08	\$2,376.24
		BEYOND BOOKKEEPING		\$792.08	
		OPTIMUM CHIROPRACTIC		\$792.08	
17.15900	TDL GROUP CORP, THE	TIM HORTON'S	1	\$792.08	\$792.08

**Schedule A  
By-law 2011 -**

17.16900	1803517 ONTARIO INC	NEW ORLEANS PIZZA	6	\$792.08	\$4,752.48
		POST OFFICE		\$792.08	
		SIGN OF THE TIMES		\$792.08	
		SHELAGH FOX GALLERY		\$792.08	
		THORNBURY PHYSIOTHERAPY		\$792.08	
		CLEAR CHOICE		\$792.08	
17.17200	THORNBURY LAUNDROMAT	COIN WASH	1	\$792.08	\$792.08
17.17400	HARBOUR MEWS INC	GOLDEN FISH & CHIPS	4	\$792.08	\$3,168.32
		DR MCGILLIS-DENTIST		\$792.08	
		ALITRIA DAY SPA		\$792.08	
		SCORCETTI (DEVELOPER)		\$792.08	
17.20300	BOCHNA ANNE	WHAREHOUSE/STORAGE	1	\$792.08	\$792.08
17.20200	GYLES CEDRIC GEORGE ED	GYLES SALES & SERVICE	1	\$792.08	\$792.08
17.22500	921600 ONTARIO LIMITED	VACANT	1	\$792.08	\$792.08
17.27200	LUGER-MOROCUTTI MONIKA U	MONICA'S BOUTIQUE	1	\$792.08	\$792.08
17.27700	BAUER ANTHONY	CENTURY 21	1	\$792.08	\$792.08
			<b>101</b>	<b>\$80,000.08</b>	<b>\$80,000.08</b>

**THORNBURY BUSINESS IMPROVEMENT AREA  
ANNUAL GENERAL MEETING  
MAY 4, 2011 – BEAVER VALLEY COMMUNITY CENTRE**

**Attendance:** George Matamoros – Chair, Meredith Brown – Director, Michael Martin – Director, Ann Murphy – Director, Linda Teed – Director, Casey Thomson – Director, Patricia West – Thornbury BIA, Ted DeCorso, Renee DesRochers, Leslie Lewis

**Recorder:** Patricia West

Meeting called to order at 6:05 pm.

- 1) Linda Teed motioned and Meredith Brown seconded that the Minutes of the 2010 Annual General Meeting be approved. The motion carried.
- 2) Disclosure of Pecuniary Interest:
  - a. George Matamoros declared that he has an interest in Garden Holistics Inc, who provide flower planters for the BIA;
  - b. Ann Murphy declared that she has an interest in Thornbury Graphics, who provide printing services for the BIA.

These Directors will recuse themselves from any decisions made by the Board with respect to these service providers.

- 3) 2010 Annual Report:

There was a review of the various tasks and events undertaken by the BIA including:

  - Seasonal Rack Cards – designed by a local graphic artist, these are distributed throughout the region and are designed to attract visitors to Thornbury. At the recent annual conference of the Ontario Business Improvement Area Association, George Matamoros received a lot of unsolicited positive feedback from other BIA attendees.
  - New lamppost banners
  - Advertising and editorial in Mountain Life Magazine, Bay St. Bull Magazine as well as radio ads
  - A Communication Plan was developed to aid Committees in planning and organizing events
  - Canada Day – it was agreed that this was the best parade yet and was very well attended
  - Peak to Shore –many shopkeepers reported great pedestrian traffic in their stores
  - Olde Fashioned Christmas – Very well attended – people seemed to be enjoying more of the outdoor festivities thanks to the milder winter temperatures
  - Bridge reconstruction – there is a concern that drivers formed new habits during the construction which had them avoiding downtown Thornbury by taking other routes and, consequently, traffic volume is still down
- 4) 2010 Financials and 2011 Budget:

Last year's expenditures were reviewed and the proposed budget for 2011 was presented and explained.

- The BIA Levy will be increased by \$5,000 in 2011; however, because there are more Members in the BIA this year, the impact on individual Members will be minimal
- Advertising and creative – includes development of new logo, seasonal rack cards, welcome package developed for new Members
- Photography – no new expense this year; we now have a large photo bank to pull from for promotional purposes
- George Matamoros attended the annual conference of the Ontario Business Improvement Area Association. The primary focus of discussions was community economic development. Collecting data to determine who is visiting Thornbury and attending events is an important part of future planning. It was agreed that the BIA needs to promote itself better within the community in order to garner more support and recognition. There is a common misconception that a lot of BIA events, promotions, advertising, etc. are Town initiatives.
- The “Did You Know...” e-mails generated by Casey Thomson and distributed to all Members have received positive feedback as a great way to stay informed on what's happening in our community.
- Canada Day: This year, the pancake breakfast is being hosted by the Lion's Club in Clarksburg which is also the starting point of the parade. The parade will end at Thornbury Harbour which will serve as the main venue for the day's festivities. Due to a lack of funds, the BIA will not be having fireworks this year; however, the Village will be hosting a fireworks display which we will be promoting to the community. Local restaurants will be helping with the cost of showcasing live bands; Clarksburg/Thornbury/Village will be sharing the costs of promotional printing.
- As a way of generating revenue, the BIA has developed a line of logo-wear (t-shirts & hats) which will be available for sale at all upcoming events.
- The BIA intends to pool together with other community organizations to help fund and organize events. Events need to be community oriented in order to benefit from Municipal and other government funding. Cross-promotion of all our events is important and a way of saving costs on advertising and traditional promotional methods.
- The BIA will be supporting the Fall Fair this year with a financial contribution and also have a presence at the Fair.
- Apple Harvest and Peak to Shore – We contribute a lump sum payment and most of the organizing and advertising is done by the Village Association.
- The BIA will be starting to look at the idea of getting sponsors to help pay for events.
- Tree lighting – we experienced lower attendance this year due to inclement weather, Town Hall construction and a conflict with the Town's Christmas party.
- Banners – The winter banners were destroyed due to the harsh winter conditions so it was decided that next winter we will go back to using the old banners which were used the year of the last winter Olympics

- Website – Sui Generis have been selected to re-vamp our website which will be much more interactive and include social media as well. Sui Generis is a marketing firm with expertise in web design. The directors approached three marketing companies to submit proposals on making the website a more effective marketing tool, and to promote Thornbury as a destination. To help defray the cost of the website redesign, there will be a revenue generating component built into it.
- Ted DeCorso moved and Renee DesRochers seconded that the budget be approved. The motion carried.

5) New Business:

- Old Town Hall: Ted DeCorso suggested that the BIA look into leasing the old municipal property and use it as a Farmer's Market. Casey Thomson moved and Leslie Lewis seconded that Ted DeCorso pursue the feasibility of this and develop a business plan. The motion carried.
- Outdoor sound system for the downtown area – Georgian Audio is putting together a proposal for the Town – further information is available from Sean Everitt.
- Scandinave Spa promotion – The BIA will be participating in a program whereby Spa customers on a waiting list will be given a \$5 voucher redeemable in Thornbury shops.

6) Ted DeCorso moved and Leslie Lewis seconded a motion to approve the actions of the Board of Management for 2010. The motion carried.

7) The meeting was adjourned at 7:30 pm.

A copy of the 2010 financial report and 2011 budget is attached.

# THORNBURY BUSINESS IMPROVEMENT AREA 2011 BUDGET

Revenue	Budget 2011	Actual 2010
BIA Levy	\$ 80,000	\$ 74,563
Town grant	5,000	5,000
Town insurance payment	2,300	2,300
<b>Total Revenue</b>		
	\$ 87,300	\$ 81,863
<b>Expenditures</b>		
Print media advertising - non event	\$ 5,000	\$ 5,100
Rack cards, welcome package, promotional printing	\$ 3,000	\$ 3,464
Radio - non event	\$ 1,000	\$ 180
Photography	-	3,180
Flower baskets	4,000	3,392
Flower watering	5,300	5,280
Parks & Rec labour	3,000	2,208
OBIAA & conference	700	-
Administrator	4,000	1,583
Canada Day	4,000	4,078
Fall Fair and Thanksgiving dinner	1,700	-
Apple Harvest	4,000	3,245
Peak to Shore	9,000	7,140
Olde Fashioned Christmas	15,000	14,923
Tree lighting	500	453
Website	5,200	180
Seasonal decorations	3,000	5,200
Insurance	2,300	2,300
Garlands, banners	500	14,280
Interest on CAUSE loan	1,100	1,402
CAUSE payment (balance \$45,000)	15,000	15,000
<b>Total Expenses</b>		
	\$ 87,300	\$ 92,588
<b>Net Surplus (Deficit)</b>	<b>Budget 2011</b>	<b>Actual 2010</b>
Increase (decrease) reserves	\$ -	\$ (10,725)