

TDIA 2021 Budget

Updated February 23, 2021

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January 1, 2021 balance	\$171,134	Includes 2021 CoT Contribution plus unspent funds from previous years.
Interest, hanging basket sales	\$2,750	
	\$173,884	Available funds 2021

Spending Area:	2021 TDIA Budget	Notes
Hanging Basket Program	\$12,500	Partner with Terrace Beautification
Street Trees, planting and maintenance	\$2,000	Contracted to RainCoast arboriculture in collaboration with the CoT.
Public Art Program	\$40,000	Murals, Banners
Event Grant Program	\$2,500	support for downtown events
Security Grant Program	\$2,500	Matching for property owners
Downtown Marketing grant Program	\$5,000	Merchant led, TDIA financed
Downtown Marketing Spend	\$5,000	VI Guide ad, other marketing TBD
Christmas Lights - purchases	\$3,000	light replacements, additions
Contractor lights up and down	\$1,000	
Downtown Sculpture program 2021	\$20,000	3-4 sculptures
Mural walk brochure	\$5,000	Kermodei Tourism to develop
Administration		
Insurance	\$2,600	
Storage	\$2,640	
Book Keeping, Year end review engagement		In-kind from Carlyle Sheppard
Meetings - room rentals		
Website/Facebook	\$500	
Totals:	\$104,240	
	\$69,644	Extra funds available
Downtown Canopy Concept Plan	\$5,000	Concept planning
Funds for Canopy removal and Façade Improvements, or other downtown revitalization plans	\$50,000	Potentially hold for 2022 and if needed supplement with addition 2022 funds.
Mural Signage (to be determined)	\$5,000	Signage to direct people to downtown murals.
Funds for advancement of Brolly Square	\$10,000	
Sub total, extra funds	\$70,000	
	-\$356	2021 balance