

BIA Budget Planning for 2025

List of the top priorities that we have identified for this year:

1. Organizing and Hosting Special Events

- The strategies within this priority were: shoulder season events, live music, street festivals, more membership gatherings, and increasing foot traffic.

2. Supporting all businesses

3. Maintaining and Beautification of the Downtown

4. Fundraising and increasing revenue for the BIA Board Operations

5. Marketing and Promotion of downtown Kincardine

	Cost	Current Budget (2024)	Comments	Change to 2025 budget?	Continue in 2025?
Street Cleaning		3750.00	Government funding?	\$5000.00?	Yes
Blinky Rental		3800 (upkeep)	Cleaning once a year	No change	Yes
BIA Mailer (Marketing)	Printing \$463.00+ tx (5000 handouts) Mailing \$1870.84	18500.00 (total marketing budget)	Feedback was good from public		Yes but as a new brochure?
Stamp Cards	\$537+tx (6000 Stamp cards)				Yes, frequency?
Business Signs	\$271.20		Need clarification		
Shoulder Season Marketing	\$3500ish (Katherine Palumbo)				Yes
Monday Market	\$1500 park rental		Partnership with MOK to allow for time away for Amanda.		Yes
Welcome Centre	\$0		Amanda has been working there occasionally to fill gaps in staffing. Works well.		Yes, and put brochures there . Amanda will keep popping in.
BIA social media			Digital mainstreet grant? Youtube ads?		May look into grants to help offload duties

BIA social gatherings		1000.00	Should increase is we're doing breakfast and AGM	\$1500 ?	Yes
Street Markets			Few more markets? Long weekend monday? Spring or fall?		Yes, maybe add more

Budget lines to add:

- Business openings and anniversaries
- Beautification
 - Harbour street lights?
- Market in the park expenses
- Breaking down the marketing budget

Things we would like to work on:

Brochure with services, restaurants, and hotels to hand out and have at the tourism office.

BIA Events for 2025:

Early Winter

Spring

- Wine weekend?

Summer

- Market in the park
- Street Markets

Fall

- Harvest Dinner
- Spooktacular
- AGM

Late Winter

- Hometown Christmas
- Ladies Night/ Weekend (Couples evening)