TOWN OF COBOURG
2020 OPERATING BUDGET ESTIMATES

COMMITTEE: *COMMUNITY DEVELOPMENT* FUNCTION/ACTIVITY: ***ECONOMIC DEVELOPMENT*** ACCOUNT#: ***8910.100***

2019 BUDGET	2018 YTD	2019 YTD		CODE	OBJECT	2020 DEPT REQUEST	*	2020 FINAL APPROVED	2021 FORECAST	2022 FORECAST
120,044	133,990	83,045		891010	Payroll Salaries & Wages	139,851	*		142,299	144,789
3,367	7,215	1,925		891011	Payroll - Overtime	0			0	
7,350	795	6,893		891011	Payroll Summer Students	7,479			7,610	7,743
31,612	95,807	23,617		891030	Payroll Fringe Benefits	42,112	*		45,695	49,391
1,250	1,744	804		891031	Payroll Summer Student Benefits	1,309	*		1,484	1,665
163,623	239,551	116,284			SUB TOTAL SALARIES, WAGES & BENEFITS	190,751	*	0	197,088	203,588
900	514	836		8910150	Office Supplies	900			900	900
0	0	1,025		8910171	Software Maintenance	1,550	*		1,600	1,650
3,300	2,811	1,728		8910180	Telephone & Answering Svc	3,000			3,000	3,000
3,200	3,623	1,246		8910210	Advertising & Promotions	3,700	*		4,000	4,000
300	1,199	238		8910230	Photocopier Expense	300			300	300
100	20	0		8910240	Postage & Couriers	100			100	100
2,640	2,153	3,412		8910250	Memberships & Subscrip'ns	3,460	*		3,520	3,590
3,300	2,249	2,776		8910260	Training & Courses	1,000			1,000	1,000
1,200	1,417	189		8910270	Travel Expense	1,200			1,200	1,200
300	248	62		8910370	Meals & Refreshments	300			300	300
2,600	479	2,448		8910380	Conferences & Conventions	2,600			2,600	2,600
0	0	0		8910399	Misc Admin Expenses	0	*		0	0
0	2,428	0		8910460	Utilities	0	*		0	0
0	5,087	45		8910470	Building Maintenance	0	*		0	0
0	0	0		8910990	Recoverable Expense	0	*		0	0
-560	-1,680	0		8910992	Government Grant Wages	-560			-560	-560
17,280	20,548	14,005			SUB TOTAL MATERIALS	17,550		0	17,960	18,080
800	781	-1,723		8910320	Liability Insurance	800			800	800
45,000	40,000	45,000		8910750	Contracted Service - Northumberland County	45,000			45,000	45,000
0	28,188	432		8910854	Special Project - Downtown Business Attraction	0			0	0
15,000	4,895	277		8910890	Studies & Reviews	44,000	*		50,000	50,000
60,800	73,864	43,986			SUB TOTAL CONTRACTED SERVICES	89,800	*	0	95,800	95,800
0	0	0	NEW		Venture 13 - Anchor Rent	15,000			15,000	15,000
-11,000	-28,188	0		8910912	Transfer from Economic Development Reserve	0			0	0
0	-10,000	0		871148910	Provincial Grant	0			0	0
0	0	0		8910993	Recoveries - CEDP Grant	0			0	0
-11,000	-38,188	0			SUB TOTAL OTHER CHARGES & TRANSFERS	15,000	*	0	15,000	15,000
230,703	295,775	174,275			TOTAL ECONOMIC DEVELOPMENT	313,101	0	0	325,848	332,468

2019-11-20

*Indicates increase over previous year

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BUDGET JUSTIFICATION

COMMITTEE: *COMMUNITY DEV.* FUNCTION/ACTIVITY: *ECONOMIC DEVELOPMENT*

STATEMENT OF PURPOSE:

Promote Town as a destination for investment through marketing, linkages with public and private sector agencies and target sectors. Maintain and enhance the data base and library information, provide small business support. Work with existing business and industry to help them expand.

PERFORMANCE DATA:

Marketing and Promotions

Website, promotional ads, business retention activities, community profile promotion and Strategic Plan Implementation.

HIGHLIGHTS/EXPLANATIONS:

YEAR	CODE	OBJECT	DETAILS
2020	8910210	Marketing & Promotions	Some items previously accounted for under studies & reviews have been moved into this account.
2020	8910230	Photocopier Expense	$80/month avg monthly copy charge N/A due to V13 sponsorship with Red X Technologies. This account reflects only special print jobs.
2020	8910250	Memberships & Subscriptions	Ontario East Economic Development Corporation - $560 Northumberland Central Chamber of Commerce - $400 Northumberland Manufacturers Association - $2,500 * previously under strategic plan budget
2020	8910260	Training & Courses	Placeholder for HR Mandatory Training - $300 BR +E Workshop / Webinars - $250 *includes mileage, meals & accommodation
2020	8910270	Travel	Includes local/regional travel for 2 employees
2020	8910370	Meals & Refreshments	Client meetings, special committee meetings, V13 coffee break into sessions, staff working meetings
2020	8910380	Conferences & Conventions	EDCO Conference - $1600 East Municipal Conference - $1000 - 1 attendee *includes mileage, meals & accommodation
2020	8910750	Contracted Services - Northumberland County	Manufacturing Attraction Specialist will be hired by Northumberland County on a cost share basis.
2020	8910890	Studies & Reviews	Economic Development Strategic Plan 2018 - 2022 - $5,000 Youth Entrepreneurship Partnership - $4,000 Economic Development Website Redevelopment - $24,000 Downtown Consumer Attraction Plan $11,000
2020	NEW	Venture 13 - Anchor Rent	Rent/share of maintenance & utilities

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ECONOMIC DEVELOPMENT
2020 MARKETING AND PROMOTIONS BUDGET

Cobourg Street Map Ad featuring new location	300
Domain Name Fees Invest Cobourg; StartHere;	100
Business Achievement Awards	500
Promotional Souvenirs - provided to clients / conferences / trade shows	1000
Business & Entrepreneurship Centre Conference Exhibitor Fee	800
Northumberland Manufacturers Association Workshop Sponsorship	1000
TOTAL	3700

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ECONOMIC DEVELOPMENT
2020 Strategic Plan New and Ongoing / Outstanding Project Status
Special Project 8910890

Consumer Attraction Plan	
Downtown Marketing Plan - Consumer Attraction, Locals & Tourists (not completed in 2018 or 2019)	**$11,000**
Youth Entrepreneur Partnership	
Youth Entrepreneur Partnership, Budget includes maintenance & repairs of beach kiosks, signage & marketing the program in the newspaper and radio, - Pitch Night for space at beach kiosk, Venture 13, VentureKids Techimmersive Partner (moved under Marketing & Promotions account)	**$4,000**
Website Redevelopment	
Economic Development Website Re-development	**$24,000**
2018 - 2022 Economic Development Strategic Plan	**$5,000**
TOTAL	**$44,000**