

2020 Annual Report

2020 Summary

The trending words of 2020 were "pivot" and "adapt". The Downtown business community was up for the task and excelled in creative ideas to continue to grow and market their business during shut downs, limited capacities and ever-changing regulations.

In the office, the year was spent organizing. You know that list of things that you will do some day when you have time - 2020 provided the time and gave the opportunity to really go through files, connect with other BID's, examine the PADBID vision statement and evaluate.

Financial Update

We finished 2020 with a surplus of \$35,756. Money from the Reserve fund was used to complete a few Mini-Façade projects and lighting on the riverbank gazebo.

Events

No events were held in 2020. Our efforts moved toward promoting shopping local. The year ended with a #ShopLocalYPA campaign that was coordinated with the City of Prince Albert, the Chamber of Commerce and the Regional Economic Development Alliance.

Board of Directors

Stacy Coburn - Scentiments Floral - Chair

Alejo Bocian - Bocian Jewellers - Vice-Chair

Philip Fourie - Kirby Fourie Coertze Law Office

Mike Horn - Fresh Air Experience

Brent MacDonald - Crown Cleaners

Meghan Mayer - Plaza 88

Councilor Dawn Kilmer - City Representative

Staff: Carolyn Carleton , Executive Director



Note from the Executive Director

2020 was a remarkable year. It came with obstacles and challenges, but also an opportunity to slow down, re-evaluate and focus on what is truly important.

The Downtown business community never ceases to amaze me - they stepped up and overcame so much throughout the year.

They were able to connect with the Prince Albert community and service their needs through a very challenging time. The stories I heard of business owners going above and beyond for their customers is what makes the downtown a fabulous place.

My job changed in 2020 and like most of the BID directors that I spoke with we went back to the job description of why BID's were created. I was able to step up to help the business community in a very challenging time for their business. I have been with the

PADBID for 3 years and this is by far my most favourite year to serve the downtown. I was able to be hands on to help the businesses succeed.

The PADBID partnered with Community Futures to produce new COVID signage at no cost for the downtown businesses. This gave me an opportunity to drop in on many businesses to see how they were doing and how I could assist them.

Throughout 2020 I was able to be a part of numerous webinars and zoom calls with the International Downtown Association and other groups that aid in destination development.

This education will be an added benefit for years to come and information I wish I had years ago.

Vision Statement: To have a vibrant & prosperous downtown for Prince Albert.

Annual Income Statement



	Actual	Annual Budget	(FAV) Unfav Variance
REVENUES			
Reserve Fund grant	(\$17,729)	(\$40,000)	
Contribution from the City	(\$8,514)	(\$22,000)	
Taxation	(\$74,941)	(\$78,000)	\$3,059
Total Revenues			
EXPENSES			
Salaries and Benefits	\$65,635	\$84,600	(\$18,965)
Contracted & General Services	\$1,111	\$1,900	(\$789)
Grants & Donations	\$17,729	\$40,000	(\$22,271)
Utilities	\$503	\$500	\$3
Office Supplies & General Maintenance	\$16,206	\$13,000	3,206
Total Expenses	\$101,184	\$140,000	(\$38,814)
Total (Surplus) Deficit	0	0	(\$35,756)

The Prince Albert Downtown Business Improvement District is funded by a levy on Downtown business of 5.8% to a annual total of \$78,000.

\$22,000 is added to the budget from the City of Prince Albert in leiu of taxes on their Downtown properties.

2020 RESERVE FUND

The Downtown Improvement Reserve Policy is:

- a) to establish a reserve that is used exclusively for the Prince Albert Downtown Business Improvement District for projects or programs as approved by City Council; and,
- b) to assist the Prince Albert Downtown Business Improvement District in their mission to facilitate the continuing development of a vibrant and prosperous downtown.

At the end of 2019 the Reserve Fund balance is \$182,477.84, the PADBD receives \$40,000 annually.

In 2020, our community project was the lighting to the historic gazebo on the riverbank. Along with the City of Prince Albert through the MCAP program we were able to give it a new paint job and add the LED lighting.

Mini-Façade grants were given to: The Army & Navy, Calypso Bay, Catholic Family Services, Crown Pizza, Eclectic Upcycle Furniture and Decor, Feher Financial, Fresh Air Experience, GP Carlson Gallery, Hope's Home, Plaza 88, St. John's Ambulance and YPA Maker's Market.



New Business



**Big Brothers
Big Sisters**
OF PRINCE ALBERT

The Big Brothers
Big Sisters office
relocated to the
Downtown.

The YPA Makers
Market is a
collection of local
artisan goods for
sale in a one-stop
shop!



Taiwos foods sells
Afrocarribean
groceries such as
spices, sauces, flour,
drinks snacks and
lots more!

Prince Albert's fastest
growing Brazilian Jiu-Jitsu
and Mixed Martial Arts
Academy offering three
days a week for classes.
Programs for self defense,
fitness or sport are offered.



13K clothing located
on 13 Street West.

