



Agenda

August 21, 2023

- Call to Order
- Approval of Agenda
- Adoption of Minutes - May 17th, 2023
- Budget for 2024
- Bylaw Amendment 7.4 addition
- Downtown Bike Derby Report
- Lease Renewal for PADBID office space
- Street Fair - Request for refund (La Fenice Pizzeria)
- Street Fair Report
- Street Fair Financials
- Tax Abetment Report (Business Incentives)

Discussion:

- Advocacy letter to Minister Hindley
- Strategic Planning Session
- Marketing the Downtown
- Monster Mash – October 28th, 2023



2024 Proposed Budget

Revenue 10-28-000-000-00000-

Budget 2024

5002	DBID Levy	\$78,000
5801	Other Sources	\$0
5610	Other entities Grants unconditional	\$22,000
5610	Additional Request from the City of Prince Albert(reserves)	\$80,000

7716 - Reserve Fund

Events - Street Fair/Bike Derby/Monster Mash/Parade	\$20,000.00
Mini Façade Grants	\$10,000.00
Major Façade Grant	\$10,000.00

Total \$220,000.00

Expenses 10-28-000-000-00000-

7295	Salary/Executive Director Contract	\$50,000.00	\$57,000.00
6131	Vehicle Allowance	\$1,500.00	remove
7500	Travel	\$500.00	remove
7502	Telephone	\$1800.00	
7503	Conventions	\$350.00	remove
7504	Advertising	\$4,500.00	
7506	Memberships and Dues	\$1,000.00	
7238	Computer Services	\$500.00	
7541	Equipment Purchase-Computers	\$3500.00	remove
7579	Rental/Lease	\$15,000.00	



2024 Proposed Budget continued

7582	Specialized Equipment-photocopier fees	\$1,000.00	
7295	Self-Employed Contractors (Event Coordinators, Talent/Equipment rentals for events)	\$12,200.00	
7295	Security - Two Security 6 mo's/5 days week	\$80,000.00	
7511	Meeting Incidentals	\$800.00	300.00
7544	Office Supplies	\$4,500.00	3500.00
7896	Insurance	\$200.00	
	Street Fair	\$20,000	
7716	Major Façade Grant	\$10,000	
7716	Minor Façade Grant	\$10,000	
	Total	\$222,800.00	

Total Revenue	\$220,000.00
Total Expenses	\$220,00.00
Net income(-loss)	\$0.00



Proposed Budget 2024 Report

2022	Cost of snow lifts in Downtown	\$173,182.00
2022	In-Kind program (Street Fair/Santa Parade)	\$19,593.00
2023	In-Kind program (Street Fair)	\$19,593.00 estimated
2022	Security Services (3-month pilot project)	\$28,124.00
2023	Security Services (6-month project)	\$63,403.20
2022	Unaudited Financial Reserve Balances as of: December 31,2022:	
2022	PADBID Operating Reserve	\$133,384.00 Big Dig?
2022	PADBID Improvement Reserve	\$252,282.00
Draw down for security contract (improv reserves) - <u>\$80,000.00</u>		
Total Estimated Downtown Improvement Reserve \$172,282.00		

The above numbers are to provide the Board of Directors with a framework for clarification regarding our current financial status.

If the current process of hiring security and having this service, be paid out of our reserves – the organisation will have no dollars in the improvement reserve tank in 2 years and 7 months.

We need to consider a long-term strategy in partnership with the City of Prince Albert.

During last year's Downtown Security Pilot Project, the security company in a 3-month time frame, had 352 incidents that required a written report. The Police Services was called 20 times due to violent and aggressive situations.

This year, PADBID decided to extend the security contract from 3 months to 6 months. Prince Albert Security Services started on April 18th, 2023. At the time of writing this report, the security team has had to call city police 14 times and have had to deal with 728 negative

situations in relation to the social issues being faced in the downtown. That is 728 calls that did not have to be attended to by our City Police.

Our businesses are feeling the financial crunch of losing customers in our Downtown. One business shared it lost 25% on one of its expected busier days due to a loss of foot traffic walking into the store.

Saskatoon has a Community Support Program. This service provides directing people to outreach services, support to local businesses, directions, and tourist information. This program is entirely funded by the parking meter revenue.

Our reserves will be depleted to security and yet it is a necessity in our current state.

Here are some revenue options for the Board to discuss:

1. Ask for security to be funded by existing parking meter revenue.
2. Discuss the impact of increasing parking meter rate as a source of revenue for security.
3. Unspent Police Commission dollars.
4. Increase levy to cover for security.
5. Other

Implications of the various options:

1. May mean this is money that is allocated to existing general revenue and pulling it back into downtown may mean the city has to reallocate other resources.
2. Potentially punitive to shoppers and a further sales decline to the business community.
3. It would be a reallocation of police dollars from their reserves.
4. Tax increase to downtown property owners.

Our mandate is to ensure the continued beautification of the Downtown. I suggest that if City Council works with PADBID to ensure that security in the Downtown is not coming from our reserves that we also discuss what beautification projects the Board would like to see implemented. As example: signage for the Downtown entrance, banners, decorations, etc.

Conclusion:

Funding security from our improvement reserves is not a long-term sustainable strategy.

Rhonda Trusty

Executive Director

TITLE: Prince Albert Business Improvement District - Bylaw Amendment request

DATE: July 26, 2023

TO: Executive Committee

PUBLIC: X INCAMERA:

RECOMMENDATION:

That Administration proceed with Amending Bylaw 4 of 2005, as described in Attachment #2 to RPT# 301-23 with the following addition:

Add 7.(4.) The City shall appoint a liaison who will provide advice to the Board as necessary. In preparation for meeting(s), the liaison shall be provided with all formal agenda's in advance, so that they may attend as necessary.

TOPIC & PURPOSE:

To Amend Bylaw #4 of 2005, a Bylaw which establishes a Downtown Business Improvement District

BACKGROUND:

The Prince Albert Business Improvement District has the mandate to find ways to encourage the development of a vibrant and prosperous downtown business district. Reserve funds are utilized for projects that improve the areas image, promote and rejuvenate the area.

On January 9th

, the Prince Albert Downtown Business Improvement District approached Prince Albert City Council (Attachment #1 - letter attached) requesting to amend section 6(4) of the Bylaw to increase the appointment term of Board members. The request was forwarded to the Department of Planning and Development for review and follow-up.

RPT 23-301 Page 2 of 3

PROPOSED APPROACH AND RATIONALE:

In April 2023, the Director of Planning and Development Services attended a PADBID Board meeting with the purpose of reviewing Bylaw #4 of 2005. The Bylaw was discussed in detail, line by line, and a number of amendments were requested by the Board as a result of these discussions. These DRAFT amendments were then prepared by the Director of Planning and Development Services and provided back to the Board for Review.

The Board then reviewed the proposed amendments and responded with the attached letter, dated

April 25th (Attachment #2)

The letter also includes rationale for each requested amendment which is supported by administration.

It should be noted that the Director also recommended the following amendment which was not included in the final request from the Board:

Add 7.(4.) The City shall appoint a liaison who will provide advice to the Board as necessary. This liaison shall be invited to all formal meetings of the Board.

The purpose of this amendment would be to ensure that a member of City Administration regularly attend formal meetings of the Board to ensure that the Board is provided with consistent information from the City, regularly report back to the City on requests from the Board, and also provide information at the meetings as requested. This member of Administration would attend in an advisory capacity only and would not be a voting member of the Board.

After further discussions with the Board Chair, it has been agreed that clause 7.(4.) can also be included, with the understanding that the City Liaison will be provided with meeting agenda's in advance, so that they may be able to determine whether their attendance is necessary.

CONSULTATIONS:

The Director of Planning and Development Services has consulted with the PADBID Board, and The City Manager's office in preparation of this report.

COMMUNICATION AND/OR ANNOUNCEMENT PLAN:

The Director of Planning and Development Services has regular communications with the PADBID Board and will advise them of the decision of Executive Committee.

OTHER CONSIDERATIONS/IMPLICATIONS:

There are no Financial Implications, Privacy Implications, or options to the recommendation.

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STRATEGIC PLAN:

I Strategic Priority in the 2023-2025 Strategic Plan is to Delivery professional governance, where an being engaged can strengthen relationships with external organizations.

OFFICIAL COMMUNITY PLAN:

Section 4 of the Official Community Plan highlights strategies for effective decision making where early and ongoing engagement with external agencies can mean the difference between relevance and

actions.

PUBLIC NOTICE:

Public Notice pursuant to the Public Notice Bylaw No. 24 of 2015 is not required.

PRESENTATION:

Verbal Presentation by the Director of Planning and Development Services.

ATTACHMENTS:

1. Attachment #1 PADBID Request
2. Attachment #2 Bylaw Amendment request
3. PADBID Bylaw # 4 of 2005

Written by: Craig Guidinger, Director of Planning and Development Services

Approved by: City Manager



Downtown Bike Derby Report

August 21, 2023

Expenses:

Face Painting	\$262.50
Glitter Tattoos	\$250.00
Children's Activities	\$300.00
Music in the Square:	
The O'Krauts	\$300.00
Wade & Chord Fehr	\$300.00
PA Cowboy Church Band	\$450.00
Temporary Distraction	\$300.00
Mike Zaporaniuk	\$400.00
(music coordinator)	
Facebook Ads	<u>\$78.00</u>
Total Expenses	\$2,640.50

This is the second year that PADBID has partnered with Mike Horn from Fresh Air Experience. The goal of the Downtown Bike Derby is to bring families to the area and create some family fun memories. Our count of participants was down this year but the weather was also 30 degrees celsius!

Mike and I wish to continue with this event and are discussing that we may move it to September when more people are back in the city and the weather is more temperate. Overall, it was a nice event with live music, face painting, glitter tattoos, children's activities and the bike races.

Rhonda Trusty

Executive Director



Agenda

August 21, 2023

Lease Renewal for PADBID Office Space

I have been in contact with Sharon Faul, General Manager of the Gateway Mall and where the PADBID office is currently located.

It is that time of year where renewal of the lease is required. Upon speaking with Mrs. Faul she indicated that there is no change in the current fee of \$1,145.26.

It is my recommendation to the Board of Directors that we re-sign with Avison Young for another year (October 2023 – October 2024) at our current rate and location.

Rhonda Trusty

Executive Director

From: [Lucas Chudleigh](#)
To: events@princealbertdowntown.ca
Subject: Re: Letter Required for Reimbursement
Date: Monday, August 14, 2023 12:07:02 PM
Attachments: [Screenshot 2023-08-14 at 12.01.53 PM.png](#)

Hi Rhonda,

So sorry for the delayed response. You are very correct - we are incredibly busy these days!

I've attached the letter, just let me know if it is written to your satisfaction.
I hope all is well on your end :)

La Fenice Pizzeria

August 14, 2023

To Whom It May Concern,

We are looking to petition to have our deposit for the Prince Albert Street Fair returned to us.

Our first year in operation was fairly chaotic and we made the foolish mistake of double booking this event. As we were able to give a month's notice in regard to this cancellation, we feel it is acceptable to have our deposit returned.

~~Thank you~~ very much for your time and we apologize profusely for this inconvenience.

Sincerely,

Lucas Chudleigh

On Jul 31, 2023, at 8:32 AM, events@princealbertdowntown.ca wrote:

Hello Luke:

I am assuming that you have been a very busy fellow this summer operating your food truck. I hope it has been a successful and rewarding experience for you. I am writing to you to remind you that I require a letter from you asking for re-imbursement of your Street Fair vendor fee.

The Board of Directors is meeting at the end of August. I thought I would give you a heads up so that if this is the path you still wish to consider, please respond by August 15th as I will need to add this as an agenda item.

Take care and kind regards,

Rhonda Trusty

Executive Director

[Prince Albert Downtown BID](#)

306-763-1802

<image001.png>



Street Fair Report

August 21, 2023

The 2023 Downtown Street Fair was a day filled with music, family fun and people! By 1:30pm, paNOW's "Plant a Tree" program had already handed out 10,000 trees!

The community came out in record numbers – estimated at over 20,000 people. The Executive Director initiated the idea of adding a cultural component to Street Fair. This led to a conversation with Shane Bird, Healing on the Land coordinator with PAGC. Which led to a partnership with the Prince Albert Grand Council and the addition of the Cultural Village was well received by the community.

The addition of the Cultural Village was a factor in receiving a grant from Tourism Saskatchewan and the Northern Lights Community Development Corporation. These two grants alone brought in \$15,000 dollars to be used for our Street Fair expenses.

J2 Photography was hired for drone footage. Drone operators are heavily regulated and cannot operate a drone over crowds or an advertised event. Due to strict regulations, we were not able to have shots of aerial footage of the day of Street Fair, but we did receive permission to have aerial footage taken the day of set up. This footage will be used for future marketing of Street Fair and the Downtown.

I added a new element to Street Fair this year by having a procession as a kick-off to Street Fair. I discussed with Shane Bird, how to incorporate Indigenous customs into this procession. We started with the Flag Bearers from PAGC, followed by the

Highlander Pipes & Drum Band and various dignitaries. We started at 14th Street and Central Avenue and continued down Central Avenue to 11th Street. We then went silent, and we had musicians play O'Canada. A few words were spoken about Street Fair and our official kick – off continued as we proceeded to the Cultural Village where the Flag Ceremony took place.

We provided three stages for this event. 11th and 14th Street Stages was a mix of local entertainers as well as musical acts from Debden, Saskatoon and Regina and Weyburn. Our City Stage is where our local Riverside School Jiggers, different dance schools and jingle dancers performed. The crowd in front of the City Hall stage was wonderful to see. We were also fortunate to have booked Justin LaBrash prior to him being announced the triple crown winner at the Saskatchewan Country Music awards. Justin won "Album of the Year", "Male Artist of the Year" and "Songwriter of the Year".

We were blessed to receive 25 picnic tables from the Exhibition Centre to be used for seating in our Downtown for Street Fair. This seating encourages people to linger, to stop and listen and watch the live entertainment, watch the grandkids get their face painted or enjoy seeing the kids bounce around in the inflatables that were provided.

We also had businesses like the Real Canadian Superstore hand out free watermelon and bottled water. Our Classic Car show was back and well attended. We also added a side street for the "Witch Experience" where people could have their palms read, tea leaves interpreted and/or Tarot Cards read.

The Prairie Pop Culture Celebration joined us for this year's event. They are a company out of Saskatoon that gathers vendors who sell Comic Con merchandise. So, we had Captain America and Storm Troopers walking around our Street Fair.

Street Fair provided a golf cart shuttle between the Street Fair and the Cultural Village. We wanted to be able to provide access to both venues for those folks who struggle with mobility issues. We could have used 10 more carts! It was well received and appreciated by those people, young and old, who wanted to take part in the Cultural Village.

We were happy to have our Spray Paint Artist, Lorne Oliver, back at Street Fair and we also had Lorna Boryski – she is a caricature artist who chose to donate her art dollars to the Women’s Shelter.

I had reached out to four different groups to provide face painting services. I felt it was important to have different areas for this as the lineups can get long and I did not want parents to wait to long for the child’s face painting fun. We also incorporated balloon twisting, jugglers, mascots and princesses which are always a hit with the kids.

The food trucks are a wonderful part of Street Fair and street food vendors. Street Fair shuts down at 6pm but our food trucks were still going strong til 7pm that evening.

I also hired two photographers as there is so much activity going on, one person is not able to capture all the action of the day. These photos will be used for marketing of the 2024 Street Fair.

The addition of the Cultural Village was a wonderful way to educate people on the richness of Indigenous Culture and add to our sense of community. The goal of our events is to create a family friendly atmosphere in our Downtown. Any surplus funding dollars will be going into organizing a free “Monster Mash” family dance on October 28th and/or a “Country Christmas Celebration” on December 2, 2023.

This is an important annual event and the increased costs to put on this event is a challenge. If not for the financial contribution from the various organizations and businesses and the In-Kind program from the City of Prince Albert, I would not be able to provide the level of quality entertainment and fun that the public has come to expect from this community event.

2024 Street Fair is set for Saturday, June 15th.

Rhonda Trusty

Executive Director



2023 Actual Street Fair Financials

Revenue:

Vendors/Food Trucks	\$11689.25
NLCDC Grant	\$10000.00
Tourism Saskatchewan Grant	\$5000.00

Sponsorship:

Canadian Tire	\$2000.00
Lakeland Coop	\$2000.00
Cornerstone Insurance	\$1500.00
Novus Law Group	\$1000.00
Paper Excellence	\$1000.00
Thorpe Industries	\$1000.00
SGL Canada	\$1000.00
Affinity Credit Union	\$1000.00
Orano Mining	\$1000.00
Aodbt	\$500.00
CIBC	\$500.00
Gray's Funeral Chapel	\$500.00
Partners Furniture	\$500.00
Sask Energy	\$500.00

Sask Tel	\$500.00
Hope Health Pharmacy	\$350.00
Ashly Cabinets	\$250.00
Lehner Electric	<u>\$250.00</u>
Total Sponsorship dollars	\$42,039.25

Expenses:

Action Printing – Posters	\$136.00
Advertising – Daily Herald	\$1050.00
Advertising – FaceBook	\$414.73
Advertising – paNOW/radio	\$1050.00
Advertising- Bell Media	\$525.00
Balloon Lady	\$775.00
Balloons/misc -	\$564.02
Barn Dog Productions – Sound equipment	\$1010.76
Bouncy Castles – The Backyard	\$2607.49
Drone Photography – J2 Photography	\$900.00
Entertainer – Hula Hoopster/Karla Kloebe	\$600.00
Entertainer – Off the Cuff Show/walkabout	\$400.00
Entertainer – Saskatoon Juggling Club – Joel Miedma	\$1590.00
Face Painting Travel Expense	\$300.00
Generators (United Rentals)	\$224.41
Highlander Pipes & Drums Band	\$300.00

Ice/Pop/Water/Styrofoam cooler/misc.	\$331.88
Inflatables – Boos Bubbly Family Fun	\$1200.00
Music Producer – Mike Zaporaniuk	\$2000.00
Musicians	\$6090.00
Photographer – Aiden Edwards	\$742.00
Photographer – Genelle Amber	\$699.30
Picnic Tables (hauling)	\$300.00
Porta Potties (14)	\$3087.00
Princesses	\$750.00
Sandwich Boards (Total Signage)	\$865.80
Security – 10 x guards	\$2658.15
Sound System Operators	\$1689.00
Special Event Tents – tables, chairs, tents	\$1,942.50
Volunteer Coordinator – Leanne Bear	\$300.00
Volunteer Group 1 – Calvary United Church	\$1000.00
Volunteer Group 2 – Red Wolf Boxing Club	\$500.00
Total	\$36,603.04

Revenue: 42,039.25

Expenses: 36,603.04

Surplus - 5,436. 21

Attachment #1

Tax Abetment for New Construction or alteration in PADBID

This program will encourage new development in vacant and unused lands in the PADBID boundary of Prince Albert, or to encourage significant alteration of a building that results in an increase in assessed value. The program will aim to abate 100% of taxes over a five year period. This program is intended to incentivize development in the City of Prince Albert Downtown area.

Criteria

1. Within the boundaries of the PADBID established in Schedule "A" in Bylaw No. 4 of 2005, Downtown Business Improvement District Bylaw.
2. All taxes and charges related to the property must be in good standing with the City of Prince Albert
3. Improvements must comply with National Building Code of Canada, the Uniform Building and Accessibility Standards Act, the City of Prince Albert Zoning Bylaw No. 1 of 2019
4. One application per property within the 60 month period of this program
5. All project's eligibility will be determined by City Council

Eligible

New construction on vacant lands or redevelopment plans involving the demolition and rebuilding of a commercial property in the PADBID boundaries.

Redevelopment or alteration of an existing building within the downtown area that results in an increase in assessed value.

Only the value of the new building or alteration will count towards the Abatement. None of the costs or taxes incurred prior to the new commercial building construction or alteration will be eligible for this program

Incentive

Five Year: 100% abatemen