

Costing Center Summary

Costing Center: *ECONOMIC DEVELOPMENT*

Previous Costing Center: ECONOMIC
DEVELOPMENT

Budget Year: 2012

Division: RESOURCE
CONSERVATION &
INDUSTRIAL
DEVELOPMENT

Accounting Reference: 0202

Department: ECONOMIC
DEVELOPMENT

Approved: No

Stage: Council Review

Manager: Sandy Trudel 729-2131

Description:

This cost center captures all of the costs associated with the Economic Development Department.

The Economic Development office is comprised of three full-time positions.

Director of Economic Development
Business Development Specialist
Economic Development Assistant

Comments:

The Economic Development Brandon (EDB) office is responsible for strengthening and developing the Brandon economy by initiating and facilitating proactive economic development strategies and promoting Brandon as an excellent place to live, work, invest and do business. The office works to create a positive environment within which businesses can flourish and expand, and which is conducive to attracting new business to the community. In addition to the core functions listed above, the Economic Development office oversees the City of Brandon's affordable housing portfolio, provides day to day management of Renaissance Brandon's Downtown Development Specialist, oversees the Brandon Tourism service delivery contract and is actively engaged in immigration initiatives.

The contract budget provides flexibility within the Economic Development budget to partner with external agencies or engage external specialists in order to effectively respond to economic development opportunities. The special projects budget enables the Economic Development office the financial means to proactively pursue and respond to emerging economic development opportunities and community priorities impacting the local labour market and economy as well as participate in the KPMG competitiveness survey that is conducted annually and a vital source for verifying Brandon's Competitive advantage. The third and final phase of the Foreign Direct Investment Strategy, cost shared with the Federal Government will commence in 2012.

Outlook:

The Economic Development office continues to expand its formal Business Retention and Expansion program that includes annual visitations to local manufacturers and processors. The visitations are designed to identify company's needs and concerns, enabling Economic Development Brandon to better understand the businesses. This knowledge allows EDB to determine ways the local business climate can be improved and put action plans in place to meet those needs. Marketing efforts will focus on a combination of external and internal marketing initiatives. The Economic Development strategy will be updated in 2012 and consideration given to what resources are required 2013 onward to meet strategy outcomes and Council's economic development priorities.

Costing Center Summary

Costing Center: ECONOMIC DEVELOPMENT

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Changes to Costing Center:

GL Account	GL Account Description	Changes	Percent Change	2011 Approved Stage	2012 Amount
Revenues					
43510	PROVINCIAL GOV'T	New this year		0	100,000
44500	FEDERAL GOV'T	New this year		0	32,000
Total Revenues:				0	132,000
Expenditures					
51083	REGULAR SALARIES	Increased	14.53 %	215,855	247,220
51141	TRAINING & DEVELOPMENT	Increased	112.70 %	2,000	4,254
51345	PERFORM BASED EMP	Not used this year		80	0
51346	NON-PERFORM BASED EMP	Not used this year		80	0
52015	CONTRACTS	Not used this year		5,000	0
52028	FIRE INSURANCE	New this year		0	7
52069	PRINTING COSTS	Unchanged	0.00 %	13,000	13,000
53130	TELEPHONE REGULAR	Decreased	34.49 %	4,076	2,670
53131	TELEPHONE LONG DISTANCE	Decreased	78.75 %	400	85
54099	PARTS AND MATERIALS	Unchanged	0.00 %	3,500	3,500
59003	ADVERTISING	Unchanged	0.00 %	18,000	18,000
59048	LUNCHEONS	Unchanged	0.00 %	2,000	2,000
59059	MEMBERSHIP	Decreased	15.63 %	800	675
59098	SUBSCRIPTIONS	Unchanged	0.00 %	2,325	2,325
59138	BUSINESS TRAVEL - MILEAGE	Decreased	16.67 %	12,000	10,000
59139	CONFERENCE COSTS	Increased	32.00 %	2,500	3,300
59197	BDN CHAMBER OF	Not used this year		200	0
59241	SPECIAL PROGRAMS	Increased	209.23 %	65,000	201,000
59427	SIGNAGE	Decreased	86.69 %	13,900	1,850
59428	PHOTO LIBRARY	Increased	20.00 %	2,500	3,000
Total Expenditures:				363,216	512,886

Costing Center Summary

Costing Center: ECONOMIC DEVELOPMENT

	2010 Actuals	2011 Revised Budget	2012 Current Budget	2013 Forecast
Revenues				
Conditional Government Transfers				
43510 PROVINCIAL GOV'T	0	0	100,000	0
44500 FEDERAL GOV'T	0	0	32,000	0
Conditional Government Transfers Total	0	0	132,000	0
	0	0	132,000	0
			100.00%	(100.00%)
Expenditures				
Benefits				
51345 PERFORM BASED EMP RECOGNITION	79	80	0	0
51346 NON-PERFORM BASED EMP RECOGNIT	0	80	0	0
Benefits Total	79	160	0	0
Contract Services				
52015 CONTRACTS	500	5,000	0	0
52028 FIRE INSURANCE	0	7	7	7
52069 PRINTING COSTS	14,095	6,000	13,000	13,000
Contract Services Total	14,595	11,007	13,007	13,007
Materials and Supplies				
54099 PARTS AND MATERIALS	1,003	3,500	3,500	3,500
Materials and Supplies Total	1,003	3,500	3,500	3,500
Other				
51141 TRAINING & DEVELOPMENT COSTS	920	4,585	4,254	2,040
59003 ADVERTISING	4,730	18,000	18,000	20,000
59048 LUNCHEONS	3,255	1,500	2,000	2,000
59059 MEMBERSHIP	729	360	675	560
59098 SUBSCRIPTIONS	860	1,055	2,325	2,325
59138 BUSINESS TRAVEL - MILEAGE	8,498	5,000	10,000	10,000
59139 CONFERENCE COSTS	452	975	3,300	3,300
59197 BDN CHAMBER OF COMMERCE	0	0	0	0
59241 SPECIAL PROGRAMS	81,839	65,000	201,000	50,000
59427 SIGNAGE	2,909	1,500	1,850	2,850
59428 PHOTO LIBRARY	2,708	2,500	3,000	2,500
Other Total	106,900	100,475	246,404	95,575
Salaries and Wages				
51017 TRAINING PAY	2,324	0	0	0
51083 REGULAR SALARIES	174,665	215,855	247,220	333,299
51086 STATUTORY HOLIDAY PAY	7,404	0	0	0
51087 VACATION PAY	9,363	0	0	0
Salaries and Wages Total	193,755	215,855	247,220	333,299
Utilities				
53130 TELEPHONE REGULAR	3,085	3,326	2,670	2,420

Costing Center Summary

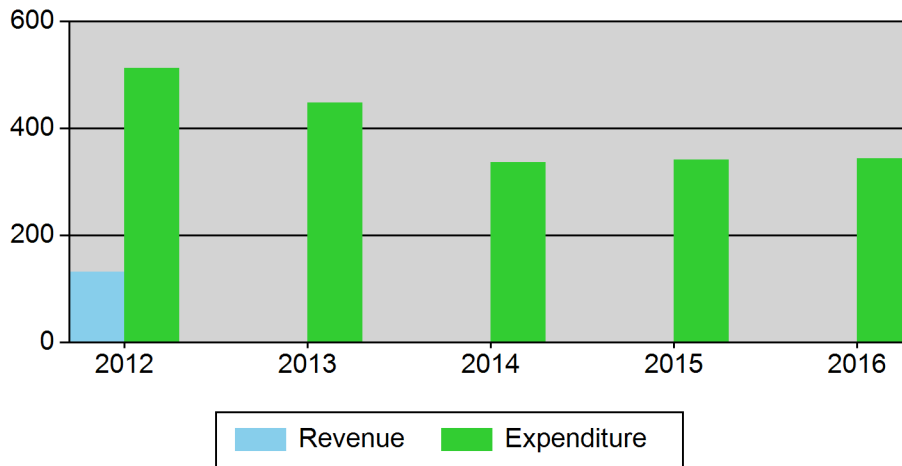
Costing Center: ECONOMIC DEVELOPMENT

	2010 Actuals	2011 Revised Budget	2012 Current Budget	2013 Forecast
53131 TELEPHONE LONG DISTANCE	173	175	85	85
Utilities Total	3,257	3,501	2,755	2,505
	319,590	334,498	512,886	447,886
			53.33%	(12.67%)
Net Total	(319,590)	(334,498)	(380,886)	(447,886)

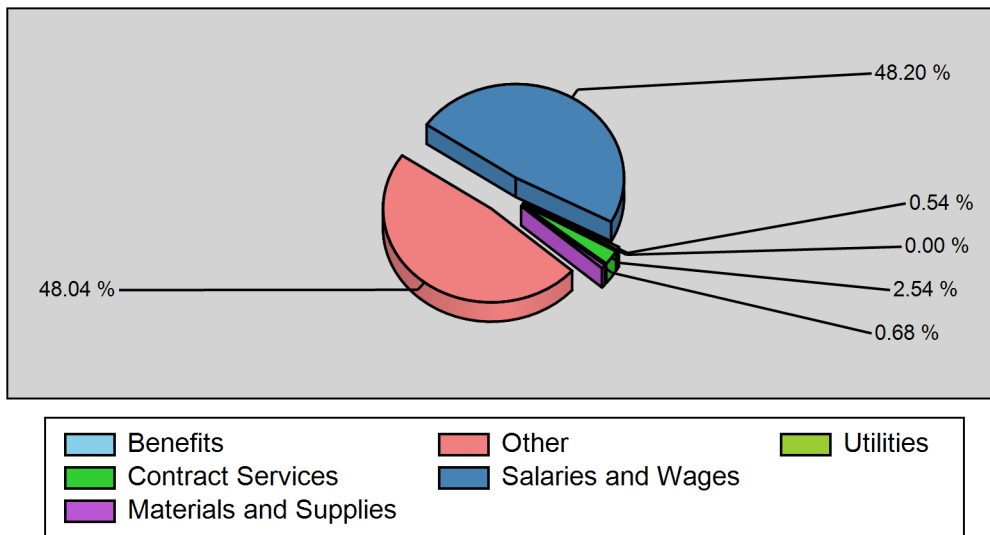
Costing Center Summary

Costing Center: ECONOMIC DEVELOPMENT

Expenses vs Revenues (In Thousands)



Expenses



Costing Center Summary

Costing Center: *TOURISM INITIATIVES*

Previous Costing Center: TOURISM INITIATIVES

Division: RESOURCE
CONSERVATION &
INDUSTRIAL
DEVELOPMENT

Department: ECONOMIC
DEVELOPMENT

Stage: Council Review

Budget Year: 2012

Accounting Reference: 2453

Approved: No

Manager: Sandy Trudel 729-2131

Description:

Through a multi year service delivery contract, Brandon Riverbank Inc. is responsible for the delivery of tourism services for the City of Brandon. Listed below are three key areas of responsibility, outlined in the Tourism Service Delivery contract:

1. Operation of the Riverbank Discovery Centre
2. Delivery of Tourism Services
3. Delivery of Management services, including staffing for the Brandon First organization.

In order to fulfill the City of Brandon's tourism service delivery requirements, Brandon Riverbank Inc. employs a full time tourism manager, tourism coordinator, facility coordinator, Brandon First recruitment officer, part time tourism hosts and an interpretative coordinator.

This account also provides funding for a portion of Riverbank Inc's operating budget in recognition of their efforts to operate the tourism function on behalf of the City of Brandon. This includes a \$10,000 contribution to the Winter Lights program and \$25,000 annually to support Riverbank Inc's capital projects.

Comments:

An increase in this cost centre for 2012 is primarily attributed to rising operational costs associated with an aging building, decreased event revenues (resulting from flooding), an increased profile for Brandon in Provincial marketing materials, and the need to bring staff wages closer to average market wages in order to remain competitive and retain existing staff.

The 2012 contribution to the Major Events Hosting Reserve has been increased to \$185,000 to accomodate the expected cost of determining the feasibility of submitting a bid for the 2017 Canada Games.

Outlook:

Projections of an ever tightening labour market will place pressure on Riverbank Inc. to maintain employee compensation packages that are at least in line with average market wages.

Costing Center Summary

Costing Center: *TOURISM INITIATIVES*

Changes to Costing Center:

GL Account	GL Account Description	Changes	Percent Change	2011 Approved Stage	2012 Amount
Expenditures					
55518	RIVERBANK INC	Increased	8.37 %	345,109	374,006
58501	MAJOR EVENT HOSTING B/L	Not used this year		145,000	0
Total Expenditures:				490,109	374,006

Costing Center Summary

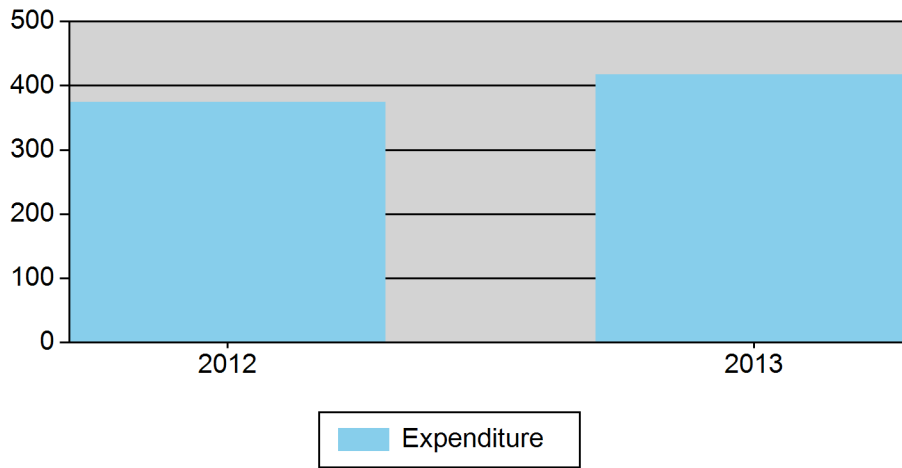
Costing Center: TOURISM INITIATIVES

	2010 Actuals	2011 Revised Budget	2012 Current Budget	2013 Forecast
Expenditures				
Grants and Contributions				
55518 RIVERBANK INC	330,433	345,109	374,006	407,000
Grants and Contributions Total	330,433	345,109	374,006	407,000
Reserve Appropriation				
58501 MAJOR EVENT HOSTING B/L 6260	0	145,000	0	10,000
Reserve Appropriation Total	0	145,000	0	10,000
	330,433	490,109	374,006	417,000
			(23.69%)	11.50%
Net Total	(330,433)	(490,109)	(374,006)	(417,000)

Costing Center Summary

Costing Center: TOURISM INITIATIVES

Expenses vs Revenues (In Thousands)



Expenses

