

	*2022 Actuals (\$)	2022 Approved Budget (\$)	2023 Approved Budget (\$)	2024 Base Budget (\$)	2024 One Time (\$)	2024 Total Budget Request (\$)	2024 Change (\$)	2024 Change (%)
<b>Culture, Tourism &amp; Harbour</b>								
<b>Revenue</b>								
Advertising Revenue	-	750	-	-	-	-	-	
Draw from Reserve	- 105,000	- 105,000	-	-	-	-	-	
Fees, Service Charges, and Rentals ( <b>Note 1</b> )	- 285,526	- 377,680	- 318,269	- 465,749	-	- 465,749	- 147,480	46%
Grants & External Contributions	- 212,303	- 290,019	- 111,519	- 106,000	-	- 106,000	5,519	-5%
Sales ( <b>Note 2</b> )	- 9,876	- 13,500	- 21,500	- 12,150	-	- 12,150	9,350	-43%
Sundry Revenue	- 2,848	- 3,495	- 2,700	- 5,740	-	- 5,740	- 3,040	113%
<b>Revenue Total</b>	<b>-615,553</b>	<b>-790,444</b>	<b>-453,988</b>	<b>-589,639</b>	<b>0</b>	<b>-589,639</b>	<b>-135,651</b>	<b>30%</b>
<b>Expense</b>								
Salaries & Benefits ( <b>Note 3</b> )	396,350	446,848	472,358	449,450	-	449,450	- 22,908	-5%
Professional & Contracted Services ( <b>Note 4</b> )	68,941	54,800	71,100	80,600	-	80,600	9,500	13%
Fees expense	5,229	4,100	4,300	4,900	-	4,900	600	14%
Fines and penalties	202				-	-	-	
Fuel	863	500	500	900	-	900	400	80%
Grants & Donations	7,326	27,500	3,000	3,000	-	3,000	-	0%
Grounds Maintenance	6,420	7,500	7,500	8,500	-	8,500	1,000	13%
Insurance ( <b>Note 5</b> )	43,727	43,154	38,200	35,760	-	35,760	- 2,440	-6%
Interdepartmental Transfers - S&B ( <b>Note 6</b> )	- 82	41,366	36,151	183,602	-	183,602	147,451	408%
Interdepartmental Transfers - Other ( <b>Note 7</b> )	3,126	7,976	19,173	105,688	-	105,688	86,515	451%
Licenses expense	44	260	100	100	-	100	-	0%
Materials & Supplies	14,540	15,915	13,690	10,040	-	10,040	- 3,650	-27%
Printing, Advertising & Public Notices	43,458	110,250	68,600	61,830	-	61,830	- 6,770	-10%
Program costs ( <b>Note 8</b> )	363,016	434,860	201,010	258,078	-	258,078	57,068	28%
Protective clothing, uniforms, subscriptions, and memberships	7,638	7,400	7,550	9,100	-	9,100	1,550	21%
Purchases for resale	1,277	1,000	1,100	1,200	-	1,200	100	9%
Repairs & Maintenance	17,543	13,300	13,800	16,350	-	16,350	2,550	18%
Security	19,463	8,500	8,500	10,500	-	10,500	2,000	24%
Sundry Expense	678	1,500	1,500	1,500	-	1,500	-	0%
Taxes	3,236	-	-	-	-	-	-	
Telecommunications	1,168	3,800	3,800	2,400	-	2,400	- 1,400	-37%
Training, travel, meetings, and conferences	2,186	13,450	15,150	14,400	-	14,400	- 750	-5%
Transfer to Reserve ( <b>Note 9</b> )	141,005	176,005	181,155	245,277	-	245,277	64,122	35%

	*2022 Actuals (\$)	2022 Approved Budget (\$)	2023 Approved Budget (\$)	2024 Base Budget (\$)	2024 One Time (\$)	2024 Total Budget Request (\$)	2024 Change (\$)	2024 Change (%)
<b>Culture, Tourism &amp; Harbour</b>								
Utilities	18,100	12,654	12,288	19,288	-	19,288	7,000	57%
Vehicle, Equipment, and Facility Rentals ( <b>Note 10</b> )	7,993	14,900	26,000	32,500	-	32,500	6,500	25%
<b>Expense Total</b>	<b>1,173,447</b>	<b>1,447,538</b>	<b>1,206,525</b>	<b>1,554,963</b>	<b>0</b>	<b>1,554,963</b>	<b>348,438</b>	<b>29%</b>
<b>Net Expense</b>	<b>557,894</b>	<b>657,094</b>	<b>752,537</b>	<b>965,324</b>	<b>-</b>	<b>965,324</b>	<b>212,787</b>	<b>28%</b>

\* 2022 Actuals (\$) unaudited

**Note 1:** Budget increased for anticipated gross funding from the Municipal Accommodation Tax (MAT) program.

Increased funding offset by reduction is Boat Launch permit fees (budget reduced from \$100,000 to \$30,000) based on 2023 season sales.

**Note 2:** Reduced Butter Tart Festival sales revenue based on actuals as the Town did not take on the task of selling tickets for the Kids Zone.

**Note 3:** S&B costs for Cultural Alliance staff previously included under Culture, costs have been re-allocated to ABCs. New non-union and IBEW grids adopted in 2023, includes 1.35% blended COLA.

**Note 4:** Contract cleaning services added for the Harbour washroom during shoulder season when staffing levels are reduced. Professional services (first aid/security) required for Midland Mural Festival.

**Note 5:** Insurance allocation adjusted in 2023 to reflect current operations. Estimated 10% premium increase for 2024 included.

**Note 6:** Interdepartmental transfers updated to include Culture, Tourism and the Harbour's proportional share of S&B costs for Corporate Services. S&B costs for Operational Services to assist with community events also included.

**Note 7:** Interdepartmental transfers updated to include Culture, Tourism and the Harbour's proportional share of other Corporate Service costs.

**Note 8:** Includes portion of the MAT program payable to the County of Simcoe (as legislated) for Tourism related initiatives.

**Note 9:** The Town's estimated share of MAT allocated to Events Reserve.

**Note 10:** Includes rental of barricades for annual Butter Tart Festival.

<b>Culture, Tourism &amp; Harbour 2024 Capital Program</b>		<b>Funding Source</b>							
<b>Project Name</b>	<b>Cost</b>	<b>Grant</b>	<b>Grant Contingent</b>	<b>OCIF</b>	<b>Gas Tax</b>	<b>Tax Supported Reserves</b>	<b>Rate Supported Reserves</b>	<b>Development Charges</b>	<b>Debt</b>
<b>Culture and Tourism</b>									
Public Art (Grant Contingent)	300,000		300,000						
Public Art Conservation	25,000					25,000			
Event Sound System	15,000					15,000			
<b>Harbour</b>									
Aluminum Pavilion Ceilings	20,000					20,000			
Men's Washroom Renovation	20,000					20,000			
Gardens on Harbour Pier	30,000					30,000			
Rub Rail Replacement	25,000					25,000			
Security Cameras	40,000					40,000			
Pete Pettersen Park - Boat Launch Dock Replacement	40,000					40,000			
<b>Total Culture, Tourism &amp; Harbour</b>	<b>515,000</b>		300,000			215,000			

<b>Capital Project Summary</b>	<b>2024 Budget Year</b>
Project Name	Public Art
Division	Culture
Maintenance or Growth	Growth
Project Description, Justification and Readiness	Public Art is an important component to community beautification and transforming public spaces. There are locations within the downtown, waterfront, and in parks that have been identified as potential sites for public art. Commissions will depend on the amount and type of grant funding received. The costs include materials and fabrication, site preparation, installation, and artist fees.
<b>Current Budget Year Cost</b>	
Capital Purchase	300,000
Construction	
Consulting	
Study	
Other	
<b>Total Cost</b>	<b>300,000</b>
<b>Current Budget Year Funding</b>	
Grant	300,000
Rate-Supported Reserve	
Tax-Supported Reserve	
Development Charges	
Other	
<b>Total Funding</b>	<b>300,000</b>
<b>Future Budget Years</b>	Any required maintenance and repair per the commissioned art piece.

<b>Capital Project Summary</b>	<b>2024 Budget Year</b>
Project Name	Public Art Conservation
Division	Culture
Maintenance or Growth	Maintenance
Project Description, Justification and Readiness	The Town of Midland owns public art works that will require future require maintenance and conservation work. Additionally, the downtown murals, while located on private property are in the public realm and are in need of restoration work. It would be in the interest of the Town, for beautification and tourism purposes, to restore and maintain these murals in partnership with the BIA and downtown property owners.
<b>Current Budget Year Cost</b>	
Capital Purchase	
Construction	
Consulting	
Study	
Other	25,000
<b>Total Cost</b>	<b>25,000</b>
<b>Current Budget Year Funding</b>	
Grant	
Rate-Supported Reserve	
Tax-Supported Reserve	25,000
Development Charges	
Other	
<b>Total Funding</b>	<b>25,000</b>
<b>Future Budget Years</b>	Public art maintenance and restoration needs to be completed on a regular basis. This amount will not cover the cost of restoring all of the murals in the downtown and it will take a number of years to restore all of the murals.

<b>Capital Project Summary</b>	<b>2024 Budget Year</b>
Project Name	Event Sound System
Division	Tourism & Special Events
Maintenance or Growth	Growth
Project Description, Justification and Readiness	With the new seating at stage in Little Lake Park, staff plan to bring back Music in the Park in 2024. In order to host these evenings for residents and visitors, a sound system will be required. As a long-term cost-saving measure, staff recommend purchasing sound equipment in lieu of renting each week. This equipment could be used for other events as well.
<b>Current Budget Year Cost</b>	
Capital Purchase	15,000
Construction	
Consulting	
Study	
Other	
<b>Total Cost</b>	<b>15,000</b>
<b>Current Budget Year Funding</b>	
Grant	
Rate-Supported Reserve	
Tax-Supported Reserve	15,000
Development Charges	
Other	
<b>Total Funding</b>	<b>15,000</b>
<b>Future Budget Years</b>	

<b>Capital Project Summary</b>	<b>2024 Budget Year</b>
Project Name	Aluminum Pavilion Ceilings
Division	Harbour
Maintenance or Growth	Maintenance
Project Description, Justification and Readiness	Installing aluminum ceilings inside the Harbour Pavilions. This will eliminate the maintenance needs to paint the ceilings and will add a finished look to the pavilions.
<b>Current Budget Year Cost</b>	
Capital Purchase	
Construction	20,000
Consulting	
Study	
Other	
<b>Total Cost</b>	<b>20,000</b>
<b>Current Budget Year Funding</b>	
Grant	
Rate-Supported Reserve	
Tax-Supported Reserve	20,000
Development Charges	
Other	
<b>Total Funding</b>	<b>20,000</b>
<b>Future Budget Years</b>	

<b>Capital Project Summary</b>	<b>2024 Budget Year</b>
Project Name	Men's Washroom Renovation
Division	Harbour
Maintenance or Growth	Maintenance
Project Description, Justification and Readiness	The showers and washrooms at the harbour have been undergoing renovations during the past few years. The men's washroom is the last to be completed and upgrades include new fixtures, lighting and paint. The washrooms at the harbour are the only public washrooms in the downtown and are in continuous use throughout the summer, available to residents, boaters, visitors, and guests of the tour boats and water taxi.
<b>Current Budget Year Cost</b>	
Capital Purchase	
Construction	20,000
Consulting	
Study	
Other	
<b>Total Cost</b>	<b>20,000</b>
<b>Current Budget Year Funding</b>	
Grant	
Rate-Supported Reserve	
Tax-Supported Reserve	20,000
Development Charges	
Other	
<b>Total Funding</b>	<b>20,000</b>
<b>Future Budget Years</b>	



<b>Capital Project Summary</b>	<b>2024 Budget Year</b>
Project Name	Gardens on Harbour Pier
Division	Harbour
Maintenance or Growth	Maintenance
Project Description, Justification and Readiness	The gardens on the centre pier at the Harbour are in disrepair and need to be replaced. They are located on the pier that visitors use to access the boat tours and water taxi. Project costs include removal/disposal of current elements and the purchase of mulch/topsoil and planting materials. The required armour stone was previously purchased with funds from a tourism relief grant, decreasing the project costs.
<b>Current Budget Year Cost</b>	
Capital Purchase	
Construction	30,000
Consulting	
Study	
Other	
<b>Total Cost</b>	<b>30,000</b>
<b>Current Budget Year Funding</b>	
Grant	
Rate-Supported Reserve	
Tax-Supported Reserve	30,000
Development Charges	
Other	
<b>Total Funding</b>	<b>30,000</b>
<b>Future Budget Years</b>	

<b>Capital Project Summary</b>	<b>2024 Budget Year</b>
Project Name	Rub Rail Replacement
Division	Harbour
Maintenance or Growth	Maintenance
Project Description, Justification and Readiness	During the 2023 budget process, a portion of the rub rail replacement was approved with an indication that additional work would be needed in 2024. The rub rail forms a buffer for vessels. This investment can save on potential larger, more expensive repairs to the docks in the future and protect vessels visiting Midland, eliminating any litigation against the Town.
<b>Current Budget Year Cost</b>	
Capital Purchase	
Construction	25,000
Consulting	
Study	
Other	
<b>Total Cost</b>	<b>25,000</b>
<b>Current Budget Year Funding</b>	
Grant	
Rate-Supported Reserve	
Tax-Supported Reserve	25,000
Development Charges	
Other	
<b>Total Funding</b>	<b>25,000</b>
<b>Future Budget Years</b>	

<b>Capital Project Summary</b>	<b>2024 Budget Year</b>
Project Name	Security Cameras
Division	Harbour
Maintenance or Growth	Growth
Project Description, Justification and Readiness	With support of a County of Simcoe grant, five security cameras were installed at the Harbour in spring 2023. Staff have identified five additional locations where security cameras should also be installed at the harbour for monitoring and safety purposes.
<b>Current Budget Year Cost</b>	
Capital Purchase	40,000
Construction	
Consulting	
Study	
Other	
<b>Total Cost</b>	<b>40,000</b>
<b>Current Budget Year Funding</b>	
Grant	
Rate-Supported Reserve	
Tax-Supported Reserve	40,000
Development Charges	
Other	
<b>Total Funding</b>	<b>40,000</b>
<b>Future Budget Years</b>	

<b>Capital Project Summary</b>	<b>2024 Budget Year</b>
Project Name	Pete Pettersen Park - Boat Launch Dock Replacement
Division	Harbour
Maintenance or Growth	Maintenance
Project Description, Justification and Readiness	The docks at the boat launch at Pete Pettersen Park are stationary and do not move up and down with changing water levels, causing safety issues. Additionally some sections of the wooden docks are starting to rot. One dock would be replaced in 2024, with the other proposed for replacement in 2025.
<b>Current Budget Year Cost</b>	
Capital Purchase	
Construction	40,000
Consulting	
Study	
Other	
<b>Total Cost</b>	<b>40,000</b>
<b>Current Budget Year Funding</b>	
Grant	
Rate-Supported Reserve	
Tax-Supported Reserve	40,000
Development Charges	
Other	
<b>Total Funding</b>	<b>40,000</b>
<b>Future Budget Years</b>	\$40,000 in 2025