Academy Road Biz

ONLY THE BEST WILL DO

MISSION: To make Academy Road Winnipeg's preferred quality neighbourhood shopping and service experience.

VISION: To develop an historic, safe, family friendly, exceptional destination.

November 27, 2006

Mr. Richard Kachur, City Clerk
City Clerk's Office
510 Main Street
Winnipeg, MB R3B 1B9

Dear Mr. Kachur:

At the Annual General Meeting of the Academy Road Business Improvement Zone (B.I.Z.) held on November 14, 2006 the annual programs and budget for 2007 were approved by the general membership (copy attached).

Would you take the required steps to have the 2007 budget approved City Council.

Yours sincerely,

Dave Schultz
Chair,
Academy Road B.I.Z.

570 Academy Road
Winnipeg, MB R3W 0E3

Phone: 489-9204

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CAPY CLERKS DEPT.

THE ACADEMY ROAD BUSINESS IMPROVEMENT ZONE

PROPOSED PROGRAMS AND BUDGET
FOR JANUARY 1, 2007 TO DECEMBER 31, 2007

Physical Enhancement	$ 15,050.00
Internal Development	800.00
Marketing	18,000.00
Administration	4,150.00
TOTAL PROPOSED BUDGET FOR PROGRAMS	**$38,000.00**

*Levy required would be 1.81% of the ARV (annual rental value $2,094,180.00)

PHYSICAL ENHANCEMENT

Our theme for this unique area of the city is "When only the Best will do". The area has its own character and its main strength is the people who live and shop in our neighbourhood. Our objective is to beautify and enhance the existing environment for people who work, live, visit, and shop in the area. By enhancing the visual components of Academy Road, all businesses here will benefit. We will work closely with the City of Winnipeg and other levels of government to ensure our maintenance needs are met and lobby for a major street enhancement program for our B.I.Z. area.

• Planters, hanging baskets, holiday trees and lights, banners.	$15,050.00
TOTAL	**$15,050.00**

INTERNAL DEVELOPMENT

Priorities are to promote the efforts of the Academy Road B.I.Z. to our B.I.Z. members and staff, develop our own B.I.Z. internal newsletter, conduct timely business seminars, develop special merchant events such as a spring sidewalk event and a winter event, provide a forum for community input.

• Special merchant events (seminars, annual meeting)	$800.00
• Internal newsletter	0.00
TOTAL	**$800.00**

MARKETING

The objective is to effectively market and promote all our services, businesses, and events to our customers, the general public, all B.I.Z. members and employees.	$18,000.00
TOTAL	**$18,000.00**

ADMINISTRATION

• Urban Green Team Summer Student	$ 900.00
• Annual Audit	1,000.00
• Uncollected levy	500.00
• Clerical support	1,750.00
TOTAL	**$4,150.00**