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.

RECEIVED
CITY CLERKS
WINNIPEG

8 NOV -4 P1:31

November 4, 2008

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 (BIZ) held on November 3, 2008 the annual programs and budget for 2009 (copy attached) were approved by the general membership.

Would you take the required steps to have the 2009 budget approved by City Council.

Yours sincerely,

Jenny Tasker

Jenny Tasker
Chair, Academy Road BIZ

535 Academy Road
Winnipeg, MB R3N 0E2

Phone: 947-0700

THE ACADEMY ROAD BUSINESS IMPROVEMENT ZONE

PROPOSED PROGRAMS AND BUDGET

FOR JANUARY 1, 2009 TO DECEMBER 31, 2009

October 14, 2008

THE ACADEMY ROAD BUSINESS IMPROVEMENT ZONE

PROPOSED PROGRAMS AND BUDGET
FOR JANUARY 1, 2009 TO DECEMBER 31, 2009

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 1.91% of the ARV (annual rental value $1,966,920.00)

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 BIZ area.

• Planters, hanging baskets	$4,789.01
• Maintenance	5,006.40
• Christmas trees	3,841.32
• Banner repair and replacement	1,413.27
TOTAL	**$15,050.00**

INTERNAL DEVELOPMENT

Priorities are to promote the efforts of the Academy Road BIZ to our BIZ members and staff, develop our own BIZ 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 BIZ members and employees.

• Academy Road Live	$10,964.00
• Website	3,832.00
• Future marketing opportunities	3,204.00
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**