Agenda - Executive Policy Committee - March 18, 2003

REPORTS

Item No. 3 Academy Road Business Improvement Zone
File FL-7.11 (Vol. 2)

The Proposed Program, Zone Levy and Budget Estimates for 2003, are before the Executive Policy Committee for favourable consideration and recommendation to Council for approval.

THE ACADEMY BUSINESS IMPROVEMENT ZONE

PROPOSED BUDGET, JANUARY 1, 2003 - DECEMBER 31, 2003

Proposed Programs (as Attached)

Physical Enhancement	$8,900.00
Internal Development	$560.00
Marketing	$9,500.00
Administration	$2,250.00
Total Proposed Budget for Programs:	$21,210.00

*Levy required would be 1.3% of the ARV (annual rental value $1,631,580.00)

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.

PRIORITIES

1.	Planter, Hanging Basket, Christmas Trees & Lights	$8,900.00
TOTAL FUNDS REQUIRED		$8,900.00

INTERNAL DEVELOPMENT

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

PRIORITIES

1.	Special member events such as seminars, mid-winter party for members and staff, annual meeting.	$560.00
2.	Internal Newsletter - published monthly to inform members of all ongoing activities, events and promotions.	N/c
TOTAL FUNDS REQUIRED:		$560.00

MARKETING

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

TOTAL FUNDS REQUIRED:	$9,500.00

ADMINISTRATION

1.	Annual audit of our finance as required by the City of Winnipeg	$250.00
2.	Uncollected Levy	$500.00
3.	Clerical Support	$1,500.00
TOTAL FUNDS REQUIRED:		**$2,250.00**