REPORTS

Item No. 14 Selkirk Avenue Business Improvement Zone
File FL-7.5 (Vol. 3)

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.

On February 4, 2003, the Selkirk Avenue Business Improvement Zone recommended the appointment of Councillor Pagtakhan to the Selkirk Avenue Business Improvement Zone and Selkirk Avenue Task Force.

PROPOSED BUDGET AND PROGRAMS

SELKIRK AVENUE
BUSINESS IMPROVEMENT ZONE

FOR THE PERIOD

JANUARY 1, 2003 to DECEMBER 31, 2003

September, 2002

1. BACKGROUND

The Selkirk Avenue Business Improvement Zone (B.I.Z.) was officially established by City of Winnipeg Council on December 18, 1991. The purpose of the Selkirk Avenue B.I.Z. is to undertake programming and improvements in order to enhance and promote the street as an area for commercial activity.

2. PROPOSED PROGRAM AND BUDGET 2003

a) Advertising, Promotion and Special Events ***$8,000.00***

The objectives of the Advertising, Promotion and Special Events portion of the plan is to promote the image of Selkirk Avenue.

As well, the Board will undertake specific marketing and promotional activities (examples: city-wide newspapers such as North End Times, *Where* Magazine, Folklorama Guide, Winnipeg/Manitoba Tourism, Holiday Lites.

b) Administration ***$2,500.00***

This section will provide for administrative costs (example: annual audit, bookkeeping costs, annual meeting, postage, paper , etc.

c) Street Enhancement ***$5,000.00***

The Street Enhancement Program is responsible to act as a lobby with City Departments to ensure ongoing maintenance, to input into any future street improvements or redevelopment, mural painting, graffiti removal and banner program, planters, Street Ambassadors, and walking tours.

SELKIRK AVENUE
BUSINESS IMPROVEMENT ZONE

Proposed Budget: January 1, 2003 to December 31, 2003

EXPENSES

Advertising, Promotion and Special Events:		
Print Advertising (Holiday Lights, Transcontinental Weeklies, *Where* Magazine, Folklorama, Visitor's Guide)	8,000.00	
Walking Tour Brochure		
		8,000.00
Administration:		
Audit & Accounting	2,000.00	
Annual Meeting	300.00	
Office Expenses (postage, paper, etc.)	200.00	
		2,500.00
Street Enhancement:		
Mural Artist, Summer Student Employment, Walking Tour Co-ordinator	4,500.00	
Flowers	500.00	
		5,000.00
		15,500.00

REVENUE

Business Improvement Zone Levy*	15,500.00

*Levy required would be approximately 1.8% of the A.R.V. (Annual Rental Value - $833,520)