Report - Executive Policy Committee - March 18, 2003

Item No. 11 Osborne South Business Improvement Zone - 2003 Proposed Program, Zone Levy and Budget Estimates
File FL-7.9 (Vol. 3)

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On March 18, 2003, the Executive Policy Committee considered this matter and recommends to Council:

1. That the 2003 Proposed Program, Zone Levy and Budget Estimates for the Osborne South Business Improvement Zone be approved.

2. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing, including the submission of the necessary by-law directly to Council.

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DECISION MAKING HISTORY:

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On March 18, 2003, the Executive Policy Committee recommended approval of the 2003 Proposed Program, Zone Levy and Budget Estimates for the Osborne South Business Improvement Zone, and submitted the matter to Council.

OSBORNE SOUTH BUSINESS IMPROVEMENT ZONE

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

PROPOSED PROGRAMS (as Attached)

Advertising and Promotions	$	6,000.00
Special Events		
• Christmas Event	$	1,200.00
• Farmer's Market	$	550.00
Scholarship	$	1,000.00
Physical Enhancement	$	11,200.00
Administration	$	4,450.00
TOTAL PROPOSED BUDGET FOR PROGRAMS	$	24,400.00
*Levy required would be 1.97% of the ARV (annual rental value $1,239,960.00)	$	24,400.00

Advertising and Promotions

- The objectives are to effectively market and promote all services, businesses and events in the Osborne South B.I.Z. area to the general public, tourists, B.I.Z. members and employees.

General Advertising

• Special advertising programs will be developed as required (i.e.: Lance, Reflector, Professional Newsletter, Christmas promo, One World Media)	$ 4,500.00
• Web site maintenance	$ 1,000.00
• Entrance sign (put into reserve fund)	$ 500.00
TOTAL FUNDS REQUIRED	**$ 6,000.00**

Priorities

Scholarship	$1,000.00

- To support local high school students and develop further awareness of the B.I.Z. to high school students in the area a $1,000.00 scholarship will be granted.

Special Events

• Christmas event	$ 1,200.00
• Farmer's Market	$ 550.00
TOTAL FUNDS REQUIRED	**$2,750.00**

Administration

Audit	$ 950.00
Annual Meeting (Advertising)	250.00
Office Expenses	1,000.00
Winnipeg B.I.Z. Association	250.00
Admin. Support	2,000.00
TOTAL FUNDS REQUIRED	**$ 4,450.00**

Physical Enhancement

- Osborne South is a unique area in the City. It has it's own character and it's main strength is it's small town charm, people and park like setting. Our objective is to beautify and enhance the existing environment for people who work, live, visit and shop in the area and by enhancing the visual components of Osborne South, all businesses here will benefit. We will also work closely with City Department to ensure all our maintenance needs are met.

Priorities

Summer Street Ambassador $2,500.00
(Government grants applied for to cover partial costs)

- A summer student will be hired to be a visible presence on the streets, to clean and pick up litter and to act as our Street Ambassador to business and community. Government funding will be applied for, to offset all or part of the cost.

Complete the Theme and Image for the Area

• Planters, on-going graffiti removal, planter program, new planters	$ 6,000.00
• Entrance Banner (C.N. Overpass)	$ 500.00
• Maintenance	$ 500.00
• Tree Replacement/Christmas Trees	$ 700.00
• Wreaths	$ 1,000.00
TOTAL FUNDS REQUIRED	**$ 11,200.00**