Report - Executive Policy Committee - March 18, 2003

Item No. 13 Selkirk Avenue Business Improvement Zone - 2003 Proposed Program, Zone Levy and Budget Estimates
File FL-7.5 (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 Selkirk Avenue Business Improvement Zone be approved.

2. That Councillor Pagtakhan be appointed to the Selkirk Avenue Business Improvement Zone and the Selkirk Avenue Task Force.

3. 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 to Council.

1. Approval of the 2003 Proposed Program, Zone Levy and Budget Estimates for the Selkirk Avenue Business Improvement Zone.

2. Appointment of Councillor Pagtakhan to the Selkirk Avenue Business Improvement Zone and the 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)