Exchange District Business Improvement Zone

Budget
January 1 – December 31, 2011

The mission of the Exchange District Business Improvement Zone is to champion the unique character of the district and create a clean, safe and thriving environment.

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Exchange District BIZ
Budget 2011

Message from the Chair

On behalf of the Exchange District BIZ Management Board, I am pleased to present the 2011 Budget. This document provides a comparison of projected revenues and expenditures from the current year and outlines the planned revenues and expenditures for 2011.

The Exchange District BIZ is committed to delivering community based programs and services in the areas of marketing, special events and image enhancement. Each year, the Management Board requests Zone members approve the budget for the upcoming year. In 2011 our anticipated operating requirements are $497,550.00.

The BIZ is requesting $329,175, in member levies. The balance of funds required will be raised from other sources. The BIZ levy rate required to support this request is estimated at 1.56%, based on the most recent Annual Rental Value (ARV) figure of $21,100,000.00 (September 2010). The table below indicates the Exchange District levy rates over the past five years.

Budget Year	**2007**	**2008**	**2009**	***2010***	***2011***
Estimate at AGM	1.421	1.559	1.599	*1.790*	*1.56%*
Actual at Tax Time	1.524	1.532	1.637	*1.437*	*TBA*

As the table below indicates the Exchange District ARV has experienced significant increase since 2007. Although the ARV may fluctuate from year to year, the board is very encouraged by the positive trajectory the Exchange has shown in the years following 2007.

	2007	**2008**	**2009**	**2010**	**2011**
Annual Rental Value	16,817,400	17,449,740	17,630,520	$21,651,580	estimate $21,100,000

The BIZ has had tremendous success in soliciting funds from sources other than the levy. The Board and BIZ staff has leveraged external funds through partnerships, sponsorships, government grants and other contributions while applying only nominal increases to the BIZ levy rate over the past five years. In the 2010 budget sponsorship was targeted at $125,000.00, the Biz is pleased to announce that for 2010 we managed to secure approximately $160,000.00 in additional funding, far exceeding our sponsorship revenue budget target. This has allowed for additional programming and extra staff hours so that we may better serve our Biz members. In 2003 approximately 82% of the total Biz budget came from Biz levies. For the upcoming budget year we have reduced the budget portion that Biz members pay to 66% of the total budget.

Revenues and expenditures are presented on the following pages. We feel we have budgeted responsibly, recognizing that the BIZ levy represents an expense to local business owners. We remain committed to providing quality programs and services to members in order to achieve our goal: to create a clean, safe and thriving environment for business.

Respectfully submitted,
EXCHANGE DISTRICT BIZ



Gord Holmes
Chair, Management Board

Exchange District BIZ - Budget 2011

REVENUE

	2010 Budget	2010 projected y/e	2011 Budget
BIZ Levy	$315,700	$319,045	$329,175
Raised monies	$135,000	$170,350	$168,750
Miscellaneous	$0	$0	$300
TOTAL REVENUE	**$450,700**	**$489,395**	**$498,225**

EXPENSES

PROGRAMS	2010 Budget	2010 projected y/e	2011 Budget
OMS Activities	$15,800	$26,200	$38,000
Walking Tour Program	$1,000	$30,393	$18,800
TOTAL PROGRAMS	**$42,350**	**$56,593**	**$56,800**

MARKETING	2010 Budget	2010 projected y/e	2011Budget
Marketing and Advertising	$7,250	$14,460	$17,000
Website	$2,000	$2,000	$3,000
Partnerships	$12,500	$12,976	$5,000
TOTAL MARKETING	**$21,750**	**$29,436**	**$25,000**

IMAGE	2010 Budget	2010 projected y/e	2011 Budget
Image Program	$16,740	$20,622	$21,500
Foot Patrol Program	$39,360	$35,000	$5,000
Image wages and admin.	$156,750	$140,735	$190,800
TOTAL IMAGE	**$212,850**	**$196,357**	**$217,300**

ADMINISTRATION	2010 Budget	2010 projected y/e	2011 Budget
Professional Fees	$5,400	$6200	$6,000
Personnel / HR expenses	$132,280	$138,080	$147,700
Office Maintenance & Supplies	$36,070	$34,927	$44,750
TOTAL ADMINISTRATION	**$173,750**	**$179,207**	**$198,450**
Total Expense	**$450,700**	**$461,593**	**$497,550**
Transfer to Capital Reserve		**($5,000)**	
Depreciation		**($10,000)**	
Net income	**$0**	**$12,802**[1]	**$675**

[1] The BIZ maintains a cash surplus that enables us to carry on operations from January until June as we do not receive any payments from the collected levy until the end of June.

Capital Reserve Account

Opening Balance Jan 1, 2011		**$42,814**
	Projected Deposits	
	Interest income	$200.00
	Transfer from operating (at end 2010)	$5,000.00
	Projected Expenditures	
	Technology & Equipment and	
Projected Closing Balance Dec 31, 2011	Community Projects - Lights	-$15,000.00
		$33,014

Capital Plan

The Exchange District BIZ implemented a capital reserve program designed to address certain future capital requirements and to support new programs and projects aimed at improving the member and client experience in the Exchange District. In 2011 qualifying capital expenditures have been identified as Technology and Equipment and Community Projects where the expected investment is $15,000.00. The Capital Plan will be amended and reviewed annually in conjunction with the BIZ budgeting process.

Program Highlights for 2010

Our vision is that the Exchange District will realize its full potential as a cultural and heritage mecca known widely for its one-of-a-kind shops, services and attractions. The mission of the BIZ is to champion the unique character of the district and create a clean, safe and thriving environment. The board reaffirmed its vision, mission and core business and refined its key priority areas in a work plan for 2011 as follows:

Safe & Clean

Safe and clean remains the major priority and core business of the BIZ. We will continue our foot patrols and objectives related to encouraging additional police coverage. For 2011 we will be hiring an additional full time foot patrol so we may increase the hours of patrol on weekdays and extend them into the weekends as well. We will also partner with the Downtown Outreach program so that our patrols can more quickly deal with nuisance behavior. Garbage dumping, litter control and graffiti removal are ongoing issues. Working with the West End BIZ we will continue our partnership in the Tag team graffiti removal program and expand the service so that we will team up to clean snow from our sidewalks and from around pay stations. For 2011 we will also be partnering with Wpg. Transit to clean the bus shelters in our district.

Communications & Marketing

2010 was one of the most successful years from a media stand point for the BIZ. Article after article praised the area for its Arts and Culture, unique shops, new residential/business growth and the special place the buildings have in the hearts and minds of Winnipeggers. Objectives include continuing to build on improved media relations, enhancing electronic communication and engaging community partners. We will also partner with "Downtown" magazine so that we can get our members listed in this publication. This informative magazine covering downtown life is placed in all hotels, liquor stores, Safeway and the airport.

Public Space & Streetscaping

Fundraising is a top objective to ensure all phases of the Old Market Square redevelopment are completed as planned. A charitable fund will be established so that The Exchange can ensure future programming continues at The Cube. This fund will also provide for arts and cultural opportunities in other area of the Exchange. We continue to advocate for improved streetscaping elements (paving, benches, lights, garbage cans, etc) and a stronger annual commitment to the upkeep of the area's public amenities. In 2011 in consultation with lighting experts we will light the trees of Old Market Square in order to provide a safe and visually pleasing experience for people in the Exchange.

Programs & Special Events

The BIZ will focus on areas of strength, such as the successful walking tour program, and continue to seek sponsorship and partners for all our programs. In 2010 a new "Death and Debauchery" tour made its debut. A successful media and ad campaign resulted in the largest numbers of drop in tours ever in 2010. For 2011 a new walking tour will be created to highlight the success of the Exchange as a regular backdrop for major motion pictures. Watch for the unveiling of the "Hollywood Tour" in 2011.

Strategic Lobbying & Advocacy
Lobbying and advocacy functions are a key component of our communications strategy. To ensure an effective strategic approach we will continually improve media, government and community relations. In 2011 the BIZ will be advocating for better maintenance and safety standards when it comes to surface parking lots. The BIZ will also lobby for a change in the Graffiti Bylaw so that the requirement for a yearly waiver form is removed.

Business Recruitment
Business recruitment will reflect the mandate and core business of the BIZ. We will work to improve relationships within the real estate and development industry and seek further opportunities for boundary expansion.

Organizational Development
The board and staff continually work on improving governance and administration.