PROPOSED
BUDGET AND PROGRAMS

of the

SELKIRK AVENUE
BUSINESS IMPROVEMENT ZONE

FOR THE PERIOD

JANUARY 1, 2011 to DECEMBER 31, 2011

1. BACKGROUND

The **Selkirk Avenue Business Improvement Zone (B.I.Z.)** was officially established by the 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 & BUDGET 2011

a) Advertising, Promotion and Special Events…….$4,500.00

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 Winnipeg Sun, Winnipeg Free Press (Folklorama Guide), Transcontinental Weeklies, Grassroots, Winnipeg/Manitoba Tourism, Fanfare Magazine Group: Passport, Where Magazine, Holiday Lights; Canstar Community News Ltd and Walking Tour Brochures.

b) Administration……$3,500.00

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

c) Street Enhancement and Beatification……..……...$12,500.00

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. Safety Program, augmented with a lighting program.

SELKIRK AVENUE
BUSINESS IMPROVEMENT ZONE

Proposed Budget: January 1, 2011 to December 31, 2011

E X P E N S E S

Advertising, Promotion and Special Events:

Winnipeg Sun, Winnipeg Free Press,
Winnipeg/Manitoba Tourism, Fanfare Magazine Group:
(Passport, Where Magazine, Holiday Lights);
Canstar Community News Weeklies;
and Walking Tour Brochures

$4,500.00

$4,500.00

Administration:

➢ Audit & Accounting	2,100.00
➢ Annual General and Board Meetings	600.00
➢ Office Expenses (postage, paper, etc.)	200.00
➢ Membership - WPG BIZ Association	250.00
- WPG Chamber of Commerce	350.00

$3,500.00

$3,500.00

Street Enhancement and Beautification:

➢ Street Revitalization, Mural Artist, Summer Student Employment, And Walking Tour Coordinator	$3,000.00
➢ Banners, Flowers and Flower Pots	$5,500.00
➢ Safety Program and Lighting Program	$4,000.00

$12,500.00

$12,500.00

Total Proposed Budget = $**20,500.00**

REVENUE

Business Improvement Zone Levy* **$20,500.00**

*Levy required would be approximately 1.66% of the A.R.V. (Annual Rental Value - $1,230,740)