THE OSBORNE SOUTH BUSINESS IMPROVEMENT ZONE

PROPOSED PROGRAMS AND BUDGET

FOR JANUARY 1, 2012 TO DECEMBER 31, 2012

October 17, 2011

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Marketing	$ 18,000.00
Special Events • Christmas Event	1,200.00
Scholarships	1,000.00
Physical Enhancement	17,500.00
Administration	10,850.00
TOTAL PROPOSED BUDGET FOR PROGRAMS	**$48,550.00**

*Levy required would be 2.8% of the ARV (annual rental value $1,743,840.00)

MARKETING

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.

• Special advertising programs will be developed as required (i.e.: *Lance*, *Reflector*, B.I.Z. newsletter, *Coffee Time,* Destination Winnipeg)	4,000.00
• Sidewalk Festival	12,500.00
•Website maintenance	1,500.00
TOTAL	**$18,000.00**

SPECIAL EVENTS

• Christmas Event	1,200.00
TOTAL	**$1,200.00**

SCOLARSHIPS

To support local high school students at Churchill High and develop further awareness of the B.I.Z. to high school students in the area, two $500.00 scholarships will be granted.

TOTAL	**$1,000.00**

PHYSICAL ENHANCEMENT

Osborne South is a unique area in the City. It has its own character and its main strength is its 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 will benefit. We will also work closely with City departments to ensure all maintenance needs are met.

• Maintain existing planters and hanging baskets	7,600.00
• Maintenance	6,500.00
• Wreaths	400.00
• Hydro lighting costs	3,000.00
TOTAL	**$17,500.00**

ADMINISTRATION

• Summer Street Ambassador	3,700.00
• Audit	1,400.00
• Office Expenses	500.00
• Winnipeg B.I.Z. Association membership	250.00
• Administrative support	4,500.00
• Uncollected BIZ Levy	500.00
TOTAL	**$10,850.00**