Exchange District Business Improvement Zone

Budget
January 1 – December 31, 2012

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 2012

Message from the Chair

On behalf of the Exchange District BIZ Management Board, I am pleased to present the 2012 Budget. This document provides a comparison of the budgeted and projected revenues and expenditures from the current year in addition to outlining the planned revenues and expenditures for 2012.

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 2012, our anticipated operating requirements are $549,450.00.

The BIZ is requesting $350,000.00, in member levies. The balance of funds required will be raised from other sources and the previous year's operating surplus. The BIZ levy rate required to support this request is estimated at 1.65%, based on the most recent Annual Rental Value (ARV) figure of $21,200,000.00 (September 2011). The table below indicates the Exchange District levy rates over the past five years.

Budget Year	**2008**	**2009**	***2010***	***2011***	**2012**
Estimate ARV at AGM	1.559%	1.599%	*1.790%*	*1.56%*	1.65%
Actual ARV at Tax Time	1.532%	1.637%	*1.437%*	*1.55%*	-

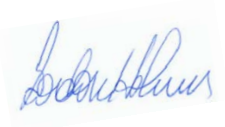
As the table below indicates the Exchange District ARV has experienced increases since 2008. Although the ARV may fluctuate from year to year, the board is very encouraged by the positive trajectory and stability the District has shown in the years following 2008.

	2008	**2009**	**2010**	**2011**	**2012**
Annual Rental Value	17,449,740	17,630,520	$21,651,580	$21,294,660	estimate 21,200.000

The BIZ has had tremendous success in soliciting funds from sources other than the levy. In 2012, the Board and BIZ staff have been able to leverage additional funds through partnerships, sponsorships, government grants and other contributions representing 33.7 per cent of the proposed overall budget. The staff of the Exchange District BIZ is committed to raising sponsorship/ grant dollars in order to lessen the burden on its levy paying members, while at the same time increasing the service and programs that it provides for all members.

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 2012

REVENUE

	2011 Budget	2011 projected y/e	2012 Budget
BIZ Levy	$ 329,175	$ 329,175	$ 350,000
Raised monies	169,050	196,500	178,775
Interest	0	0	1,500
REVENUE	**498,225**	**525,675**	**530,275**
Less ARV overpayment		**-10,553.54**	**-500**
Total Revenue	**498,225**	**515,121.46**	**529,775**

EXPENSES

PROGRAMS	2011 Budget	2011 projected y/e	2012 Budget
OMS Activities	38,000	42,000	43,000
Walking Tour Program	18,800	17,300	18,800
TOTAL PROGRAMS	**56,800**	**59,300**	**61,800**

MARKETING & Communications	2011 Budget	2011 projected y/e	2012 Budget
Marketing and Advertising	9,000	11,000	15,000
Communications	16,000	2,700	17,000
TOTAL MARKETING	**25,000**	**13,700**	**32,000**

IMAGE	2011 Budget	2011 projected y/e	2012 Budget
Image Program	19,500	20,622	15,000
Foot Patrol Program Wages and Administration	197,800	196,677	228,600
TOTAL IMAGE	**217,300**	**217,299**	**243,600**

ADMINISTRATION	2011 Budget	2011 projected y/e	2012 Budget
Professional Fees	6,000	6,200	4,000
Personnel / HR expenses	143,500	138,080	154,300
Office Maintenance & Supplies	45,450	34,927	40,750
Exchange District Legacy Fund		3,500	13,000
TOTAL ADMINISTRATION	**194,950**	**182,707**	**212,050**
Total Expense	**494,050**	**473,006**	**549,450**
Net income (loss)	**4,175**	**42,115.46**	**(19,675)**

Capital Reserve Account

RESTRICTED SURPLUS PROJECTION & BUDGET	2010	2011	2012
Restricted capital reserve beginning budget year January 1	42,177	47,869	83,369
Interest income	**692**	**-**	
Portion of Operational Surplus allocated to Restricted Surplus	**5,000**	**50,000**	
SOURCES AND USES OF CAPITAL FUNDS			
Actual and Projected Expenditures - 2011 Lighting for OMS		**(15,000)**	
Streetscape project			**(4,500)**
Office Modernization			**(35,000)**
Projected Closing balance year end December 31	**47,869**	**83,369**	**43,869**

Capital Plan

The Exchange District BIZ operates a Capital Reserve Program which provides for the organizational requirements in support of new programs and projects which improve the Exchange District. The organization's 2012 capital planning is part of an ongoing 5 year look-ahead program as a function of the annual budget process.

In 2012, qualifying capital expenditures have been identified as office modernization and streetscape projects. The expected investment is $39,500.00. The Capital Plan will be amended and reviewed annually in conjunction with the BIZ budgeting process.

Program Highlights for 2011/2012

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 2012 as follows:

Safe & Clean

Safety and cleanliness remains an important priority for the BIZ. We will continue our foot patrols and community objectives related to safety, by encouraging a police and cadet presence in the district. For 2012, we will be hiring an additional full time foot patrol so we may increase the hours of patrol on weekdays and on Saturdays. Our attention to unlawful disposal of household waste, litter control and graffiti removal is ongoing. We will continue our partnership with the West End BIZ in the Tag Team graffiti removal program and improve our service to include snow removal from around our paystations. For 2012, we will also work to develop an enhanced garbage removal program and add a brand new district wide recycling program with Recycle Everywhere and the City of Winnipeg as our main partners.

Communications & Marketing

From a media standpoint, 2011 marked a successful year 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. The Exchange District BIZ objectives include, continuing to build on improved media relations, enhancing electronic communication and engaging our community partners.

In 2012, we will partner with the *Downtown* magazine to increase membership listing in this publication. This informative magazine covering downtown life is placed in all hotels, liquor stores, Safeway's and the airport.

Communication with our members and visitors at large continues to be a top priority. In order to improve membership communication, the Exchange District BIZ will be launching a brand new website in 2012 in addition to providing all existing communications materials. We continually explore new resources and ways to provide our members with better service and information.

Public Space & Streetscaping

The Exchange District BIZ continues to advocate for improved streetscaping elements including paving, benches, lights, and garbage cans. We work tirelessly to ensure long-term commitment from our stakeholders and partners in the goal to maintain all on-street and park amenities. The Exchange District BIZ mandate indicates all improvements to the area must meet the standards laid out by the funding capital budget. In 2012, we plan to provide for a new public art and streetscaping elements on the east side of 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 2011, a new "Real to Reel" Hollywood walking tour made its debut. A successful media and ad campaign resulted in our third best year for walking tour attendance. In 2012, we will continue to work with our schools

to include our walking tours as part of the curriculum. We are also working to partner with the Canadian Museum for Human Rights after their grand opening. 2012 also marks a milestone for the Exchange District; we will be celebrating the 15th anniversary of the Exchange District Government of Canada National Historic Site Designation.

Strategic Lobbying & Advocacy
Lobbying and advocacy functions are a key component of our communication and development strategy. To ensure an effective strategic approach, we will continually improve media, government and community relations. In 2011, the BIZ successfully lobbied for the removal of loading zones which were no longer needed. As a result, 17 loading zones were identified for removal which should result in an increase of 55-60 additional on street parking spaces. We will continue to work closely with the Winnipeg Parking Authority on parking matters that are of concern to our members.

The BIZ will continue to lobby for a change in the Graffiti Bylaw so that the requirement for a yearly waiver form is removed. We will also be working closely with the West End BIZ to lobby for changes in the postering bylaws.

This past year The BIZ secured at no cost, over 130 bike parking stalls throughout the district. In 2012, we will continue to work closely with the City of Winnipeg's Active Transportation coordinator so that we may secure and install additional bike parking.

Our close working relationships with organization such as CentreVenture helps to ensure the BIZ is a stakeholder in development projects that are happening within our district. At the BIZ, we will continue to be involved with many of the prospective Exchange District projects that will impact the district, such plans include: The Culture District, Warehouse District and Riverfront re-development.

An agreement will be reached with Manitoba Hydro on how we can address the ongoing maintenance issues involving the decorative lighting in the Exchange.

Exchange District Legacy Fund
As a part of a strategic alliance with The Winnipeg Foundation, the Legacy Fund has been established and will commence generating income for the district in 2013. Based on a set of goals and objectives that are aligned with the District, we look forward to ensuring the growth of our programs, projects and membership support through the Fund.

Membership Recruitment
Member recruitment reflects the mandate and core focus of the BIZ. We will work to improve relationships within the real estate and development industry and seek further opportunities for boundary expansion. We foresee that the Sport for Life Centre at Sport Manitoba will be welcomed into our district as a result of boundary expansion.