Minute No. 253
Report - Executive Policy Committee - March 18, 2003

Item No. 2 Academy Road Business Improvement Zone - 2003 Proposed Program, Zone Levy and Budget Estimates
File FL-7.11 (Vol. 2)

COUNCIL DECISION:

Council concurred in the recommendation of the Executive Policy Committee and adopted the following:

1. That the 2003 Proposed Program, Zone Levy and Budget Estimates for the Academy Road Business Improvement Zone be approved, as outlined in Appendix "A".

2. 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:

Moved by His Worship Mayor Murray,
That the recommendation of the Executive Policy Committee be adopted by consent.

Carried

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On March 18, 2003, the Executive Policy Committee recommended approval of the 2003 Proposed Program, Zone Levy and Budget Estimates for the Academy Road Business Improvement Zone, and submitted the matter to Council.

APPENDIX "A

THE ACADEMY BUSINESS IMPROVEMENT ZONE

PROPOSED BUDGET, JANUARY 1, 2003 - DECEMBER 31, 2003

Proposed Programs (as Attached)

Physical Enhancement	$8,900.00
Internal Development	$560.00
Marketing	$9,500.00
Administration	$2,250.00
Total Proposed Budget for Programs:	$21,210.00

*Levy required would be 1.3% of the ARV (annual rental value $1,631,580.00)

PHYSICAL ENHANCEMENT

Our theme for this unique area of the city is "When only the Best will do." The area has its own character and its main strength is the people who live and shop in our neighbourhood. Our objective is to beautify and enhance the existing environment for people who work, live, visit and shop in the area. By enhancing the visual components of Academy Road, all businesses here will benefit. We will work closely with the City of Winnipeg and other levels of government to ensure our maintenance needs are met and lobby for a major street enhancement program for our B.I.Z. area.

PRIORITIES

1.	Planter, Hanging Basket, Christmas Trees & Lights	$8,900.00
TOTAL FUNDS REQUIRED		$8,900.00

INTERNAL DEVELOPMENT

- To promote the efforts of the Academy Road BIZ to our BIZ members and staff. To develop our own B.I.Z. internal newsletter.
- To conduct timely business seminars.
- To develop special merchant events such as spring sidewalk and mid-winter events, and annual meeting.
- To provide a forum for community input.

PRIORITIES

1.	Special member events such as seminars, mid-winter party for members and staff, annual meeting.	$560.00
2.	Internal Newsletter - published monthly to inform members of all ongoing activities, events and promotions.	N/c
TOTAL FUNDS REQUIRED:		$560.00

MARKETING

The objective is to effectively market and promote all our services, businesses and events to our customers, the general public, to all B.I.Z. members and employees.

TOTAL FUNDS REQUIRED: $9,500.00

ADMINISTRATION

1.	Annual audit of our finance as required by the City of Winnipeg	$250.00
2.	Uncollected Levy	$500.00
3.	Clerical Support	$1,500.00
TOTAL FUNDS REQUIRED:		**$2,250.00**