Exchange District Business Improvement Zone

Budget
January 1 – December 31, 2013

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 2013

Message from the Chair

On behalf of the Exchange District BIZ Management Board, I am pleased to present the 2013 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 2013.

The Exchange District BIZ is committed to delivering community based programs and services in the areas of marketing, special events and image enhancement. In 2013, our anticipated operating requirements are $594,830.00. The BIZ is requesting $375,000, 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 1.63%, based on the most recent Annual Rental Value (ARV) figure of $22,900,000.00 (September 2012). The table below indicates the Exchange District levy rates over the past five years.

Budget Year	**2009**	***2010***	***2011***	**2012**	**2013**
Estimate ARV at AGM	1.599%	*1.790%*	*1.56%*	1.65%	1.63%
Actual ARV at Tax Time	1.637%	*1.437%*	*1.55%*	1.496%	

As the table below indicates the Exchange District ARV has experienced increases since 2009. 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 2009.

	2009	**2010**	**2011**	**2012**	**2013**
Annual Rental Value	17,630,520	$21,651,580	$21,294,660	22,951,504	Estimate 22,900,000

The BIZ has had tremendous success in soliciting funds from sources other than the levy. In 2013, the Board and BIZ staff have been able to leverage external funds through partnerships, sponsorships, government grants and other contributions while applying a nominal increase to the BIZ levy revenue portion of the budget. The staff of the Exchange District BIZ is committed to raising sponsorship and 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. I am pleased to note for 2013, the Exchange District BIZ has once again increased its sponsorship dollars as part of the overall budget increase. Revenues and expenditures are presented on the following pages.

We feel we have budgeted responsibly, while 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



Dan Edwards
Chair, Management Board

Exchange District BIZ - Budget 2013

REVENUE

	2012 Budget	2012 projected y/e	2013 Budget
BIZ Levy	$349,500	$349,372	$375,000
Raised monies	178,775	183,166	209,200
Interest	1500	1500	1,500
Bike rack program-new 2012		28350	
REVENUE	**529,775**	**562,389**	**585,700**
Less ARV over/under payment			**-6700**
Total Revenue	**529,775**	**562,388.51**	**579,000**

EXPENSES

PROGRAMS	2012 Budget	2012 projected y/e	2013 Budget
OMS Activities	43,000	41,000	43,500
Walking Tour Program	18,800	16,900	17,300
Bike rack program		30,000	
TOTAL PROGRAMS	**61,800**	**87,900**	**60,800**

MARKETING & Communications	2012 Budget	2012 projected y/e	2013 Budget
Marketing and Advertising	15,000	17,700	31,000
Website	13,500	13,500	2,000
Partnerships	3,500	3,000	2,500
TOTAL MARKETING	**32,000**	**34,200**	**35,500**

IMAGE	2012 Budget	2012 projected y/e	2013 Budget
Image Program	15,000	8,700	27,500
Foot Patrol Program	5,000	7,000	7,000
Image wages and admin.	223,600	203,000	243,300
TOTAL IMAGE	**243,600**	**218,700**	**277,800**

ADMINISTRATION	2012 Budget	2012 projected y/e	2013 Budget
Professional Fees	4,000	7,500	10,000
Personnel / HR expenses	154,760	149,100	169,480
Office Maintenance & Supplies	40,750	27,720	37,750
Exchange District Legacy Fund	13000	13,000	3,500
Miscellaneous		-969	
TOTAL ADMINISTRATION	**212,510**	**196,351**	**220,730**
Total Expense	**549,910**	**537,151**	**594,830**
Net income (loss)	**-20,135**	**25,237.14**	**-15,830**

Capital Reserve Account

	2011	2012	2013
Restricted capital reserve beginning budget year Jan 1	$33,050.56	$83,369.00	$23,369.00
Portion of Operational Surplus allocated to restricted surplus	**$50,000.00**	**$20,000.00**	
		-	-
Office reorganization		**-$80,000.00**	
Image Project			**-$2,500.00**
Projected Closing balance year end Dec.31	**$83,050.56**	**$23,369.00**	**$20,869.00**

Capital Plan

The Exchange District BIZ implemented a capital reserve program designed to address future capital requirements and to support new programs and projects aimed at improving the member and client experience in the Exchange District. In 2013, one of the qualifying capital expenditures has been identified as a 3 year Image Project. In Year 1 the expected investment is $2,500.00 for the purchase of self-watering planters to be placed along Rorie Street. The Capital Plan will be amended and reviewed annually in conjunction with the BIZ budgeting process.

Program Highlights for 2012/2013

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 2013 as follows:

Safe & Clean

Safe and clean remains an important priority for the BIZ. We will continue our foot patrol program and community objectives related to safety, by encouraging a police and cadet presence in the district. In 2012, we increased our foot patrol strength to four. This gave us the ability to cover shifts Monday to Saturday for days and evenings. The increase in patrol staff and hours has been an overwhelming success. Our members have indicated since the inception of the evening foot patrol program they have seen a drastic reduction in theft from cars and nuisance behavior during the evening hours.

In addition, the Exchange District BIZ is a member of a local safety committee with our Exchange District business partners who meet regularly to discuss ongoing safety issues.

Garbage dumping, litter control and graffiti removal are ongoing issues. In 2013, we will continue our partnership with the West End BIZ in the Tag Team graffiti removal program and expand the service so that we can also team up to clean snow from our sidewalks and around parking pay stations. We will also work to develop an enhanced garbage removal program and introduce a district wide public recycling program with Recycle Everywhere as our main partners.

Communications & Marketing

2012 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, residential and business growth and the special place the historic buildings have in the hearts and minds of Winnipeggers. In 2013, our objective is to continually build on and improve our media relations while enhancing electronic communication and engaging our community partners.

In 2012, the BIZ was pleased to partner with the Winnipeg Free Press to create the exciting *Exchange Magazine*. Published five times per year, the Exchange Magazine focuses on everything found in the Exchange District. Whether it's shopping, dining, arts, culture or history features, the Exchange Magazine has it all. Circulation for the magazine is 50,000 including select Winnipeg Free Press subscribers and local dining and retail hot spots. We look forward to carrying on this partnership with the Winnipeg Free Press in celebrating all the Exchange District has to offer.

In 2013, we will continue to partner with the *Downtown Magazine* so that the Exchange District is represented as a vital neighbourhood of downtown. This informative magazine covering downtown life is placed in all hotels, liquor stores, Safeways and the airport.

This past year, the Exchange District BIZ launched a brand new website including new directory, event listing and Google map features. In 2013 the new website will provide for a better information data source for visitors and businesses and will engage current BIZ members directly with the supply of content.

Public Space & Streetscaping

The Exchange BIZ continues to advocate for improved streetscaping elements (paving, benches, lights, garbage cans, etc). In 2012, we installed an additional 20 permanent bike parking stations on the East side of the district.

We work tirelessly to ensure that we have our stakeholders/partners commitment to maintain all on street and park amenities and that any improvements are in keeping with the standards of the District.

In 2013 we plan to provide for additional image streetscaping elements on the east side of the Exchange with the introduction of self-watering planters.

Programs & Special Events

Moving forward, the BIZ will focus on areas of programming strength, such as the successful walking tour program, and continue to seek sponsorship and partners for all our programs.

In 2012, the 'Real to Reel' Walking Tour Program was the recipient of the Tourism Winnipeg Award of Excellence. We were pleased to have another successful walking tour season entertaining over 2,100 visitors to the area.

Other special events provided in 2012 included the various noon-hour concert series. The BIZ will continue to include our arts partners and explore local artists to offer quality entertainment and music to our lunchtime crowds in Old Market Square.

In 2013, we will continue to work with our schools to promote our walking tour program as a valuable educational tool. In addition, to build on the momentum of the walking tour program, we will work with our local restaurants and travel partners to create a guided walking and dining tour.

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 our media, government and community relations. We will continue to work closely with the Winnipeg Parking Authority on parking matters that are of concern to our members.

This past year the BIZ secured at no cost to its members, an additional 20 bike stands which were permanently placed in strategic areas of the district. In 2013, we will continue to work closely with the City of Winnipeg's Active Transportation coordinator so that we may secure and install even more bike parking.

At the BIZ, we will continue to be involved with many of the prospective Exchange District projects that will impact the area. These plans include the redevelopment of Market Avenue, the Warehouse District, the East Side Interpretive Strategy and the River City Connections.

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. Our close working relationship with organizations such as CentreVenture Development Corporation assists the BIZ in keeping up-to-date with Exchange District development projects as they arise.

Organizational Development

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