THE ACADEMY ROAD BUSINESS IMPROVEMENT ZONE

PROPOSED PROGRAMS AND BUDGET

FOR JANUARY 1, 2013 TO DECEMBER 31, 2013

October 15, 2012

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Physical Enhancement	$23,200.00
Internal Development	3,000.00
Marketing	19,000.00
Administration	5,300.00
TOTAL PROPOSED BUDGET FOR PROGRAMS	**$50,500.00**

* Levy required would be 1.91% of the ARV (annual rental value $2,640,000.00)

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 BIZ area.

• Planters, hanging baskets, tree wells	$6,800.00
• Maintenance	5,000.00
• Christmas trees	4,500.00
• Banner repair and replacement	1,400.00
• Graffiti Removal	500.00
• Streetscaping	5,000.00
TOTAL	**$23,200.00**

INTERNAL DEVELOPMENT

Priorities are to promote the efforts of the Academy Road BIZ to our BIZ members and staff, develop our own BIZ internal newsletter, conduct timely business seminars, develop special merchant events such as a spring sidewalk event and a winter event, provide a forum for community input.

• Special merchant events (seminars, annual meeting)	$3,000.00
TOTAL	**$3,000.00**

MARKETING

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

• Strategic planning, marketing, branding	$14,000.00
• Website/e-newsletter/social media	5,000.00
TOTAL	**$19,000.00**

ADMINISTRATION

• Urban Green Team Summer Student	$ 1,100.00
• Annual audit	1,200.00
• Uncollected BIZ levy	1,000.00
• Clerical support	2,000.00
TOTAL	**$5,300.00**