LAND DEDICATION RESERVE FUND APPLICATION

APPLICANT INFORMATION

Name of Organization:	Transcona Business Improvement Zone				
Mailing Address:	108 Bond Street			Postal Code:	R2C 2L2
Phone:	204-222-8566	Fax No.:	204-222-8577	E-mail address:	ed@transconabiz.ca
Name(s) of designated representatives to be contacted about this application:	Name:	Alex Morrison		Phone (daytime):	204-222-8566
	Position:	Executive Director		Phone (evening):	204-955-1839
	Name:			Phone (daytime):	
	Position:			Phone (evening):	
How long has the organization been in operation?					
Select Community Committee Area where project is located:	Assiniboia ☐	City Centre ☐	Riel ☐		
	East Kildonan-Transcona X☐	Lord Selkirk-West Kildonan ☐			

PROJECT INFORMATION

Name of Project:	Transcona BIZ Super Supporter		
Location of Project:	Transcona		
Project is located on City of Winnipeg owned lands?	YES X☐	NO ☐	
Project Start Date:	July1, 2018	Anticipated Completion Date:	May 5, 2019

Total Estimated Project Cost: $ 16,000.00

Land Dedication Reserve Fund Requested Amount: $ 12,000.00

LIST OTHER PROJECT FUNDING SOURCES		AMOUNT	CONFIRMED
Source #1	Transcona BIZ	$ 4000.00	YES X☐ NO ☐
Source #2		$	YES ☐ NO ☐
Source #3		$	YES ☐ NO ☐
Source #4		$	YES ☐ NO ☐
Source #5		$	YES ☐ NO ☐

DETAILED PROJECT DESCRIPTION

Provide a detailed description of the planned project, including:

- Community need/ support for the project:
- Community consultation, if applicable (surveys, open houses, etc.)
- City of Winnipeg staff involved in project to date
- Scope of work
- Cost estimates/ quotes
- Project schedule

Project details, plans and supporting documentation may be submitted as attachments.

The BIZ is requesting funding for our yearly programming, detailed below. In exchange the City would be designated a Transcona BIZ Super Supporter with exposure and signage for the entire year, till May 2019.

Funding would assist the BIZ in producing the following events, with corresponding promotion, advertising and mentions for the City of Winnipeg.

The 2018 Super Supporter Package includes a 4 x 6 foot full colour banner hung at TCS From *July1 2018 till May 2019*, a tent and table with signage for your team at all TCS events, plus...

For July 1 Canada Day:

July 1, 2018 - Canada Day – All day in Downtown Transcona
Performances and Events at TCS from noon till 6:00 pm

About the event:

IN THE TRANSCONA CENTENNIAL SQUARE AND ON BOND STREET BETWEEN REGENT AVENUE AND VICTORIA STREET

- ✓ Transcona Legion Colour Party and Transcona Pipe Band introduction of the dignitaries and other guests of honour
- ✓ Performances by local dance groups, Doreen Bisett School of Dance and Winnipeg Dance Force
- ✓ Headlining band Black River Drifters to perform.
- ✓ Transcona BIZ has hired incredible caricature artists
- ✓ Face painters
- ✓ Magicians
- ✓ Clowns
- ✓ Bouncers
- ✓ Velcro wall
- ✓ Giant Connect Four, giant Jenga, giant dominoes, giant Guess Who and giant Battle Ship games
- ✓ Princesses and superheroes will be walking around during the day to take photos with children
- ✓ Merchandise vendors selling their products in our Canada Day Market

Fireworks

There will be no fireworks at Assiniboine Park this year for Canada day. This gives Transcona and The BIZ the opportunity to create a strong and lasting connection to gain new visitors by inviting Winnipeggers to come to Transcona for a Canada Day fireworks show. We have an impressive amenity in Transcona in the Buhler Recreation Park Recreation Complex and having the fireworks here will attract many people who may not otherwise visit.

The BIZ will work in partnership with the staff at Buhler Park to ensure the event is organized and amazing. Bringing the tradition of Canada Day fireworks to Transcona will create an audience that will return year after year as it has to Assiniboine Park, and it will help promote the businesses and organizations of Transcona. As the fastest growing community in Winnipeg, Transcona deserves to seize the limelight and become the "go to place" for family-oriented entertainment and events in all our parks and public spaces.

Advertising for the City

- Logo in print ads in Herald and other print media
- **Full page** Thank you ad in September BIZ Bullet as a Super Sponsor.
- Social Media mentions
- your logo on the front page of our website for 12 months starting May 1, 2018.
- Digital reader board acknowledgement during before and after the event

Multi-day Events

July – August - Farmer's Market (approx. 8 - 12 markets)

Every Thursday in July and August from 11:00 till 3:00
Evening Markets (4) July 18, August 1, 15 & 29)
Banner in Square, tent & table, logo on our website, social media mentions, digital reader board acknowledgement, thank you ad in BIZ Bullet

Fridays in August: Summer Concert Series (6+2 concerts, 2 hours each)

Winnipeg Symphony Orchestra performance at TCS on June 16, 2018 included*
Other concert performers selection TBA – featuring local Winnipeg AND Transcona Bands and artists

Mid July – end of August: Outdoor Movies in the Square (6 movies, 2 hours each)

Thursdays from 9:15 to 11:00
6 Family oriented movies, with "pre-game" shows, featuring additional live performances or educational events.

Banner in Square, tent & table, logo on our website, social media mentions, digital reader board acknowledgement, thank you ad in BIZ Bullet

Mid -December – Mid February - Winter Wonderland (approx. 70 days)

Family Pleasure Skating rink, Christmas and Holiday lighting, Christmas trees, transforms the Square in to a winter activity hub and meeting place from Mid December to mid February. Free ***large Christmas tree to decorate, with signage***. Opportunity to address the guests at the Grand Opening in mid December as well as at events at the rink in January & February (events TBA).

For all multi-day events the City of Winnipeg will also receive:

Thank you ads for each event in the BIZ Bullet, social media mentions, and your logo on the Event page of our website as well as front page presence as a super sponsor.
AND individual ½ page ads in every BIZ Bullet as a Transcona BIZ Events Supporter

2019 Events:

One Day Events

May 2019 - Spring Clean Up

All day - 8:00 am – 7:00 pm

- your large logo on the tee shirts, distributed to approx. 3500+ Transcona students and community volunteers;
- **Full page** thank you ad in June BIZ Bullet as a SUPER SPONSOR,
- social media mentions
- Digital reader board acknowledgement for event

APPLICANT SIGNATURES

I/We hereby certify that I/we am/are the authorized signing officer(s) for the applying organization and this application is accurate to the best of my/our knowledge.

SIGNATURE	NAME PRINTED	TITLE/POSITION	DATE
	Alex Morrison	Executive Director	May 30, 2019
SIGNATURE	NAME PRINTED	TITLE/POSITION	DATE

Submit completed application to:

Urban Design Division
c/o Helen Fabbri ph: 204-986-6419, fax: 204-986-7524
Planning, Property and Development Department
15-30 Fort Street, Winnipeg, MB R3C 4X5
e-mail: hfabbri@winnipeg.ca

Signage Requirements:

No person or business shall display, install, or affix any sign, symbol, notice, or lettering of any kind anywhere on City of Winnipeg-owned assets or property without approval by the City of Winnipeg.

To have a sign approved, submit proposed sign design to **marketing@winnipeg.ca**
Be sure to include:

- all text in legible font, graphics, and logos
  Note: For signage in recognition of sponsorships and/or donations, only the sponsor and/or donor relationship with the City of Winnipeg will be recognized on the sign.
- proposed sign dimensions
- fabrication specifications
- proposed location of sign
- plan for installation

Submitted sign designs will be reviewed by departments to ensure compliance with all relevant City of Winnipeg by-laws, policies, and processes.

City staff will convey approval or comments back to the applicant within fifteen (15) business days.

Signs must not be installed until approval is provided from the City of Winnipeg to the applicant in writing.

Upon approval, applicants are responsible for all costs related to:

- fabrication of the sign
- installation*, repair, replacement, and/or removal of the sign
- insurance required by the City of Winnipeg

* Installation of the sign must be done by (a) City of Winnipeg staff, or (b) a City of Winnipeg approved contractor under the supervision of City of Winnipeg staff.