Part B – Project Proposal

May 24, 2022
West End Business Improvement Zone CIGP Application
Public Art/Mural Garden

Organization Description:

The West End BIZ is a non-profit organization that works to enhance the business community. The West End Business Improvement Zone (West End BIZ) was established in 1991 and is geographically the largest BIZ zone of the 15 in Winnipeg. Our non-incorporated organization is run by a Board of Management, comprised of thirteen members, twelve of whom are local business owners and one of whom is the city councillor for the area. Board Members (with the exception of the councillor) are elected at the Annual General Meeting held each year.

The West End BIZ aims to work with our members and stakeholders to enhance and promote Winnipeg's West End. Our vision is that the West End will be viewed by the city as a vibrant destination, thriving with unique restaurants, entertainment venues, shops and services and enhanced by the diversity and culture of the area. A community where businesses choose to locate, people want to visit and residents choose to live. A place of Commerce, Culture, Community and Cuisine.

Our goals are to:

- Attract and keep businesses
- Understand our members and work to meet their needs
- Understand our neighborhood – it's positive and negative features
- Grow the West End's customer base
- Make the neighborhood a place customers want to spend time in
- Build and sustain networks with partners, stakeholders and funders and ensure we fulfill or exceed our obligations in these relationships.

Project Description:

What:

The West End BIZ is award winning for its collection of murals, which have been featured in tours and provide beautification for the neighborhood. Over the past 2 years, the West End, along with other neighborhoods in Winnipeg, have seen discouraging effects from the pandemic. Public art not only makes our streets look better, it is a way of expressing hope, renew, and inspiration. The mural creation process is often overlooked, and we are aiming to invite the public to watch how art is created, while also providing a hub for community events that will contribute to growing local businesses. Working with a mural artist curator, we are able to invite 6 unique artists to take part in creating pieces that will all relate to a common

theme: Renew. The artists will be provided a leased exterior space to work in (943 Portage ave), which becomes the setting for a hub of various activities and events that will happen over the summer, and a destination for all of Winnipeg to experience the West End's diverse culture. The artists will share the space as they work on their pieces. Staggering the mural creations over the summer will also extend public interest in the project. Once all the pieces are completed, we can invite the public to our mural garden unveiling. Come September when outside activities come to end, the murals will get permanently installed at various businesses in the West End.
The final outcome of the mural garden will entail 2 large murals (10' x 20') and 5 smaller murals 10' x 10'). *Please note some artists may opt to do a triptych or polyptych which would be a set of multiple panels as their piece.

Where: The location of the proposed artist hub will be 943 Portage ave from July 1st 2022 to August 31st 2022. Then in September 2022, the completed murals will be permanently installed at these tentative locations (to be confirmed with business/property owners):

1. 696/698 Sargent ave - El Izalco Market/Sargent Taco
   West side of wall facing parking lot
   *business request

2. 796 Sargent ave – Charitos Salon
   East side facing Arlington st. and directly across from bus stop.

3. 820 Ellice ave. – Bunty's Car Wash
   North side facing Ellice ave.
   *business request

4. 789 Ellice ave. – Super Taste Pizza
   West side of building facing Home st.

5. 601 Erin st – Flea Whiskey's
   South side facing parking lot and Portage ave (high street visibility)

6. 784 Notre Dame ave – Bistro on Notre Dame
   West side facing Toronto st.
   *business request

7. 1329 Portage ave – Slices Pizza
   East side facing Valour rd.
   *business request

Why: The goal behind this project is to create a destination for the city, to experience public art within the West End. The West End is well known for its murals, and are now looking to create a hub for artists to showcase their work in a new exciting realm of public art. The mural garden will also provide a setting for various events such as pop-up shops, and a mini West End Restaurant Tasting, where the public can sample the diverse restaurants in our neighborhood. These events will help revive restaurants, retail stores, and artists that struggled throughout the pandemic.

When: The proposed space would be utilised beginning July 1st 2022, and kept maintained jointly by our Mural Curator and the West End BIZ through until August 31st 2022. In September the completed artworks will be permanently installed throughout the West End.