Project Description

Organization Description:

The West End BIZ is a non-profit organization that works to enhance the business community in the West End neighborhood of Winnipeg. 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 (apart from 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: *Saturdays on Sargent* is a West End BIZ led initiative to activate a specific portion of Sargent Avenue in the summer months (July-September). Between 2pm-6pm on Saturdays, multiple programs will be implemented simultaneously to create a streetscape that will attract Winnipeggers from other neighborhoods and support existing residents/businesses on Sargent.

The full project programming will include:

- 3 musical performances at various locations
- Bicycle Valet and Central Winnipeg Bike Loop directed towards Sargent.
- Promotion and Marketing of Sargent and summer activations
- Tours
- Business partnership and support for sidewalk sales, patios, etc.
- Additional safety patrol hours for evenings and weekends
- Partnering with community associations for programming opportunities
- Summer long multi-phased mural/public art installation. (application is for this component only)

Similar to the West End BIZ's 2022 RENEW project, we are looking to create the opportunity for the public to see how art is created. This involves creating new murals in 3-4 highly visible locations along Sargent ave. The chosen artists will be painting/working only during 2pm-6pm on Saturday evenings from July 15th - September 23rd. This parameter will support the larger Sargent Saturday's programming and allow for a staggered completion of artwork to extend painting activities throughout the whole summer.

Where:

The tentative mural installations (pending property owner approval) will be located at:

- 814 Sargent ave. East wall, facing sidewalk.
    - Property owner: Frank Zappia

- 796 Sargent ave. East wall facing Arlington ave.
    - Current business: Charito's Salon

- 757 Sargent ave. West wall Facing Simcoe st.
    - Current business: TN Hair Studio

- 528 Sargent ave. West wall facing sidewalk.
    - Current business: Unger Management

*please note that these locations might change depending on property owner engagement and wall suitability for artwork as well as visibility from the street.

Why:

The goal of Saturdays on Sargent is to bring new programming, experiences, safety and connection to public space on a vital community street. Small businesses shape Sargent ave which passes through some of the most populated neighborhoods in Winnipeg. The project will bring Winnipeggers into the West End, encourage active transportation, connect residents, visitors and businesses, and build on community participation, vitality and safety. It will enhance and extend the use of common space and make it a stronger, greener and safer core Winnipeg neighborhood.

The public art component of Sargent Saturdays is vital to show how public art can be transformative for a street, both by beautification and inspiration. Public art is known to help deter graffiti and make a space overall more enjoyable to visit. The phased approach to mural making creates early interest in the project and lets the public see how the art "unfolds" over the summer.

When:

The first Saturday on Sargent will be July 15th 2023 and the last will be September 23th 2023. The art will be initiated within the first 3 weeks, and work will continue on the art pieces on Saturdays thereafter between 2pm -6pm until completion no earlier than August 5th 2023.