Exchange District Business Improvement Zone
Proposed Program & Budget

January 1, 2004 – December 31, 2004

The catalyst making the historic Exchange District Manitoba's most unique and vibrant business, cultural and residential community.

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Exchange District BIZ
Proposed Program & Budget 2004

Message from the Management Board

The Exchange District Business Improvement Zone Management Board is pleased to present the 2004 Proposed Program & Budget. This document provides a comparison of committee expenditures from the previous year and outlines proposed planned expenditures for 2004.

The Exchange District BIZ is committed to implementing programs and delivering services that promote the area, enhance District maintenance and address issues of personal safety. The BIZ is continually exploring ways to communicate more effectively both with zone members on BIZ issues and with the general public on District events and amenities.

Each year the Management Board requests the membership approve a budget for the upcoming year. In 2004, the anticipated operating financial requirements of the Exchange District BIZ total $276,821.00. Of this total, $210,000.00 comprises the BIZ Levy. Each year, the Exchange District BIZ also pursues cash and in-kind sponsorships to enhance the level of programming we are able to offer members. In 2004, we will endeavor to raise approximately $53,150.00 from outside sources. The Exchange District BIZ also plans to draw $13,671.00 from its accumulated surplus in 2004 for operating purposes, as well as $38,999.25 (projected net cost) for a proposed office relocation, details of which can be found in Appendix A of this document.

The BIZ levy rate required to support the planned operating expenditures for 2004 is estimated at 1.42%. This is based on the latest available total Annual Rental Value (ARV) of $14,792,340.00 for the District as at September 2003. This is consistent with the BIZ levy rate(s) applied to the District over the past several years.

The following tables outline the budgeted revenues and expenditures for each committee and administration. Appendix A details a special request to the membership to support an office relocation. The accompanying text provides an overview of the continuing and new activities of the Exchange District BIZ in 2004.

Respectfully submitted,
EXCHANGE DISTRICT BIZ

Glen Agar, Chair
Exchange District BIZ Management Board

Exchange District BIZ
Expenditures / Revenues Summary, 2003 – 2004

Expenditures / Revenues Summary	2003 Budget	2003 Projected	2004 Budget
Programs, Operations & Old Market Square			
Committee Expenditures	48,342	60,980	54,750
Less Contributions:			
Non-Levy	(17,050)	(20,901)	(17,050)
Use of Accumulated Surplus	(5,000)		
Net Levy	**26,292**	**40,079**	**37,700**
Image Enhancement & Community Relations			
Committee Expenditures	69,193	59,110	81,196
Less Contributions:			
Non-Levy	(33,000)	(16,062)	(33,600)
Use of Accumulated Surplus	(20,000)		
Net Levy	**16,193**	**43,048**	**47,596**
Marketing & Communications			
Committee Expenditures	31,950	30,270	32,200
Less Contributions:			
Non-Levy	-	(590)	(1,000)
Use of Accumulated Surplus	-		
Net Levy	**31,950**	**29,680**	**31,200**
Administration			
Committee Expenditures	135,685	126,395	108,675
Less Contributions:			
Non-Levy	(1,200)	(2700)	(1,500)
Use of Accumulated Surplus	(2,000)		
Net Levy	**132,485**	**123,695**	**107,175**
Total Expenditures	**285,170**	**276,755**	**276,821**
Less Contributions:			
Non-Levy	**(51,250)**	**(40,253)**	**(53,150)**
Use of Accumulated Surplus	**(27,000)**	**(29,582)**	**(13,671)**
Net Levy	**206,920**	**206,920**	**210,000**

Exchange District BIZ
Proposed Budget 2004

Revenues Summary

REVENUES SUMMARY	Budget 2004	
City of Winnipeg BIZ Levy	**210,000.00**	
Non-Levy Contributions	**53,150.00**	
Contributions Breakdown by Committee:		
Programs, Operations & Old Market Square		
Sponsorships		*5,500.00*
Grants		*6,000.00*
WalkingTour Income		*5,500.00*
Telephone Commission		*50.00*
Total		*17,050.00*
Image Enhancement & Community Relations		
Sponsorships		*10,500.00*
Grants		*23,100.00*
Total		*33,600.00*
Marketing, Communications & Public Relations		
Advertising Revenue		***1000.00***
Total		***1000.00***
Administration		
Interest		*1,500.00*
Total		*1,500.00*
Use of Accumulated Surplus	**13,671.00**	
TOTAL	**276,821.00**	

Exchange District BIZ
Proposed Budget 2004

Expenditures Summary

EXPENDITURES SUMMARY		
Programs, Operations & Old Market Square	**Budget 2004**	
Event Sponsorship & Grants	15,000.00	
Old Market Square - Programming	14,000.00	
Old Market Square - Maintenance & Operations	2,250.00	
Guided Walking Tours	13,500.00	
Farmer's Market Development	10,000.00	
Total	**54,750.00**	
Offsetting Contributions	(17,050.00)	
Net Committee Expenses	**37,700.00**	

Image Enhancement & Community Relations	**Budget 2004**	
District Streetscape Project	8,900.00	
Seasonal Maintenance Crew	11,796.00	
Director of Safety & Maintenance	30,600.00	
Community Foot Patrol	14,900.00	
Main Street Construction Marketing Project	15,000.00	
Total	**81,196.00**	
Offsetting Contributions	(33,600.00)	
Net Committee Expenses	**47,596.00**	

Marketing & Communications	**Budget 2004**	
Publications	21,100.00	
Marketing Campaigns	2,500.00	
Website	3,000.00	
Promotions & Sponsorships	2,600.00	
Annual General Meeting	3,000.00	
Total	**32,200.00**	
Offsetting Contributions	(1,000.00)	
Net Committee Expenses	**31,200.00**	

Expenditures Summary Continued...

Administration	Budget 2004	
Accounting Fees	2,000.00	
BIZ Levy Overpayment/(Underpayment)	(3,480.00)	
Bank Charges	150.00	
Courier	400.00	
Depreciation	1,200.00	
Employment Expense - Wages	65,000.00	
Employment Expense - EI, CPP	6,500.00	
Executive Director Expenses	650.00	
GST Paid on Purchases	2,600.00	
Insurance	0	
Internet Access	900.00	
Meetings	1,500.00	
Membership Fees	1,000.00	
Office Equipment & Computer Leases	1,500.00	
Office Maintenance & Supplies	3,500.00	
Parking	50.00	
Postage	1,000.00	
Power	1,200.00	
Professional Development	4,500.00	
Rent Expense	7,800.00	
Staff Benefits	5,080.00	
Subscriptions	765.00	
Telephone	3,660.00	
Worker's Compensation	1,000.00	
Miscellaneous	200.00	
Total	**108,675.00**	
Offsetting Contributions	(1,500.00)	
Net Committee Expenditures	**107,175.00**	
Total Expenditures	**276,821.00**	
Less Offsetting Contributions	**(53,150.00)**	
Use of Accumulated Surplus	**(13,671.00)**	
Net Levy	**210,000.00**	

Exchange District BIZ
Program Highlights for 2004

Programs, Operations & Old Market Square

This committee operates to increase the public awareness and use of the Exchange District by encouraging special events, providing unique facilities, and providing a setting in which these events can be successful.

The Exchange District BIZ will continue to assist the major festivals that energize the District each year, and support programming in Old Market Square. The committee is also hoping to build on the success of the Market Revival & Arts Festival held in September of 2003 by securing parterships and developing a feasible model for an August – September farmer's market in Old Market Square.

Walking tour patrons should expect to see some changes to the Exchange District Guided Walking Tour Program in 2004, including a series of shorter, in-depth tours of historic points of interest such as "Newspaper Row" and the Winnipeg General Strike of 1919.

Image Enhancement & Community Relations

This committee operates to improve the appearance of the District, address the public's concern about safety, accessibility and cleanliness, and to represent the BIZ on downtown planning and advocacy issues.

The Image Committee will continue to build on the initiatives undertaken in 2003. A new position was created, Director of Safety and Maintenance, to increase BIZ responsiveness on maintenance issues and the safety concerns of the Exchange District. The BIZ is also investing in equipment to help the summer maintenance crew perform streetscaping, litter control and other duties in a more effective and efficient manner. An aggressive Graffiti abatement program is in the works for 2004, with the goal to make the Exchange a "NO GRAFFITI ZONE".

The launch of the Volunteer Community Patrol in June 2003 created the framework for a year round foot patrol exclusive to the Exchange District. The Image Committee is committed to pursuing outside sources of funding in order to expand the Foot Patrol in 2004.

Program Highlights for 2004 Continued...

Marketing & Communications

This committee operates to raise awareness of the retail, service and special event opportunities in the Exchange District, and to communicate BIZ activities with the local community.

The Marketing & Communications Committee is introducing several changes to its budget in 2004. The committee is shifting away from cooperative advertising, toward the development of publications that promote the District as a whole, and strategic marketing of revenue generating BIZ programs such as the Guided Walking Tours. The committee will attempt to develop alternative ways for interested business owners to advertise, primarily through BIZ publications. The committee will continue to enhance member communications through improvements to the BIZ website at www.exchangedistrict.org, the quarterly direct mail newsletter "extra" and weekly electronic newsletter "extra weekly".

The Marketing & Communications Committee has also taken on the responsibility of overseeing the planning of the Annual General Meeting.

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APPENDIX A

The Exchange District BIZ Management Board is proposing to relocate the BIZ office in 2004 in order to better serve the needs of the community and to improve the overall effectiveness of the organization. The Management Board is seeking approval to move to 133 Albert Street, and that the costs associated with the office relocation (detailed as follows) be drawn from the accumulated surplus of the Exchange District BIZ:

Budget		
Office Relocation Expenses*		$38,875.00
	SubTotal	**$38,875.00**
	GST	$2,721.25
	PST	$2,721.25
	Total	**$44,317.50**
	Contingency (10%)	$4,431.75
	Projected Office Relocation Costs	**$48,749.25**
	15 Month Rent Exemption (re: repairs & renovations)	-$9,750.00
	Projected Net Cost	**$38,999.25**
Donations**		$27,500.00
	Total Value of Donations	**$27,500.00**
Projected Office Relocation Costs		$48,749.25
Total Value of Donations		$27,500.00
	Total Project Value	**$76,249.25**

* includes repairs & renovations, drawings, delivery & installation of donated furniture and carpeting; signage; permits & fees; moving expenses; computer cabling & network hookups.

** includes legal fees (Thompson Dorfman Sweatman), furniture & carpeting (Art Metz Contract Interiors).