Exchange District Business Improvement Zone
Proposed Program & Budget

January 1, 2005 – December 31, 2005

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 2005

Message from the Management Board

On behalf of the Exchange District BIZ Management Board, I am pleased to present the 2005 Proposed Program & Budget. This document provides a comparison of projected revenues and expenditures from the current year and outlines the planned revenues and expenditures for 2005.

The Exchange District BIZ is committed to delivering community enhancement programs and services in the areas of marketing, special events, and image enhancement. Each year the Management Board requests the Zone members approve a budget for the upcoming year. In 2005, the anticipated operating requirements of the BIZ are $293,795. As well, the City of Winnipeg has estimated the Exchange District BIZ levy adjustment to be $14,177. Therefore the total financial requirements in 2005 are $307,972. Of this total, we will draw $13,445 from the surplus to operate, $14,177 to cover the estimated City's levy adjustment, and raise $65,350 from outside sources. Therefore, the BIZ is requesting a $215,000 BIZ levy.

The BIZ levy rate required to support the $215,000 request for 2005 is 1.44, based on the latest Annual Rental Value (ARV) figure of $14,911,260. This rate falls within the range of levy rates applied to the Exchange District BIZ over the past 5 years (1.31 – 1.48).

The following tables outline the budgeted revenues and expenditures for each of the three BIZ committees and detail the organizations' administrative costs. The accompanying text provides a brief overview of the continuing and new activities planned for 2005.

Respectfully submitted,
EXCHANGE DISTRICT BIZ

Glen Agar, Chair
Management Board
Exchange District BIZ

Exchange District BIZ
Expenditures / Revenues Summary, 2004 – 2005

Expenditures / Revenues Summary	2004 Budget	2004 Projected	2005 Budget
Programs, Operations & Old Market Square			
Committee Expenditures	54,750	59,901	61,900
Less Contributions:			
Non-Levy	(17,050)	(26,910)	(31,800)
Use of Accumulated Surplus			
Net Committee Expenses	**37,700**	**32,991**	**30,100**
Image Enhancement & Community Relations			
Committee Expenditures	81,196	90,890	91,850
Less Contributions:			
Non-Levy	(33,600)	(43,900)	(29,400)
Use of Accumulated Surplus			
Net Committee Expenses	**47,596**	**46,990**	**62,450**
Marketing & Communications			
Committee Expenditures	32,200	33,395	30,950
Less Contributions:			
Non-Levy	(1,000)	(3,020)	(3,000)
Use of Accumulated Surplus			
Net Committee Expenses	**31,200**	**30,375**	**27,950**
Administration			
Committee Expenditures	112,155	110,607	109,095
BIZ Levy Adjustment			
Less Contributions:			
Non-Levy	(1,500)	(1,200)	(1,150)
Use of Accumulated Surplus			
Net Committee Expenses	**110,655**	**109,407**	**107,945**
Committee Expenditures	**280,301**	**294,793**	**293,795**
BIZ Levy Adjustment	**(3,480)**	**(22,899)**	**14,177**
Sub Total Expenditures	**276,821**	**271,894**	**307,972**
Office Relocation Expenditures	**48,750**	**48,750**	**0**
Total Expenditures	**325,571**	**320,644**	**307,972**
Less Contributions:			
Non-Levy	**(53,150)**	**(75,030)**	**(65,350)**
Use of Accumulated Surplus to Operate	**(13,671)**	**0**	**(13,445)**
Use of Accumulated Surplus for Office Relocation	**(48,750)**	**(35,614)**	**0**
Use of Accumulated Surplus for Levy Adjustment	**0**	**0**	**(14,177)**
Net Levy	**210,000**	**210,000**	**215,000**

Exchange District BIZ
Proposed Budget 2005

Revenues Summary

REVENUES SUMMARY	Budget 2005	
City of Winnipeg BIZ Levy	**215,000**	
Non-Levy Contributions	**65,350**	
Contributions Breakdown by Committee:		
Programs, Operations & Old Market Square		
Sponsorships		*5,750*
Subsidies & Grants		*15,800*
WalkingTour Income		*6,500*
Farmers' Market Vendor Sales		*3,750*
Telephone Commission		*50*
Total		***31,800***
Image Enhancement & Community Relations		
Sponsorships		*20,000*
Grants		*9,400*
Total		*29,400*
Marketing, Communications & Public Relations		
Advertising Revenue		*3,000*
Total		*3,000*
Administration		
Interest		*800*
Miscellaneous		*350*
Total		*1,150*
Use of Accumulated Surplus to Operate	**13,445**	
Use of Accumulated Surplus for Levy Adjustment	**14,177**	
TOTAL	**307,972**	

Exchange District BIZ
Proposed Budget 2004

Expenditures Summary

EXPENDITURES SUMMARY		
Programs, Operations & Old Market Square	**Budget 2005**	
Event Sponsorship	15,500	
Old Market Square - Programming	12,800	
Old Market Square - Maintenance & Operations	3,050	
Guided Walking Tours	21,550	
Farmer's Market	9,000	
Total	**61,900**	
Offsetting Contributions	(31,800)	
Net Committee Expenses	**30,100**	

Image Enhancement & Community Relations	Budget 2005	
Maintenance & Beautification Projects	5,150	
Seasonal Maintenance Crew	12,600	
Community Foot Patrol	40,100	
Director of Operations	34,000	
Total	**91,850**	
Offsetting Contributions	(29,400)	
Net Committee Expenses	**62,450**	

Marketing & Communications	**Budget 2005**	
Publications & Member Communications	16,000	
Marketing Campaigns & Advertising	4,500	
Website	1,200	
Promotions & Sponsorships	2,500	
Marketing Research & Planning	3,750	
Annual General Meeting	3,000	
Total	**30,950**	
Offsetting Contributions	(3,000)	
Net Committee Expenses	**27,950**	

Expenditures Summary Continued...

Administration	Budget 2005	
Accounting Services	4,800	
Bank Charges	250	
Courier	550	
Depreciation	1,200	
Employment Expense - Wages	68,125	
Employment Expense - Benefits	5,145	
Employer Contributions - CPP	6,000	
Employer Contributions - EI	4,000	
Executive Director Expenses	650	
GST Paid on Purchases	0	
Insurance	0	
Internet Access	900	
Meetings	1,500	
Membership Fees	1,000	
Office Equipment & Computer Leases	2,000	
Office Maintenance & Supplies	2,300	
Parking	50	
Postage	1,000	
Power	1,500	
Professional Development	2,000	
Rent Expense	0	
Subscriptions	765	
Telephone	3,660	
Worker's Compensation	1,500	
Miscellaneous	200	
Total	**109,095**	
Offsetting Contributions	(1,150)	
Net Administration Expenditures	**107,945**	

Total Committee & Administration Expenditures	**293,795**	
BIZ Levy Adjustment	**14,177**	
TOTAL BIZ EXPENSES	**307,972**	
Less Offsetting Contributions	**(65,350)**	
Use of Accumulated Surplus to Operate	**(13,445)**	
Use of Accumulated Surplus for Levy Adjustment	**(14,177)**	
BIZ Levy	**215,000**	

Exchange District BIZ
Program Highlights for 2005

Programs, Operations & Old Market Square

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

The Programs committee will continue to facilitate and support the use of Old Market Square as a venue for festivals and events. The committee will build on last year's success of the Exchange District Farmers' Market in 2005. A Walking Tour business plan is being developed, which includes the introduction of a "Kid's Tour" and a Walking Tour companion booklet.

Image Enhancement & Community Relations

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

The Image committee invested surplus funds in a full-time Foot Patrol program in 2004, and plans to pursue outside funding sources to ensure the sustainability of safety programming. The Image committee will continue to operate a summer maintenance program, and work on graffiti abatement, planting, litter control, and district beautification.

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 committee has received excellent feedback on the weekly e-newsletter and extra quarterly member newsletter and will continue to enhance member communications where possible. The Marketing committee is currently redesigning the BIZ website at www.exchangedistrict.org, and creating a tagline for the District. The committee is also interested in member feedback and will undertake a survey and lead a BIZ strategic planning session in early 2005 to ensure BIZ programming is meeting member needs.