OSBORNE SOUTH B.I.Z.

PROPOSED PROGRAMS AND BUDGET

FOR JANUARY 1, 2005 TO DECEMBER 31, 2005

October 18, 2004

OSBORNE SOUTH BUSINESS IMPROVEMENT ZONE

PROPOSED PROGRAMS AND BUDGET
FOR JANUARY 1, 2005 TO DECEMBER 31, 2005

Marketing	$ 6,000.00
Special Events	
• Christmas Event	1,200.00
• Farmer's Market	550.00
Scholarship	1,000.00
Physical Enhancement	11,200.00
Administration	4,200.00
TOTAL PROPOSED BUDGET FOR PROGRAMS	**$ 24,150.00**

*Levy required would be 1.97% of the ARV (annual rental value $1,222,440.00)

MARKETING

The objectives are to effectively market and promote all services, businesses and events in the Osborne South B.I.Z. area to the general public, tourists, B.I.Z. members and employees.

• Special advertising programs will be developed as required (i.e.: *Lance*, *Reflector*, B.I.Z. newsletter)	$ 4,500.00
• Website maintenance	1,000.00
• Entrance sign (put into reserve fund)	500.00
TOTAL	**$6,000.00**

SPECIAL EVENTS

• Christmas Event	$ 1,200.00
• Farmer's Market	550.00
TOTAL	**$1,750.00**

SCHOLARSHIP

To support local high school students at Churchill High and develop further awareness of the B.I.Z. to high school students in the area, two $500.00 scholarships will be granted.

TOTAL	**$1,000.00**

PHYSICAL ENHANCEMENT

Osborne South is a unique area in the City. It has it's own character and it's main strength is it's small-town charm, people and park-like setting. Our objective is to beautify and enhance the existing environment for people who work, live, visit, and shop in the area and, by enhancing the visual components of Osborne South, all businesses will benefit. We will also work closely with City departments to ensure all maintenance needs are met.

Summer Street Ambassador	
• A summer student will be hired to be a visible presence on the streets, to clean and pick up litter and to act as our Street Ambassador to business and community. Government funding will be applied for, to offset all or part of the cost.	$ 2,500.00
Theme and Image	
• Planters, ongoing graffiti removal, planter program, new planters, hanging baskets	7,800.00
• Maintenance	500.00
• Wreaths	400.00
TOTAL	**$11,200.00**

ADMINISTRATION

• Audit	$ 950.00
• Office Expenses	1,000.00
• Winnipeg B.I.Z. Association Membership	250.00
• Administrative Support	2,000.00
TOTAL	**$ 4,200.00**