# THE ACADEMY ROAD BUSINESS IMPROVEMENT ZONE

# PROPOSED PROGRAMS AND BUDGET

# FOR JANUARY 1, 2005 TO DECEMBER 31, 2005

October 18, 2004

## THE ACADEMY ROAD BUSINESS IMPROVEMENT ZONE

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

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|---|---|
| Physical Enhancement | $ 13,600.00 |
| Internal Development | 560.00 |
| Marketing | 11,000.00 |
| Administration | 2,250.00 |
| **TOTAL PROPOSED BUDGET FOR PROGRAMS** | **$ 27,410.00** |

*Levy required would be 1.62% of the ARV (annual rental value $1,689,180.00)

## PHYSICAL ENHANCEMENT

Our theme for this unique area of the city is "When only the Best will do". The area has its own character and its main strength is the people who live and shop in our neighbourhood. Our objective is to beautify and enhance the existing environment for people who work, live, visit, and shop in the area. By enhancing the visual components of Academy Road, all businesses here will benefit. We will work closely with the City of Winnipeg and other levels of government to ensure our maintenance needs are met and lobby for a major street enhancement program for our B.I.Z. area.

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|---|---|
| • Planters, hanging baskets, holiday trees and lights, wreaths, banners | $13,600.00 |
| **TOTAL** | **$13,600.00** |

## INTERNAL DEVELOPMENT

Priorities are to promote the efforts of the Academy Road B.I.Z. to our B.I.Z. members and staff, develop our own B.I.Z. internal newsletter, conduct timely business seminars, develop special merchant events such as a spring sidewalk event, provide a forum for community input.

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|---|---|
| • Special merchant events (seminars, annual meeting) | $560.00 |
| • Internal newsletter | 0.00 |
| **TOTAL** | **$560.00** |

## MARKETING

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|---|---|
| The objective is to effectively market and promote all our services, businesses, and events to our customers, the general public, all B.I.Z. members and employees. | $11,000.00 |
| **TOTAL** | **$11,000.00** |

## ADMINISTRATION

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|---|---|
| • Annual audit | $ 250.00 |
| • Uncollected levy | 500.00 |
| • Clerical support | 1,500.00 |
| **TOTAL** | **$2,250.00** |