Downtown Winnipeg BIZ
BUSINESS IMPROVEMENT ZONE

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December 3, 2004

City Clerk's Department
Council Building
City of Winnipeg
510 Main Street
Winnipeg, Manitoba R3B 1B9

Attention: Mr. Richard Kachur
City Clerk

Dear Mr. Kachur:

Re: Results of the sixteenth Annual General Budget Meeting of the Downtown Winnipeg Business Improvement Zone (BIZ)

This will confirm that the sixteenth Annual General Budget Meeting of the Downtown Winnipeg Business Improvement Zone (BIZ) was held as planned on Tuesday, November 16, 2004 beginning at noon at the Inn at the Forks, with almost 200 stakeholders in attendance.

As per Section 200(2) of The City of Winnipeg Act, please find enclosed a copy of the following:

- Our formal notice of the meeting that was hand delivered to all businesses within our zone several weeks before the meeting.

Also enclosed is a copy of the Report of the Nominating Committee that includes the candidates' biographical information. There were five positions available on our Management Board, four of which have been filled by the following individuals as elected by acclamation at the meeting: (as per Section 16(10) of the Business Improvement Zone Procedures by-law, a fifth member will be appointed by the Board)

- Mr. Don Gnutel
- Ms. Clare MacKay
- Ms. Cheryl Mazur
- Ms. Jackie Stephen

Please find enclosed our 2005 Program and Budget as approved unanimously at the meeting. As per the City's Corporate Finance Department letter dated September 28, 2004, the 2005 levy is based on the 2004 year end projections. As

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CLERKS Dept.

noted in the BIZ budget document, the 2005 levy rate is 1.455%, estimated at an amount of $1,225,985.

A copy of our 2004 Annual Report that was distributed at the Annual General Meeting is also enclosed. Copies will be distributed to all businesses within our zone in December.

Should there be any additional information required and/or if you should require additional copies of any of the enclosed materials, please call me at 958-4640. In the meantime, please advise us of the dates and locations of Council/Committee meetings at which the enclosed material will be discussed.

Sincerely,

Stefano Grande

Stefano Grande
Executive Director

Encl.



PROPOSED PROGRAM & BUDGET

JANUARY 1, 2005 TO DECEMBER 31, 2005

MISSION STATEMENT

To enhance and promote Downtown Winnipeg as the place to work, do business, shop, live and enjoy

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info@downtownwinnipegbiz.com www.downtownwinnipegbiz.com

A MESSAGE FROM THE MANAGEMENT BOARD

The Downtown Winnipeg Business Improvement Zone (BIZ) Management Board is pleased to present the 2005 Proposed Program and Budget. This document should be read in conjunction with the Downtown Winnipeg BIZ 2004 Annual Report.

Since 1989, the Downtown Winnipeg BIZ has partnered with many individuals, businesses, downtown agencies and all three levels of government to develop programs that promote downtown as a destination and create a positive, progressive and vibrant atmosphere in the downtown. Core BIZ initiatives include "clean and safe" programs, marketing and communication strategies, beautification of the community, a variety of events, and programs for improved access within and to downtown. Together, these programs, events and initiatives attract people to the city centre to use downtown's many shops and services, while creating a positive experience for those who are here.

We are in the midst of significant positive change in downtown Winnipeg. Several development projects came to fruition in 2004, and were complemented with the announcement of numerous new projects—including a dozen residential developments. The increased investment in the city centre reflects a growing confidence that downtown is changing for the better. The Downtown BIZ is dedicated to taking action in 2005 to add fuel to downtown's renewal and ensure this momentum continues.

Over the past six months, we re-evaluated our programs and developed a strategic plan for the next three years. The plan is based on input from the Management Board strategic planning session, Downtown BIZ program committee members who represent downtown interest groups, and the general business community. We met with dozens of downtown businesses and received valuable input from our biannual membership survey and from four strategic planning workshops, attended by 123 business people.

In 2005, the Downtown BIZ will be turning a focus to business development to strengthen our commitment to support small businesses as they expand and grow, while promoting downtown business opportunities. Further, the BIZ will begin exploring our role to further promote the importance of downtown market housing. We feel these are two key areas we need to pursue in order to achieve a revitalized downtown, and, based on the feedback received, this is supported by the business community. Throughout the process of developing our plans for these two areas, we will continue to engage our partners and the business community to receive feedback on our programs and initiatives.

The 2005 budget represents our on-going commitment to improving downtown and working toward our collective goal of downtown revitalization. It maintains support for existing core programs, and includes new initiatives which arose through our consultation process. There are several significant changes to individual program budgets and to the head office budget, which was made to increase operational efficiencies and the clarity of reporting, and do not represent a change in programming priorities. In addition, each program budget features some changes which reflect a refocusing based on the extensive feedback we received. The addition of budget lines for Housing and Business Development in the Communications & Marketing Budget reflect these new priorities for 2005. The 2005 budget was carefully reviewed by the Downtown BIZ Management Board in order to ensure that the BIZ achieves its mandate strategically and efficiently.

The 2005 budget and programming continue to incorporate the BIZ practice of aggressively seeking cash and in-kind contributions to supplement the BIZ levy. Cash and in-kind sponsorships of more than $700,000 are built into the 2005 budget. We believe the 2005 program and budget will enable the Downtown Winnipeg BIZ to further consolidate and strengthen our role in the downtown and to expand our contribution to the renewal of our city centre.

Respectfully submitted,



D.W. (Don) Gnutel, Chair
Downtown Winnipeg BIZ Management Board

SUMMARY

SUMMARY (2004 cf. 2005)
Proposed Programs (as attached)

	2004 * Budget	2004 Projected	Proposed 2005 Budget
Program Expenditures			
Image	$ 169,309	$ 142,786	$ 202,500
Transportation, Parking & Transit	59,000	32,273	42,000
Community Safety	544,188	537,096	968,501
Events & Promotions	197,979	207,467	245,600
Communication & Marketing	251,000	238,582	213,644
Administration	392,133	380,117	579,794
Total Expenditures	**1,613,610**	**1,538,320**	**2,252,039**
Program Contributions			
Image	60,000	58,631	58,500
Transportation, Parking & Transit	11,500	3,212	7,000
Community Safety	253,475	208,271	791,343
Events & Promotions	69,000	87,583	173,500
Communication & Marketing	19,900	18,100	23,050
Administration	5,250	100	-
Total Contributions	**419,125**	**375,897**	**1,053,393**
Expenditures Less Contributions	**1,194,485**	**1,162,424**	**1,198,646**
Operating Revenue			
BIZ Levy	1,225,985	1,225,985	1,225,985
Less: Uncollected Tax Levy	(36,500)	(25,993)	(32,339)
Interest	5,000	5000	5,000
Total Operating Revenue	**1,194,485**	**1,204,992**	**1,198,646**
Difference from total revenue from all sources less total expenditures	0	42,568	0
Add: Surplus carried from previous year	459,177	459,668	502,236
Closing Surplus/(Deficit)	**$ 459,177**	**$ 502,236**	**$ 502,236**

Note: The 2004 budget does not reflect in-kind contributions of approximately $798,957 which added substantial value to all program areas.
* as restated to conform with the current year's presentation

Image & Cleanliness

Goal

To improve the visual quality of downtown Winnipeg and enhance the pedestrian experience through physical improvements, street beautification, and cleanliness, for the benefit of those who work, shop, visit or live downtown.

Objectives

1. To partner with stakeholders to implement a year round maintenance program (graffiti removal, pressure washing, garbage and litter clean up, weeding, flower planting, and watering) for our downtown streets and walkway systems.

2. In partnership with stakeholders, to build pride among business and building owners encouraging them to take charge of litter and cleanliness on their block.

3. To advocate for dedicated resources for the downtown area which will help in achieving our goal.

4. To partner with other agencies and stakeholders to advocate and implement street and sidewalk enhancements that would improve the image of the downtown.

5. To advocate for and implement enhancements that would improve the image of the key downtown traffic routes.

6. To enhance public spaces and buildings through art and technology, to create a vibrant downtown image to make the downtown the place to be.

IMAGE & CLEANLINESS

IMAGE & CLEANLINESS (2004 cf. 2005)

	2004 * Budget	2004 Projected	Proposed 2005 Budget
Expenditures			
Banners (including Portage Avenue)	$ 4,000	$ 4,204	$ 12,000
Chinatown Banners (see Banners)	12,000	12,000	
Restaurant Row	1,000	819	500
Portage and Main Flags	5,000	5,000	
Maintenance Crew & Equipment (formerly BIZ patrol/DMC)	64,100	55,500	125,500
Flowers (formerly Graham Mall Maintenance)	5,000	3,130	29,500
Portage & Main Enhancements (see Flowers)	5,000	2,000	
Portage Avenue Enhancements (see Flowers)	2,500	500	
Walk of Fame	5,000	-	
Golf Cart (See Maintenance Crew & Equipment)	3,000	4,460	
Sidewalk Vacuum (See Maintenance Crew & Equipment)	3,000	1,347	
Equipment & Materials (see Maintenance Crew & Equipment)	6,000	4,000	
Murals	7,000	3,300	18,000
New Initiatives- Japanese Gardens	6,000	4,455	
Business Recognition (New 2005)			
Neon Broom Awards			3,000
Business Participation			2,000
Patio Development (New 2005)			2,000
Enhancing Spaces (New 2005)			10,000
Program & Staff costs (see Maintenance Crew & Equipment)	40,709	42,070	
Total Expenditures	**169,309**	**142,786**	**202,500**
Contributions			
Banners (including Portage Avenue)	-		
Chinatown Banners (see Banners)	500	20	
Maintenance Crew & Equipment (formerly BIZ patrol/DMC)	18,000	19,431	58,500
Flowers (formerly Graham Mall Maintenance)	-	180	
Portage & North Main Maintenance (see Maintenance Crew & Equipment)	35,000	35,000	
Walk of Fame	2,500	-	
Sidewalk Vacuum (See Maintenance Crew & Equipment)	4,000	4,000	
New Initiatives	-	-	
Total Contributions	**60,000**	**58,631**	**58,500**
Net Expenditures (BIZ Levy)	**$ 109,309**	**$ 84,155**	**$ 144,000**

Note: The 2004 budget does not reflect in-kind contributions of approximately $27,000 which added substantial value to this program area.
* as restated to conform with the current year's presentation

Transportation, Parking & Transit

Goal

To work closely with the City of Winnipeg's Public Works, Transit and Planning departments, as well as with private stakeholders, to review all parking and transportation issues and provide solutions in response to stakeholder concerns.

Objectives

1. To develop and promote programs with merchant and stakeholder participation that encourage parking; improve accessibility and convenience; and promote the use of downtown services.

    a. To grow and promote the Easy Streets™ Blue Loonie Program
    b. To advocate and establish free, customer friendly downtown public transportation initiatives
    c. To promote the availability of downtown parking

2. To advocate for beneficial downtown parking and transportation policies.

3. To undertake and/or participate in partnership with stakeholders in critical research to support initiatives that would improve downtown transportation, parking and circulation needs.

4. To partner with stakeholders to develop and promote our waterways (rivers) as a mode of transportation in and around downtown.

TRANSPORTATION, PARKING & TRANSIT

TRANSPORTATION, PARKING & TRANSIT (2004 cf. 2005)

	2004 * Budget	2004 Projected	Proposed 2005 Budget
Expenditures			
Easy Streets ™	$ 14,000	$ 11,000	$ 4,000
New initiatives	5,000	2,000	
Parking Booster Card			5,000
Parking Ticket Validation			5,000
Available Parking Promotion			10,000
Downtown Spirit	10,000	10000	10,000
Advocacy			1,000
Winnipeg Protected Walkway System Business Plan			2,000
Program costs (general costs now allocated to admin)	5,000	2,000	
Parking Map	12,000	4,455	
Research	10,000	2,000	5,000
C.A.R.-R.A.C. (Water Taxi)	3,000	818	
Total Expenditures	**59,000**	**32,273**	**42,000**
Contributions			
Easy Streets ™ Token Revenue	2,500	3,212	2,000
Parking Booster Card			2,500
Parking Ticket Validation			2,500
Parking Map	6,000		
Research	3,000		
Total Contributions	**11,500**	**3,212**	**7,000**
Net Expenditures (BIZ Levy)	**$ 47,500**	**$ 29,061**	**$ 35,000**

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Note: The 2004 budget does not reflect in-kind contributions of approximately $22,437 which added substantial value to this program area.
* as restated to conform with the current year's presentation

Community Safety

Goal

To create a safe downtown environment for people to work, do business, live, shop and enjoy, in partnership with the Winnipeg Police Service, the community and other primary stakeholders.

Objectives

1. In partnership with the Private, Public and Corporate community, to increase a visible uniformed presence, which will act as tourism ambassadors and safety officers.

2. To create and sustain the Outreach Program/Special Constable initiative, to address disorderly aggressive behaviour, and to assist the needs of people living on the streets.

3. To continue to develop, market and expand the Volunteer Watch program through partnerships with universities, colleges, high schools, resident groups, law enforcement academies, and others.

4. To develop partnerships, and promote awareness and education, to address homelessness and panhandling.

5. To continue to work with the Winnipeg Police Service and support policing and crime prevention initiatives, such as:

    a. Mounted Horse Patrol
    b. Bike Training
    c. Shop Theft, Counter Actions, and similar programs
    d. Community Police Office
    e. Advocating for an "alternative justice system"

6. To support and participate with organizations that have been established to address issues of safety, such as:

    a. The Downtown Winnipeg Committee for Safety
    b. Non-Potable Alcohol Inhalant Abuse Committee
    c. Other

COMMUNITY SAFETY (2004 cf. 2005)

	2004 * Budget	2004 Projected	Proposed 2005 Budget
Expenditures			
Downtown Watch (includes volunteer and watch program and salaries costs)			$ 455,316
Downtown Watch Salaries (see Downtown Watch)	$ 334,646	$ 390,160	
Program Costs (see Downtown Watch)	31,721	44,811	
Volunteer Program Staff (now allocated to admin)	38,380	32,258	
Volunteer Program Costs (see Downtown Watch)	6,182	7,032	
Special Constable/ Outreach (formerly Watch Expanded hours)	80,000	22,421	488,185
Change for the Better			1,000
Program & Staff Costs	15,500	7,229	
Help Key	1,000	817	
Golf Tournament	20,000	13,045	15,000
Safety Committee Costs (all general costs now in Admin)	3,259	4,445	
	13,500	14,878	9,000
Total Expenditures	**544,188**	**537,096**	**968,501**
Contributions			
Downtown Watch (includes volunteer and watch program and salaries costs)	155,095	167,101	281,658
Volunteer Program Staff (now allocated to Admin)	1,380	245	
Special Constable/ Outreach (formerly Watch Expanded hours)	60,000	16,380	488,185
Change for the Better			
Brochure sponsorship	5,000		
Golf Tournament	20,000	13,045	15,000
Winnipeg Police Service Mounted Horse Patrol	12,000	11,500	6,500
Total Contributions	**253,475**	**208,271**	**791,343**
Net Expenditures (BIZ Levy)	**$ 290,713**	**$ 328,825**	**$ 177,158**

Note: The 2004 budget does not reflect in-kind contributions of approximately $206,310 which added substantial value to this program area.
* as restated to conform with the current year's presentation

Events & Promotions

Goal:

To stage and support events that promote downtown Winnipeg, attract people to the city centre, and encourage them to visit downtown again.

Objectives:

1. To create and partner with other stakeholders to establish downtown festivals and events.

2. To act as a technical intermediary with the City of Winnipeg for groups wanting to host events and festivals in downtown Winnipeg.

3. To encourage businesses in the zone to participate with cooperative downtown marketing projects, promotions, festivals and events.

EVENTS & PROMOTIONS (2004 cf. 2005)

	2004 * Budget	2004 Projected	Proposed 2005 Budget
Expenditures			
Holiday Events			
Santa Claus Parade (formerly Night of Lights / Festival of Lights Parade)	$ 2,500	$ 2,550	$ 2,500
Festival du Voyageur/River Trail	3,000	2,500	1,000
Star Treatment	2,000	1,500	3,000
Window Wonderland	2,500	2,500	2,500
Downtown Events			
In for Lunch	20,000	21,831	25,000
Out to Lunch	22,000	30,422	30,000
Young Artists on the Avenue	20,000	24,650	20,000
Permanent Gallery on the Avenue	2,500	1,576	
Get Together/Spiritfest	6,500	-	
City Lights Cruise	4,500	4,615	3,500
Cruz In Downtown	4,000	2,532	2,000
Sports	3,000	6,600	6,000
Fringe Festival	4,000	1,600	1,600
Doors Open	40,000	54,427	60,000
Program Staff & Costs (see Admin budget)	48,979	40,000	
New Initiatives	3,000	3,570	19,000
Freeze Frame International Kids Festival			1,000
Peg City Holla			1,500
Junos			10,000
NSI FilmExchange	2,000	-	
Windsor Hotel Anniversary Event	3,000	-	
Winnipeg Little Mountain Bluesfest	1,500	2,594	2,000
Urban Reels Series (Merchant Park Film Fest)	2,500	2,000	3,000
Muddy Water Tours	500	500	
Street Hockey Tournament-Easter Seals 4 on 4 Shoot & Score	-	1,500	2,000
Annual BIZ Ball			50,000
Total Expenditures	**197,979**	**207,467**	**245,600**
Contributions			
In for Lunch	8,500	16,000	17,500
Out to Lunch	11,000	22,500	22,500
Young Artists on the Avenue	5,500	6,500	6,500
Fringe Festival	4,000		
Doors Open	40,000	42,583	60,000
Peg City Holla	-		1,000
Street Hockey Tournament-Easter Seals 4 on 4 Shoot & Score	-		1,000
Annual BIZ Ball			50,000
New Initiatives	-		15,000
Total Contributions	**69,000**	**87,583**	**173,500**
Net Expenditures (BIZ Levy)	**$ 128,979**	**$ 119,884**	**$ 72,100**

Note: The 2004 budget does not reflect in-kind contributions of approximately $70,500 which added substantial value to this program area.

* as restated to conform with the current year's presentation

Communications & Marketing

Goal 1:

To promote the unique downtown experience in order to attract people downtown, create positive perceptions of the city centre, and encourage usage of downtown shops, services, dining and entertainment venues.

Objectives

1. To develop a comprehensive and measurable communications and marketing plan, including a downtown brand ("Get More. Get Downtown"), that will attract people downtown to use the services such as shopping, dining and entertainment.
    a. Publications: "Get More. Get Downtown" Handbook
    b. Publications: "Taste More" Downtown Dining Guide
    c. Print Advertising: Magazines
    d. Print Advertising: Newspapers
    e. Television Advertising
    f. Radio Advertising
    g. Outdoor Advertising (e.g. Transit Shelters and Parkade Billboards)
    h. Website
    i. "What's Happening Downtown" Weekly Event E-mail
    j. Other Marketing Initiatives

Goal 2:

To communicate with downtown businesses and Winnipeggers about downtown Winnipeg and Downtown BIZ initiatives.

Objectives

1. To maintain effective communication with, and provide pertinent information to, businesses within the BIZ boundaries in regards to BIZ activities and downtown happenings through:
    a. BIZword newsletter
    b. Annual Report and Annual General Meeting
    c. Website
    d. Weekly Event E-mails ("What's Happening Downtown")
    e. Marketing Workshop
    f. BIZ Services Card
2. To respond to requests for downtown data and inquiries related to BIZ programs.
3. To engage the media to promote the various BIZ initiatives, projects and positions of the business community related to downtown issues.
4. Media Releases, News Conferences, Media Monitoring, etc.

COMMUNICATIONS & MARKETING (2004 cf. 2005)

	2004 * Budget	2004 Projected	Proposed 2005 Budget
Expenditures			
Publications			
BIZword newsletter	$ 10,500	$ 11,500	$ 12,000
"Get More Get Downtown" Handbook	39,000	38,527	54,000
Annual Report	14,000	11,000	11,000
Sub-Total	63,500	61,027	77,000
Advertising			
Marketing Creative			6,000
Radio	16,000	14,500	9,000
Print	7,500	8,500	8,000
Outdoor	4,500	4,500	16,000
Televison	50,000	50,000	20,294
Sub-Total	78,000	77,500	59,294
General			
Annual General Meeting	7,000	7,000	7,000
Brochures and Print Material	8,500	8,500	10,000
Heart and Soul Map	6,000	-	
Marketing Initiatives	22,500	22,500	12,500
Media Relations	2,000	1,000	1,250
Program Staff & Costs (see Admin Budget)	47,000	48,000	
Sponsorship	5,000	2,500	1,600
Survey	8,500	6,555	4,000
Website	3,000	4,000	8,000
E-newsletter			1,000
New Development Strategies			
Housing Promotions			16,000
Business Development			16,000
Sub-Total	109,500	100,055	77,350
Total Expenditures	**251,000**	**238,582**	**213,644**
Contributions			
Publications			
BIZword newsletter	1,400	1650	1,500
"Get More Get Downtown" Handbook	8,300	7300	12,800
Brochures and Print Material	-	2500	1,000
Heart and Soul Map	3,800	0	
Advertising: Radio	6,400	6650	7,500
Website	-		250
Total Contributions	**19,900**	**18,100**	**23,050**
Net Expenditures (BIZ Levy)	**$ 231,100**	**$ 220,482**	**$ 190,594**

Note: The 2004 budget does not reflect in-kind contributions of approximately $152,436 which added substantial value to this program area.
* as restated to conform with the current year's presentation

Administration

Goals

To negotiate efficient and effective mechanisms for achieving optimal utilization of space and office resources to carry out communication, distribution and organization requirements as they support key program functions.

Objectives

1. To maintain an up-to-date database of downtown stakeholders, agencies and relevant contacts for distribution of BIZ info and downtown marketing material.

2. To protect the capital investments of the Downtown BIZ by encouraging optimum utilization of resources as all programs collectively share them.

3. To provide access to resources, both capital and personnel, for the efficient implementation of Downtown BIZ programs.

4. To maintain partnerships with relevant organizations and support on-going training and development of staff and Board to accomplish goals and objectives for the annual program.

ADMINISTRATON (2004 cf. 2005)

	2004 * Budget	2004 Projected	Proposed 2005 Budget
Expenditures			
Personnel Salaries and Wages (includes all office staff)	$ 207,319	$ 187,888	$ 413,145
Meetings (includes all committee & general meetings)	14,315	17,109	12,950
Communication (Cell & Office phones, Internet)	11,429	10,786	16,260
Internet (see Communication)	1,600	1,528	
Equipment / Equipment Lease & Maintenance Costs	18,500	16,308	17,000
Amortization	10,500	6,250	6,598
Travel	14,670	15,689	20,118
Auto & Parking (see Travel)	4,380	3,300	
Services Charges (includes Bank, Payroll Charges, Credit Card Fees)	1,530	2,200	2,540
GST Expense	0	165	
Legal / Audit / Insurance (Formerly Professional Fees)	6,725	23,000	8,900
Director and Owner Liability Insurance (see Legal / Accounting / Insurance)	3,500	1,700	
Technical Support / Software Upgrades / Licenses	2,590	4,918	4,800
Office Expenses	12,300	7,000	19,142
Courier (see Office Expenses)	525	350	
Occupancy costs (see Office Expenses)	6,500	8,470	
Postage (see Office Expenses)	1,550	1,386	
Printing (see Office Expenses)	2,070	2,070	
Photography	525	0	
Rent	44,900	44,900	45,333
Subscriptions / Publications / Memberships	775	967	4,558
Membership Dues (see Subscriptions / Publications / Memberships)	4,140	2,500	
Advertising / Promotion	-	470	1,450
Promotion (see Advertising / Promotion)	1,050	1,669	
Professional Development / Training	4,800	3,200	7,000
Database Management (see Technical Support / Salaries)	6,471	12,574	
Downtown Residential Promotions / Advocacy	750	-	
Gov't/Non-profit/Property owners membership	5,000	-	
Volunteer Recognition (see Sponsorship luncheon in Communications)	3,720	3,720	
Total Expenditures	**392,133**	**380,117**	**579,794**
Contributions			
Other Revenue (less interest)		100	
Database List	250	0	
Gov't / Non-profit / Property owners membership	5,000	0	
Total Contributions	**5,250**	**100**	-
Net Expenditures (BIZ Levy)	**$ 386,883**	**$ 419,671**	**$ 579,794**

* as restated to conform with the current year's presentation