

2018  
ANNUAL REPORT

2019  
STRATEGIC PLAN

YOUR DOWNTOWN

from  
Good  
to  
great



# WELCOME

Welcome to the Downtown Winnipeg BIZ! Can we get you anything?

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**Michelle Young**

Kum Koon Garden

## MANAGEMENT STAFF

**Kate Fenske**

Chief Executive Officer (incoming)

**Stefano Grande**

Chief Executive Officer (outgoing)

**Lia Abolit**

Project Coordinator, Placemaking & Transportation

**Melanie Andrushko** (on maternity leave)

Director of Placemaking & Transportation

**Tineke Buiskool-Leeuwma**

Director of Marketing, Events & Communications

**Ron Enns**

Director of Finance

**Ri Forrest**

Director of Human Resources

**Steve Hughes**

Maintenance Manager

**Shawn Matthews**

Director of Safety & Outreach

For full staff listing, visit our website at:  
[downtownwinnipegbiz.com](http://downtownwinnipegbiz.com)



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# MESSAGE

## FROM THE CHAIR & CEO

Downtown Winnipeg is more diverse and vibrant than ever, and we are thrilled to have been a part of this positive change affecting the community. Not only did the Downtown Winnipeg BIZ hit major milestones, it was also an exciting year of new transitions and transformational partnerships. When we all come together, great things happen downtown.

This year we kicked off our Pop-Up projects, conducted a Safety Summit, expanded relationships and partnerships, grew events and supported Members downtown. These projects came together because of the work of many dedicated individuals who shared a vision for a livelier and more inclusive downtown.

We celebrated the great success of the White Out Street Parties as we celebrated and cheered on our beloved Jets hockey team. The project brought a record-breaking 120,000 fans to our downtown and was a hallmark of collaboration between several Winnipeg stakeholders that chose to invest in our city's core.

In addition, we transitioned our Chair, Debbie O'Bray and said goodbye to former CEO Stefano Grande, who worked for the Downtown Winnipeg BIZ for almost 15 years! Our sincere thanks goes to Debbie and Stefano for their dedicated leadership and commitment that has paved that way for the work that we will continue to do. The future under the current leadership is exciting, especially as we head into the strategic planning process in 2019 where the larger community will be engaged to provide direction on the future of downtown Winnipeg.

The more downtown pride we build, the better our city will be. Let us continue to work together and create a more thriving downtown, vibrant with people and opportunities, seven days a week. It is an exciting time in our city and the Downtown Winnipeg BIZ will continue to work passionately for the future of our city's core.



**DIANA WIESENTHAL**  
CHAIR



**KATE FENSKE**  
CEO

# ABOUT

The Downtown Winnipeg BIZ has been a server, a host, a provider of cleanliness and safety, and the voice of the downtown.

Our tagline, *CAN WE GET YOU ANYTHING?* speaks to the helpful and capable image we want to present to the community.

The Downtown Winnipeg BIZ is located on Treaty 1 territory, the original lands of the Anishinaabeg, Cree, Oji-Cree, Dakota, and Dene Peoples, and on the homeland of the Métis Nation.

## VISION

A vibrant and healthy downtown, which places its highest priority on the quality of life for everyone.

## MISSION

At the Downtown Winnipeg BIZ we celebrate the downtown. We keep the downtown clean and safe; create beautiful, walkable places; bring people together; and affect policy change through community research and advocacy.







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## Join the conversation



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DowntownWinnipegBIZ



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# TOP TEN COMMUNITY PRIORITIES

# 10

1

## **WALKING CULTURE**

Pedestrian friendly street network is easily navigable year-round, with maintained sidewalks, good lighting and eyes on the street.

2

## **DWELL DOWNTOWN**

Plenty of housing options for all demographics with a variety of amenities to create a cosmopolitan community.

3

## **INCLUSION & EQUITY**

A culturally diverse downtown. Provide necessary support to reduce homelessness and panhandling.

4

## **SAFE SPACE**

Feel safe at all hours of the day, including the evening. Pedestrians on the street, clean, less panhandling, and a place where we address harms related to substance abuse.

5

## **BEAUTIFUL PUBLIC SPACE**

Welcoming and activated public space offers plenty of green planting, seating and lounging, lighting, art and fountains.

6

## **CONNECTIVITY**

Well-defined neighbourhoods with character and a sense of place are easily accessible from all areas of downtown, lined with storefronts and amenities.

7

## **PARKING STRATEGY**

Well-defined parking strategy encourages less surface parking lots, more mixed-use buildings, a balance of parkades and on-street parking.

8

## **CYCLING NETWORK**

A safe, clean, connected, well-lit cycling network connects people to downtown businesses, residences and amenities.

9

## **INDIGENIZE DOWNTOWN**

Reconciliation, awareness, and pride. Embracing Indigenous arts, music, culture, and history.

10

## **24-7 ACTIVE**

24-hour city offers plenty to do around the clock with stores, restaurants, bars, transit, taxi, and The Downtown Spirit bus.



# TOP NINE STRATEGIES



1

**DOWNTOWN VOICE**

2

**DOWNTOWN SAFETY**

3

**SOCIAL INTERVENTION**

4

**CREATING PLACES PEOPLE LOVE**

5

**CLEANLINESS**

6

**ACTIVATE**

7

**CELEBRATE AND SHARE**

8

**INDIGENIZE DOWNTOWN**

9

**CONNECT**

# 1

# DOWNTOWN VOICE

## VISION

To be a trusted and authentic voice for our Members and downtown community.

## GOAL

Use a research-based approach to maintain, promote, and advocate certain positions that the Downtown Winnipeg BIZ feels are critical to the long-term health of the downtown and its business community.

## OBJECTIVES

1. Maintain the Downtown Winnipeg BIZ's and downtown's image and position on the local, national and international front.
2. Undertake key areas of downtown research and advocacy.



# 2018 key accomplishments

1

Hosted the Mayoral Forum providing a discussion platform for downtown issues and opportunities with mayoral candidates.

2

Served on the Mayor's Unsafe Panhandling Committee, working with partners to develop short-term and long-term strategies.

3

The 201 Portage Canada Day Living Maple Leaf, an event that was hosted at the Portage and Main intersection to showcase a vibrant and pedestrian-friendly use of the iconic address, won the international Downtown Association Award of Excellence.



# 2019 ACTION PLAN

## DOWNTOWN SAFETY

1. Advocate for increased Winnipeg Police Service foot patrols in the downtown.
2. Advocate for Winnipeg Police Service presence at major events such as sports games, concerts and public arts.
3. Along with the Winnipeg Police Service and stakeholders, promote the development of a Night Time Economy Strategy for the downtown.

## SOCIAL INTERVENTION

1. Support End Homelessness Winnipeg to create a community education and awareness component that will address the complex issues related to homelessness.
2. Work with the community and End Homelessness Winnipeg to develop a safe panhandling strategy.
3. Work with the Health and Safety Alliance to promote a Harms Reduction Strategy for the downtown and city.
4. Advocate for system changes that address harms related to substance abuse.

## CREATING PLACES PEOPLE LOVE

1. Advocate for refreshing old and tired streets in our downtown through increased investment.
2. Advocate for quicker repairs and sidewalk improvements.
3. Advocate towards safety and accessibility for everyone at Portage and Main.
4. Advocate for additional/improved downtown waste receptacles and recycling in high use pedestrian areas.
5. Advocate for the importance of placemaking in our downtown.

## CONNECT

1. Advocate/support the City in upgrading, expanding and promoting the downtown cycling network.
  - a. Support Garry Street cycling lane implementation.
2. Advocate for and partner with the City to create a Wayfinding Strategy.
3. Advocate for transit-orientated development.
4. Work with stakeholders to create more walkable and complete downtown streets by addressing lighting, safety and good crossing points.
5. Together with partners and the Winnipeg Parking Authority, research, develop, communicate and implement supportive strategies related to downtown parking in high demand zones.
6. Advocate for the quick winter removal of snow from our pedestrian sidewalks and on-street parking.
7. Advocate for Rapid Transit/Transit Orientated Development as the best approach to develop our downtown along Winnipeg Transit routes.



MAYORAL FORUM



PANHANDLING STRATEGY



201 PORTAGE CANADA DAY LIVING MAPLE LEAF

# 2 DOWNTOWN SAFETY

## VISION

A friendly, safe and secure downtown for everyone.

## GOAL

To improve perceptions of safety in the downtown and reduce the incidences of crime.

## OBJECTIVES

1. Promote and enhance the highly visible Watch Ambassador presence in the downtown.
2. Continue to collaborate with the Winnipeg Police Service on a comprehensive downtown safety strategy with input from the Downtown Safety Committee.
3. Continue to foster a crime prevention relationship with the Winnipeg Police Service.
4. Continue to develop and implement a Crime Management Strategy.
5. Foster and promote downtown safety services to Downtown Winnipeg BIZ Members and the public.





# 2018 key accomplishments

1

Hosted the first Downtown Winnipeg Safety Summit in May.

2

Renewed the Watch Ambassador uniform and logo to improve visibility day and night.

3

Obtained new technology (TrackTik) allowing Watch Ambassadors, Community Homeless Assistance Team (CHAT), Host Ambassadors and the Enviro Team to be linked more effectively and safely while working on the street.

# 2019 ACTION PLAN

## **Watch Ambassador Program**

1. Enhance the SafeWalk program by partnering with the City of Winnipeg Safe Cities Initiative and supporting the UN Global Safe Cities Initiative to reduce sexual violence against women and girls.
2. Continue to promote diversity within the Watch Ambassador program with a focus on Indigenous recruitment and training opportunities for community members by establishing an Indigenous Liaison Ambassador role.
3. Equip Watch Ambassadors with hand held devices allowing them to record stats, share information and identify problem locations/hot spots in the downtown.
4. Continue to expand the innovative Watch Ambassador ParkSafe initiative in an effort to improve the perception of parking downtown by increasing visibility in the evening and preventing incidence of theft from motor vehicles.
5. Increase the Watch Ambassador presence by adding four more staff in the evening.

## **Downtown Security Network (DSN)**

1. Continue to work with the Winnipeg Police Service on an innovative downtown Closed Circuit Television (CCTV) program.
2. Develop an enhanced E-Alert and Mass Notification System.

## **Host Ambassadors**

1. Introduce a new approach to welcoming visitors, guests and tourists to our great downtown.
2. Continue to optimize and promote the downtown via the kiosk at the RBC Convention Centre and the rolling kiosk.

## **Volunteer**

1. Optimize Volgistics software to move to an online and paperless recruitment process for volunteers (75% of applicants completed on line yearly).

## **Crime Management**

1. Continue to partner with the Winnipeg Police Service with new shared technology (TrackTik) to better share information and conduct analytics to improve communications and downtown safety.
2. Establish a Retail Theft Prevention strategy for the downtown.
3. Continue to advocate for dedicated Winnipeg Police Service in problem areas.
4. Continue meeting with the Downtown Safety Committee (five to six meetings yearly).
5. Partner with the University of Winnipeg to conduct follow up surveys and assessments pertaining to downtown safety.



DOWNTOWN WINNIPEG SAFETY SUMMIT



WATCH AND HOST AMBASSADORS



TRACKTIK TECHNOLOGY



# 3

# SOCIAL INTERVENTION

## VISION

A downtown that is inclusive, welcoming and safe for everyone.

## GOAL

To incorporate an effective harms reduction strategy in the downtown and to help bring an end to homelessness in Winnipeg.

## OBJECTIVES

1. Reduce harms related to substance abuse by providing essential outreach services to at-risk individuals.
2. Assist in bringing together our diverse community to advance social inclusion, develop better understanding of homelessness, and help guide positive change in our downtown.



*inclusive, welcoming & safe*

# 2018 key accomplishments

1

Acquired a new CHAT outreach van, providing a means of transportation for clients, allowing CHAT to participate with partners in the Voluntary Transport to Shelter Program.

2

Conducted a Heart & Soles event, bringing the service community together to raise awareness of homelessness in our downtown.

3

Engaged with over 2,000 people, connecting them to appropriate resources such as Employment and Income Assistance, shelters, and detox/treatment options.

# 2019 ACTION PLAN

1. Participate in Mayor Bowman's Unsafe Panhandling Initiative, engaging the short and long-term plans.
2. Continue to participate in the Voluntary Transport to Shelter Program in partnership with the Winnipeg Fire Paramedic Service and Main Street Program.
3. Successfully launch the new CHAT Volunteer Program, recruiting students from universities, colleges, and social service programs with a special focus on Indigenous applicants.
4. Continue to develop a community consultation process and raise awareness about the complex issues and challenges related to homelessness.
5. Continue to work with and support our Indigenous partners and reconciliation efforts.
6. Continue the Safe Needle Pick-up Program and tracking the incidence of occurrence.
7. Continue to focus on providing excellent street outreach services aimed at helping the most vulnerable.
8. Help 150 of our most vulnerable people find appropriate housing and/or shelter.
9. Continue to support End Homelessness Winnipeg to create a community education and awareness component that will address the complex issues related to homelessness.
10. Continue to engage the CHAT Advisory Committee and plan two Heart and Soles events yearly.



NEW CHAT OUTREACH VAN



HEART AND SOLES



COMMUNITY CONCERN RESPONSE



# 4

## CREATING PLACES PEOPLE LOVE

### VISION

Improved landscape details and added beauty and charm in downtown street environments.

### GOAL

Collectively transform the downtown streetscapes and other public spaces to create more vibrant and distinctive places which will generate a higher quality of life for everyone.

### OBJECTIVES

1. Fostering and advocating for a bold downtown landscape that has a clear sense of place and identity.
2. Leveraging meaningful and timely local partnerships and engaging/empowering the downtown community to participate in the placemaking process.
3. Supporting and inspiring existing efforts to maintain or enhance the cleanliness and allure of our downtown streetscapes, parks, and walkways.
4. Supporting the community events and activations towards increased positive social interaction.
5. Work with partners to develop more walkable, connected, and complete downtown streets.



*beautiful & charming*

# 2018 key accomplishments

1

Pop-Up Parks at Kennedy+Graham and Hargrave+Portage, provided attractive spaces that were rated 4 out of 5 by visitors for cleanliness, comfort and safety. Seventy-six per cent of survey responses from both locations indicated that the Pop-Up Parks should be permanent, with eighty-three per cent in support of the City of Winnipeg funding them.

2

A public toilet popped up at four locations this summer, providing facilities and a social incubator in partnership with Siloam Mission. Businesses in the immediate area of the Pop-Up Toilet locations noticed a dramatic improvement in cleanliness and a reduction in acts of vandalism. Ninety-eight per cent of people surveyed thought the Merchant Park location was a good fit for the Pop-Up Toilet.

3

The Back Lane Project, Cielo Raso, transformed the back alley behind 283-303 Portage Avenue with coloured lights, creating a welcoming and safe space in an unexpected location.

# 2019 ACTION PLAN

1. Implement the Downtown Placemaking Summit initiatives in collaboration with partners and engage the community in a people-centered approach to neighbourhood improvements.
2. Upgrade vacant and underused public spaces (site furniture, Back Lane Project, Pop-Ups).
3. Develop and execute winter Pop-Ups.
4. Create colourful flower displays in key areas in the downtown.
  - a. Explore the use of native perennial plantings to showcase Manitoba historic and Indigenous plant varieties to create a sense of prairie place in the urban environment.
5. Continue the partnership with the Indigenous and business community via the Downtown Indigenous Gardens in Air Canada Park and vicinity.
6. Support the Winnipeg Arts Council in the implementation of Lights on Broadway.
7. Promote and encourage quality design of downtown commercial storefronts and interiors through the Commerce Design Winnipeg Program.
8. Promote more activations of our public spaces.
9. Continue to reduce cigarette butt litter on downtown streetscapes.
10. Continue yearly on-street beautification.
11. Create legacy projects through Pop-Ups, leaving active spaces, wayfinding art initiatives and more.



HORN PAINTING (L) & POP-UP PARK ON HARGRAVE (R)



POP-UP PUBLIC TOILET



POP-UP PARK ON HARGRAVE





# CLEANLINESS

## VISION

Improved cleanliness within the downtown streets and parks.

## GOAL

Continued collaboration with the City Of Winnipeg departments to enhance the cleanliness, safety and beautification within the downtown, making it more vibrant and an inviting place for families to come and enjoy all year round.

## OBJECTIVES

1. Leverage meaningful partnerships and engage/empower local businesses and the downtown community to achieve a clean downtown.
2. Achieving a more positive image of our downtown.



# 2018 key accomplishments

1

Crews working seven days a week enhancing the cleanliness in downtown.

2

Increased key staff levels through internal promotion from two operators to eight full-time District Operators.

3

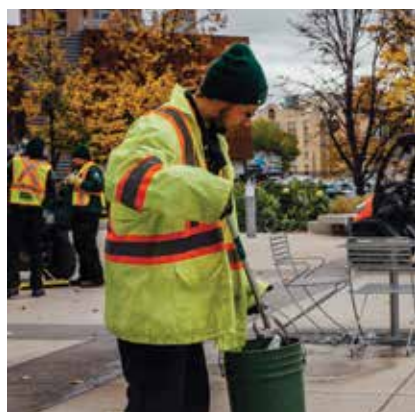
Employed clients from Siloam Mission to work casual labour during busy seasons.

# 2019 ACTION PLAN

1. Sustain and fine tune the Enviro Team program to 25 full-time, part-time and contract employees, with support from the City of Winnipeg.
2. Continue yearly on-street cleaning and beautification.
3. Continue to reduce cigarette butts on the downtown streetscape.
4. In partnership with Winnipeg Transit, continue to develop the bus shelter cleaning program.
5. Further develop Site Docs program to ensure all training and planned maintenance is kept up to date.
6. Further engage Downtown Winnipeg BIZ Members in cleanliness issues and street beautification.
7. Implement TrackTik reporting tool.
8. Continue to report maintenance infrastructure and cleanliness issues to 311.
9. Continue to engage with other Downtown Winnipeg BIZ departments supporting other initiatives and programs.
10. Ensure staff resources are deployed in the evenings and weekends.
11. Continue winter snow removal on pedestrian streets like Graham Avenue and Portage Avenue.
12. Enable year round care for downtown seating areas, flowers and décor.
13. Continue sweeping of all sidewalks with priority on high traffic pedestrian areas.
14. Have a dedicated position for maintenance of flowers and plants.



ENVIRO TEAM SUPPORT WITH PLANTING AT INDIGENOUS GARDENS



BUS SHELTER CLEANING (L) & LITTER PICKING (R)



SNOW REMOVAL



# 6

## ACTIVATE

### VISION

Vibrancy and activity on a year-round basis, solidifying downtown Winnipeg as the prime destination to host and attend events in the city.

### GOAL

Stage and support events and initiatives that promote downtown Winnipeg, attract people to the city centre, showcase downtown businesses and experiences, and encourage guests to return.

### OBJECTIVES

1. Create and partner with stakeholders to establish downtown festivals and events, creating vibrancy and activations in areas throughout downtown, during all times of the day and the year.
2. Encourage downtown businesses to participate with cooperative downtown marketing, projects, promotions, tours, festivals and events.
3. Showcase the complete downtown experience that includes events, Downtown Winnipeg BIZ programs, transportation/parking, Members and more for all visitors.



# 2018 key accomplishments

1

Created the Downtown Winnipeg Night Market which supported three initiatives: Graham Avenue rebrand, Placemaking Pop-Ups and the Downtown Winnipeg Farmers' Market.

2

Supported over 20 events and organizations to grow or create a downtown event with over \$125,000 of funding through the Host It program.

3

Expanded and enhanced ManyFest, Downtown's Biggest Street Festival, while strengthening new partnerships.

# 2019 ACTION PLAN

1. Sustain Host It Downtown to attract and support new or existing events.
2. Host downtown events:
  - a. Sustain movie series including Movies on Memorial and Spring Break, Halloween and Christmas showings.
  - b. Grow the Downtown Concert Series.
  - c. Grow the Downtown Winnipeg Farmers' Market.
  - d. Grow the Downtown Winnipeg Night Market.
  - e. Sustain Earth Day Clean Up.
  - f. Continue to support ManyFest.
  - g. Support Whiteout Street Parties.
  - h. Create a new winter experience.
3. Assist with programming and activating True North Square.
4. Grow downtown tours with different themes and price points to showcase a wide range of downtown experiences.



DOWNTOWN WINNIPEG NIGHT MARKET



HOST IT



MANYFEST





# CELEBRATE & SHARE

## VISION

To celebrate and promote the downtown to Winnipeggers.

## GOAL

Promote the unique downtown offerings and attractions in order to attract people downtown, create positive perceptions of the city centre, and encourage downtown use of shopping, services, dining and entertainment.

## OBJECTIVES

1. Continue to be the go-to resource for information, showcasing what's available in downtown Winnipeg.
2. Support all departments within the Downtown Winnipeg BIZ to communicate to Members, media and public regarding programs, events, experiences, initiatives and advocacy.
3. Develop the 2020-2022 Strategic Plan with input from the community, Members, residents, students, employees and guests.



# 2018 key accomplishments

1

Increased earned media, showcasing over 20 Downtown Winnipeg BIZ programs and services.

2

Grew social media accounts by thirty-five per cent to a total of 79,000 followers.

3

Developed new tools and campaigns to showcase Downtown Winnipeg BIZ programs and services that resulted in increased awareness of initiatives.

# 2019 ACTION PLAN

1. Continue #FindItDowntown campaign.
  - a. Showcase the full experience for guests from start to finish that includes getting downtown, parking, event information, Member showcases, Downtown Winnipeg BIZ programs and services.
  - b. Continue the use of social media, advertising and partnership opportunities.
  - c. Showcase districts within downtown.
2. Feature Downtown Winnipeg BIZ programs and services throughout the year.
  - a. Showcase Downtown Winnipeg BIZ information at all events.
  - b. Distribute materials to downtown employees, residents and guests.
3. Continue activating Downtown Peggy as the fun and trusted voice of downtown Winnipeg.
  - a. Partner with local ambassadors to extend Peggy's reach.
  - b. Create new contesting opportunities.
  - c. Increase readership of Peggy's blog and social media followers.
4. Develop a new Downtown Winnipeg BIZ website to create a better resource for events, experiences, Members, and Downtown Winnipeg BIZ services and programs.
5. Create additional value for Members and stakeholders through a full complement of timely information and opportunities.
  - a. Undertake a bi-annual Downtown Winnipeg BIZ Member information mail out.
  - b. Grow e-newsletter communication to reach a larger audience.
  - c. Distribute reference materials of Downtown Winnipeg BIZ services to Members.
  - d. Provide marketing, networking and business growth learning opportunities for Members.
  - e. Distribute welcome packages to Members.
  - f. Host an Annual General Meeting.
  - g. Provide an annual events calendar.
  - h. Continue to feature Members in a weekly website and social media feature, in addition to using the Downtown Winnipeg BIZ network to share Members' events and promotions (flyer distribution, social media shares, and website events calendar).
6. Strengthen relationships with local media and maximize opportunities to share stories with the public .



MEDIA EVENTS



INSTAGRAM ALLEY AT DOWNTOWN WINNIPEG NIGHT MARKET



DOWNTOWN WINNIPEG BIZ PROGRAMS & SERVICES CAMPAIGN



# INDIGENIZE DOWNTOWN

## VISION

To celebrate and share the strengths of our Indigenous community in our downtown and city.

## GOAL

Celebrate Indigenous history and culture in downtown in the spirit of reconciliation, partnership and co-operation, with assistance from the Indigenous Peoples Advisory Committee.

## OBJECTIVES

1. Continue engaging Indigenous people in providing formal feedback on the programs of the Downtown Winnipeg BIZ.
2. Recognize and celebrate Indigenous history, culture and people within Downtown Winnipeg BIZ services and programs.





# 2018 key accomplishments

1

Continued to honour the commitments that the Downtown Winnipeg BIZ made within the City of Winnipeg's Indigenous Accord.

2

Distributed Welcome Decals, providing signage for downtown businesses to welcome guests in six languages.

3

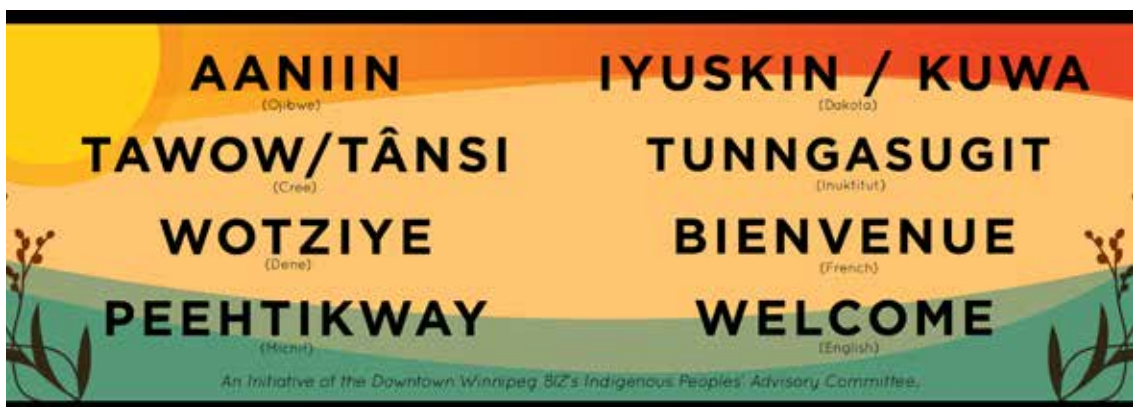
Continued the planting of Indigenous plant species at the Indigenous Gardens and expanded the program to include other planters throughout downtown, including at the Pop-Up Parks.

# 2019 ACTION PLAN

1. Continue the Downtown Winnipeg BIZ's ongoing efforts to strengthen cultural awareness and sensitivity training for its staff and Board of Directors.
2. Be aware of, and incorporate whenever possible into programs and services, the 94 recommendations of the Federal Truth and Reconciliation Report released by the Truth and Reconciliation Commission of Canada.
3. Build strong relationships with Indigenous groups in the community.
4. Engage the Downtown Winnipeg BIZ Indigenous Peoples Advisory Committee to encourage Indigenous people to participate in Downtown Winnipeg BIZ committees.
5. Engage the Indigenous businesses community to grow in downtown.
6. Celebrate our Indigenous culture in the programs we deliver.
7. Share the Indigenous language welcome decals with new Downtown Winnipeg BIZ Members.
8. Support employment and volunteer opportunities for Indigenous individuals.
9. Host discussions on reconciliation among Downtown Winnipeg BIZ Members.



ELDERS DAVID BUDD & GEORGE SPENCE AT THE INDIGENOUS GARDENS



WELCOME DECALS



INDIGENOUS GARDENS PLANTING DAY

## VISION

A connected downtown where sustainable transportation choices are encouraged, and the community is mobile in safe, accessible, convenient, comfortable, and delightful ways.

## GOAL

Work with downtown stakeholders to support and encourage movement and accessibility into and throughout downtown using a safe and sustainable multimodal transportation system.

## OBJECTIVES

1. Foster and advocate for alternative modes of transportation including walking, cycling and transit, creating year-round connection of people to places without reliance on vehicles.
2. Support partners in transportation towards ease of usage, convenience, and increased communication, providing better experiences for guests.
3. Study and understand downtown transportation use and needs, and advocate for effective policy change.



# 2018 key accomplishments

1

The Pedal in the Peg program expanded to include three new locations (Downtown Winnipeg BIZ office, City Hall and the Hotel Fort Garry). The program was also highlighted in a successful bike tour and partnership with For the Love of Winnipeg, receiving local earned media.

2

The Bike Friendly Business program was relaunched with five new downtown businesses joining the program. The Bike Friendly Business partnership with the Exchange District BIZ was revised and enhanced, providing additional value for program participants in both areas.

3

Bicycle parking was expanded downtown with 34 new bike racks installed, along with approval for three new bike corrals.



# 2019 ACTION PLAN

1. With partners, develop a summit on downtown transportation, mobilizing planners, transportation engineers, designers, downtown property owners and stakeholders.
2. Continue to grow and promote the Bike Friendly Business Program.
3. Continue to grow Pedal in the Peg by supplying additional hotels and downtown businesses with bikes and service.
4. In partnership with the City of Winnipeg and businesses, continue to add bike racks and other cycling amenities to downtown sidewalks.
5. Continue to support cycling via Moveable Feast.
6. Continue the #BusIsBetter program to help promote transit in the downtown.
7. Work with Winnipeg Transit and other stakeholders towards creating improvements to The Downtown Spirit service (including routes and frequency) that will better serve the downtown community.
8. Continue to partner with the Green Action Centre on a speaker series focused on commuting options and employee health.
9. Via the Getting Around Guide, continue to promote and advocate for the availability, accessibility, sustainability and convenience of all transportation options, as well as promote the use of downtown services and public access areas.
10. Work with stakeholders to create more walkable downtown streets with crosswalk street painting/art.
11. Design and implement a downtown pedestrian count strategy to help identify pedestrian movement patterns.
12. Foster and advocate for more legible downtown wayfinding for the Weather Protected Walkway System and downtown streets.
13. Support Winnipeg Transit towards increased transit usage through a frequent, reliable, fast, and comfortable transportation options to and through downtown.
14. Support the Winnipeg Parking Authority and other stakeholders with improved communication about downtown parking, making it easier for drivers to find available parking spaces.



PEDAL IN THE PEG



BIKE FRIENDLY BUSINESS: GREY OWL COFFEE & PUB (272 MAIN ST.)



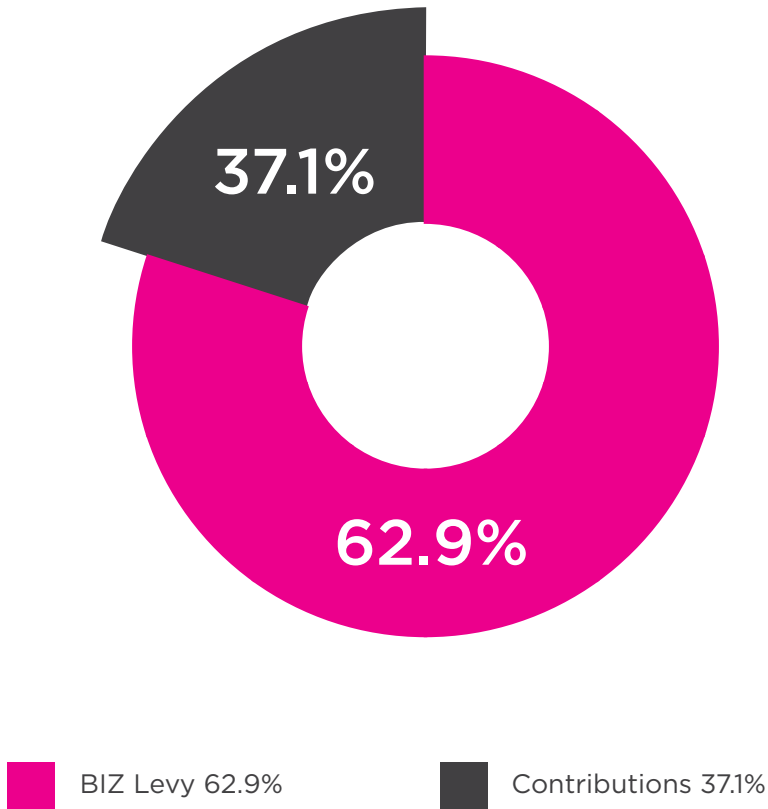
BIKE PARKING



# FUNDING

The Downtown Winnipeg BIZ strives to provide an environment that is clean, safe, connected, engaged and activated. We do this with an operating budget of approximately \$4.6 million.

The team works hard to create additional revenue through contributors, partnerships, and sponsorships. These contributions equal 37% of the total budget.



# ACKNOWLEDGEMENTS

We would like to thank the over 100 sponsors, stakeholders, supporters, and donors who support the Downtown Winnipeg BIZ. The cash and in-kind support that we receive helps us leverage opportunities to elevate our downtown initiatives from good to great!

Committed partners in the community make it possible for the Downtown Winnipeg BIZ to serve the downtown and Members through many of the programs, services and events. You inspire us to continue to do the work that we do.

The Downtown Winnipeg BIZ would also like to recognize the hundreds of volunteers that assist with programs and events throughout the year, along with the hardworking staff and Board of Directors.

There is so much to celebrate and we look forward to working with you in 2019 as we drive downtown's growth together. It is our undeniable love for Winnipeg and the heart of our city that will take downtown from good to great!





PHOTOS: Black & Gold Photography

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