



STRATEGIC PLAN | 2020-2022

MISSION

We promote, care and advocate for a vibrant and inclusive downtown where business thrives and people are drawn to work, live, shop and explore.

VALUES

- Respect
- Collaboration
- Innovation and Excellence
- Inclusion

GOALS

Member Service and Value

Downtown Winnipeg BIZ members are diverse in terms of geography, business type and size; these diverse businesses directly fund our activities. We must understand their priorities, and deliver value on their investment.

Enhance Downtown

Tens of thousands of people come downtown every day. We want them to stay longer, enjoy more of what downtown has to offer, spend more with our member businesses – and bring their friends and family.

Advocacy and Influence

Downtown businesses are critical to Winnipeg's economy. A strong downtown generates economic and social benefits for our entire city. We want members and partners to view us as a proactive and effective advocate for downtown.

Organizational Alignment

To successfully execute our plans on behalf of members, the Downtown Winnipeg BIZ must have a strong team, with the capacity and alignment to deliver.

CORE STRATEGIES

1. **Data Driven Decisions:** Ensure we are investing member dollars soundly and effectively by increasing our capacity for sustainable, data-based decision making.
2. **Strength in Numbers:** Every day tens of thousands of employees, residents and visitors are downtown. We will work to enhance their experience by focusing on the basics and target programming to extend the time and money spent downtown.
3. **Target a Policy Shift:** We will work with community partners and advocate on issues that are critical to increased economic downtown success including safety, homelessness and transportation.

This document is available in alternate formats upon request. For more information, contact: info@downtownwinnipegbiz.com