Na Joseph Joseph



2015-2016 ANNUAL REPORT

ZWOLZWO

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Ron Enns
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Shawn Matthews Manager of Safety and Development

Heather Peters
Human Resources

Stephanie Voyce
Manager of Placemaking and Transportation

A full staff listing is online at downtownwinnipegbiz.com.

Acknowledgements

Thank you to our over 100 sponsors, stakeholders, supporters, volunteers and donors. The cash and in-kind support that we receive helps the Downtown Winnipeg BIZ leverage opportunities to elevate our downtown initiatives from good to great!

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Top 10 Community Priorities

Letter from CEO and Chair

From Good to Great is our refreshed vision and plan for 2017-2019. This reflects the collective voices of the over 2,000 people engaged in the BIZ community engagement strategy, which took place over the summer of 2016.

The strategies we have chosen show our commitment to our mandate, but also a willingness to explore, evolve, and change with the broader community in areas that need attention. Not surprisingly, many of the thoughts and ideas driving the Downtown Winnipeg BIZ's prior three-year plan continue to be reflected in this next iteration.

The incremental evolution of our advocacy, research, and programming is evident in our continued push to achieve the community's priorities. The approach of forming collaborative partnerships, aligning priorities, and leveraging resources continues to be reflected in our overall progress.

- Our significant BIZ Members' investment in increasing our Watch and Enviro Team presence is working. Our Watch program is the most recognized, and is seen as effective. And due to the efforts of the Enviro Team, people feel the downtown is clean.
- →The leveraging of partners and dollars in all areas of BIZ programming has resulted in over \$350,000 in new and additional funding. We continue to leverage BIZ Members' investments, dollar per dollar.
- Events such as Movies on Memorial, ManyFest, the Farmers' Market, and others are now activating the downtown in an exciting way, and inspiring the community to unleash their own creativity!
- →Host It is responding with the growth of over 22 new events downtown, as a result of the BIZ's Host It Downtown funding program.





Deborah O'Bray, Chair

Stefano Grande, CEO

- A New Winnipeg Police Service Downtown Safety Strategy has emerged.
- →Originally envisioned three years ago, our Community Homeless Assistance Team (CHAT) is now a department, and fully funded through partnerships.
- The new Winnipeg Housing Rehab Corporation (WHRC)/City of Winnipeg/Provincial-led Health and Safety Alliance has been created.
- →Our social media channels are now reaching tens of thousands of people, and the award winning hashtag #finditdowntown is now poised to take our marketing efforts to the next level.
- → Physical investment in our downtown is about to double, from over \$2 billion invested over the last 10 years, to the same amount over the next five. Developments such as True North Landing, SkyCity Condos, and many more residential and mixed-use development are redefining our skyline.

With almost 2,000 people engaged this summer at various meet-ups, coffee talks, community engagement sessions, and 15-minute speed meetings, we are confident that our refreshed vision and strategic plan for 2017-2019 will reflect these collective voices.

Feedback has shown that the Downtown Winnipeg BIZ continues to be a strong voice and champion of our downtown. Optimism in our progress is at an all-time high, and the current challenges and opportunities facing our community are clear.

Our goal is for the strategies related to our mandate to show our commitment to you, as well as a willingness to explore, evolve, and change with the broader community in areas that need attention.

The approach of forming collaborative partnerships, aligning priorities, and leveraging resources are just some of the key values that will take us *From Good to Great!*

2015-2016 Annual Report

2017-2019 Strategic Plan

About The Downtown Winnipeg BIZ



The 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.

DOWNTOWN VISION

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

OUR BIZ MANDATE, City of Winnipeg Bylaw

- To promote, maintain, improve and beautify the downtown
- To undertake and promote economic development
- To attract and encourage the development of new businesses in the zone
- To undertake other actions to carry out its mandate

BIZ 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.







According to community and BIZ Member feedback, we've changed from passive hosts to innovators and instigators. Here is what the community says about the BIZ's role in our downtown:

CULTURE DRIVERS

CHANGE MAKERS EXISTING TO CHANGE PERCEPTIONS OF A COOLER DOWNTOWN

CUPID, INSTILLING
A LOVE FOR DOWNTOWN

CATALYST, FILLING GAPS, ENTREPRENEURIAL

INSTIGATOR, NOT AFRAID TO DIVEST IDEAS AND PROGRAMS

ECONOMIC DEVELOPERS: INCUBATOR AND ACCELERATORS (FARMERS MARKET, MANYFEST, LAUNCH IT!)

SOCIAL INNOVATION LAB TO CONVENE IDEAS TO INCREASE SOCIAL EQUITY AND INCLUSION, REALIZING BUSINESS CAN'T THRIVE UNLESS THE COMMUNITY IS WELL.

THOUGHT-PROVOKING
ORGANIZATION OF LEADERS

CONVENERS, COLLABORATORS, AND PLACEMAKERS

THE BIZ IS LEARNING HOW TO BLEND ITS DEPARTMENTS

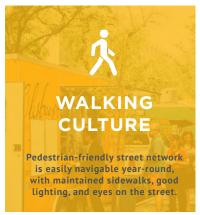
ADVOCATES: FILLING VACUUMS WHEN NEEDED, AND BEING THAT VOICE.

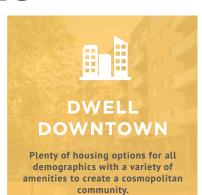
PROMOTERS OF DOWNTOWN AS THE ONLY PLACE FOR EVERYONE, WHERE COMMUNITY INTERRELATES.

GUIDING CORE VALUES OF THE BIZ

- →We are opportunistic as well as pro-active; advocacy is a core function of the BIZ.
- →We research and use an evidence-based approach in all that we do.
- →We know our strengthens and focus our efforts on what we are good at.
- →We are engaging of our BIZ Members, stakeholders and community.
- →We act as a community convener if there are issues and gaps.
- →We collaborate with others and leverage resources.
- →We take a community building approach to empower others to take on our ideas and program when appropriate.
- →We are informed, brave and courageous in all that we do. Our lens is downtown and city- wide; it is supportive of our Members and our collective efforts. This vision is what drives our organization.
- →We have and we will continue to strive to focus on achieving the "Community Priorities" identified in our Community Report:
 - Indigenous lens and a reconciliation focus.
 - Celebrating diversity.
 - Inclusion of everyone.
- → We heard that the Downtown Winnipeg BIZ takes a "neighbourhood lens" approach to things, primarily because we try hard to listen to everyone in our neighbourhood from residents, office workers, tourists and convention goers, students and others that just come downtown to shop, play or hangout. We listen.
- →We strive to ensure that these community priorities are undertaken with the lens of four seasons, but in particular our winter.
- →We measure results.

TOP 10 COMMUNITY PRIORITIES







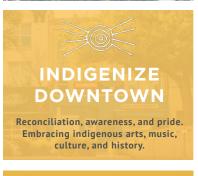














1 DowntownVoice

The community appreciates the Downtown Winnipeg BIZ providing a "voice" for the community through a broad neighbourhood lens. The BIZ will continue to talk about the issues, challenges, and solutions, as well as the opportunities and priorities related to its continued social and economic growth and development, while always keeping the Downtown Winnipeq BIZ's core values.

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 BIZ feels are critical to the long-term health of the downtown and its business community.



Objectives

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





NYC'S TIM TOMPKINS SHARES LESSONS FROM TIMES SQUARE FOR THE REOPENING OF **PORTAGE & MAIN**

Tim Tompkins, president of the Times Square Alliance, made his way from the big apple to Winnipeg for a full day of forums with city managers, property owners, downtown stakeholders, and the public. Tompkins shared lessons and insights learned in transforming Times Square's busiest street into a vibrant pedestrian plaza - helping New York become the top tourist destination in the world. He also explained the community engagement processes he undertook to listen, mobilize, and empower the voice of members of the business community, general public, city departments, and other stakeholders, creating a solution for what was initially deemed their local challenge.

Grand Rapids Officials Tour Downtown Winnipeg For Winter Tourism Lessons

state of Michigan will #finditdowntown in

Out Of Harms Way: 40 Community Leaders Gathered To Discuss Safe And Welcoming Spaces Downtown And Enhanced Coordination Of Accessible **Health Services**

on October 29, 2016 to begin development of a downtown strategy to address harms related to chronic substance abuse.

PREMIER HOPEFULS GO ON RECORD ABOUT DOWNTOWN,

DOWNTOWN TRENDS Market Research Update

An update to the Downtown Trends report revealed a staggering \$1.26 billion of proposed developments in downtown, surpassing significant investments built Residential units planned outdo the total number of residential units built from 2005 to 2015 (1,442).

Other relevant trends observed: a 19% decrease of total crimes from 2014 to 2015 and a residential increase from

DOWNTOWN DEVELOPMENT & INVESTMENT

\$783,190,000 (2005-2009): **Total Built** \$1,118,870,000 (2010-2015):

\$1,264,800,000 **Investment Planned** (As of July 2016):

RESIDENTIAL UNITS

Total Built

Total Built 674 (2005-2009):

768 **Total Built** (2010-2015):

1,213 **Residential Units** Planned (As of July, 2016):

OTHER HIGHLIGHTS

new events in 2015, bringing total number of festivals to

patios installed by the Downtown Winnipeg BIZ since 2007

> Number of restaurants increased from

82 in 2013 to

103 in 2015

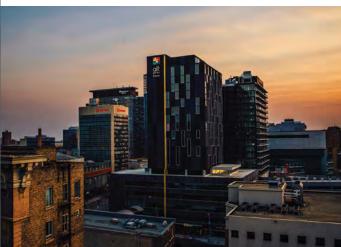
CMHR said "Hello!" to nearly

495,000 people since opening to December 2015

Downtown apartments under construction growing at the fastest rate in the city since 2005

> Download the Downtown Trends 2016 Update for more stats:







Downtown

Winnipeg BIZ







2017 Downtown Voice Action Plan and Dashboard

Your Downtown

From Good to Great

- 1. Undertake a successful International Downtown Association Winnipeg Conference in 2017, hosting almost 1,000 delegates.
- 2. Launch the IDA Canada Health of the Downtown Report Card in Winnipeg at the 2017 conference.
- Maintain a presence on IDA Executive for 2017.
- Continue to advocate for downtown safety and increased Police Foot Patrols (50 Foot Patrols/Cadets).
- End homelessness through supportive housing and employment.
- Advocate for system changes that address harms related to substance abuse.
- Advocate for Rapid Transit/Transit Orientated Development.
- Encourage the opening of Portage and Main intersection to pedestrians.
- Encourage better balance between suburban development and downtown/inner city re-development.
- 10. Develop progressive and fair downtown development policies and programs.
- 11. Recruit a downtown grocery store, NE quadrant.
- 12. Maintain trends according to market research results.
- 13. Undertake MTS Centre Economic Spinoffs and Opportunities Study.
- 14. Determine the feasibility of a year-round and permanent co-operative Farmers' Market downtown.
- 15. Maintain BIZ advocacy website: update Advocacy Briefs, clearly indicate if the BIZ is leading or supporting, and make public.
- 16. Continue to attend meetings, workshops, and panel discussions.
- 17. Provide editorial and comments to the media on a regular basis.
- 18. Facilitate round-table discussions and engage Members and partners on key topics, inviting influential speakers, and more.
- 19. In conjunction with stakeholders such as CentreVenture and others, regularly gather downtown intelligence and promote successes to the Province of Manitoba.

2 ManagingDowntown Safety



The community feels downtown crime is well-managed, but that it always needs to be a priority. Downtown safety challenges are primarily related to perceptions associated with poverty, aggressive panhandling, and harms related to substance abuse, but by collaborating with various partners, this issue can be better managed.



EQUITY

Vision

A friendly, safe and secure downtown for everyone.

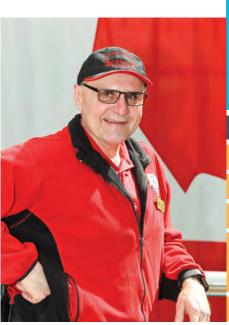


Goal

Improve perceptions of safety and reduce crime.







Objectives

- 1. Promote and enhance a highly visible Watch presence in the downtown.
- Collaborate with the Winnipeg Police Service on the implementation of a comprehensive Downtown Safety Strategy through the new Downtown BIZ Safety Committee.
- 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 BIZ Members and the public.

DOWNTOWN SECURITY NETWORK

Linking our downtown business and security partners with the Winnipeg Police Service, and other valuable resources in the community.

As part of the DSN, the Crime Awareness and Prevention Program is a service focused on assisting retailers and parking providers with prevention methods related to retail and vehicle theft.

STATS:

NUMBER OF WORKSHOPS:

NUMBER OF E-ALERTS: 33

NUMBER OF BLOGS:

26

BUSINESSES & SKYWALKS
WITH IDENTIFIED CCTV
CAMERAS: 207

NUMBER OF MEMBERS: 442



CRIME STATS:

1) 2016: Year to date (Jan 1st to late October 2016 compared to the same time frame in 2015).

HOMICIDE	↓60%
SEXUAL ASSAULT	↓6%
BIKE THEFTS	↓51 %

 The 2015 Winnipeg Police Service crime stats show a reduction in criminal offences in the downtown, and we are proud of our contribution to these changing numbers.

MOTOR VEHICLE THEFT	↓22 %
COMMERCIAL PROPERTY CRIMES	↓6 %
TOTAL OFFENCES	↓19%

NEW COMMITTEE:

This year, the Safety Department succeeded in forming the Downtown Safety Committee. This committee is dedicated to developing synergies between organizations in the downtown, aiming to increase safety and quality of life for all citizens.

CUSTOMER SERVICE PROGRAM

A program aimed at creating a friendly and safe environment and providing excellent customer care for anyone visiting downtown.

> 4 employed Customer Service Ambassadors

Friendly FACES of the downtown
—find them giving directions at
Jets games or promoting
downtown Yoga in the Park

Deployed **COSKS** at peak times in targeted areas

Distributed **POSTERS** and information to downtown businesses and the public

Completed over 15 tours, including the

MOVEABLE FEAST and the DOWNTOWN FLASHBACK

Many dedicated
CUSTOMER
SERVICE VOLUNTEERS

SAFETY SERVICES VOLUNTEER PROGRAM

Providing opportunities for the community to participate in a wide range of BIZ related activities and to donate their time to worthwhile community events.

Highly visible and well trained Watch ambassadors on foot, bike and vehicles providing extra "eyes and ears" on the street and available to assist anyone in need.

25 employed Downtown Winnipeg BIZ Watch Ambassadors.

2 dedicated Watch Ambassadors

At minimum, 5 dedicated Watch Ambassadors in the SHED every evening.

Operating \overline{Z} days a week with the main focus on evenings and at major events.

Responded to 2166 Calls for Service from the public (intoxicated individuals, aggressive panhandling, etc).

Since the program's launch in 1995, the Watch has been an important and iconic part of our downtown.

Completed 657 SafeWalks (as of end of Sept).

10 trained Bike Patrol Ambassadors.

NEW for 2016 - Watch RTV will be used to patrol parking lots/parkades and provide extra visual presence of our safety programs in the downtown as part of the ParkSafe program.



2017 Managing Downtown Safety Action Plan and Dashboard

- 1. Maintain a strong Watch presence of our full and part-time staff.
- Maintain a strong Watch focus on North Main and SHED area. and create a new focus on Ellice Avenue.
- Renew the Watch uniform and logo to improve visibility (day and night).
- Maintain partnership with Impark for mobile patrol in the evenings (year-round).
- Create a new highly visible RTV (ParkSafe Program) for improved visibility and safety in parking lots during the evenings and at major events.
- Maintain a highly visible Watch bike patrol program during the summer.
- 7. Continue to focus Watch resources on evening shifts and major events where the public perceives safety as a concern.
- Sustain the BIZ Volunteer program a highly trained and energetic group of volunteers to assist the Watch on patrol, and at events.

- Continue to maintain a Customer Service Ambassador presence in the downtown.
- Partner with other community groups to develop a mentorship/citizen patrol in the area and further engage with our Indigenous community.
- 11. Grow the CCTV downtown property owners' registration program.
- 12. Grow the Downtown Security Network.
- 13 Continue to advocate for increased Police Foot Patrols (50) in the downtown.
- 14. Continue to advocate for Police presence at major events such as sports games, concerts, and public arts.
- 15. Along with WPS and stakeholders, promote the development of a Nighttime Economy Strategy for the downtown.
- 16. Engage developers, BIZ Members, and others to incorporate Crime Prevention through Environmental Design techniques.
- Create a new Communication and PR Strategy for the BIZ Safety Department, promoting downtown safety and services.

Your Downtown

From Good to Great



Downtown

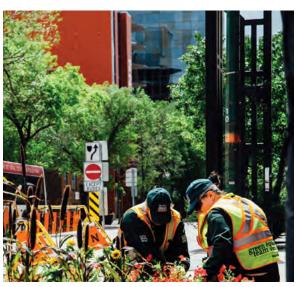
Winnipeg BIZ











3 Social Intervention







A comprehensive community based approach is needed to change downtown social challenges. The Downtown Winnipeg BIZ is and the City of Winnipeg believe that crime prevention through social development is critical.

The Downtown Winnipeg BIZ will continue to champion, advocate, research, and support stakeholders who will focus on changing the systems related to the broader community challenges related to poverty, mental health, homelessness and harms related to addiction.

Vision

A friendly, safe and secure downtown for everyone.

Goal

Enhanced quality of life and an end to homelessness.

Objectives

Collaborate with community partners to:

- Reduce harms related to substance abuse by providing essential outreach services to at-risk individuals; and
- 2. End homelessness in the downtown and our city.

2016 STATS - YTD: PARTICIPANTS HOUSED:

HOUSING REFERRALS: 867

NEW SERVICE CONNECTIONS

657

51

MOST FREQUENT USERS
OF SERVICES HOUSED





CHAT STAFF GROWING

An annual investment of \$120,000 from Manitoba Liquor & Lotteries, and \$150,000 from the City of Winnipeg will support the Downtown Winnipeg BIZ's Community Homeless Assistance Team (CHAT) in 2016, growing its current staff complement from 3 to 5. CHAT undertakes outreach to vulnerable populations—people who experience homelessness and/or mental health and addictions issues.

\$170K Of CEO Sleep Out Funding Leverages \$1 Million In Projects Aimed Towards Job Creation For The Homeless

\$170,000 raised from last year's CEO Sleepout was invested to support six Winnipeg social agencies – Artbeat Studio, Graffiti Art Programming, Macdonald Youth Services, Red Road Lodge, Siloam Mission, and Union Gospel Mission.

Community Homeless Assistance Team (CHAT)

A valuable service aimed at ending homelessness in Winnipeg and to assist anyone in the downtown facing challenges related to housing or social services.

Received **\$150,000** funding from City of Winnipeg and hold press conference in July with Mayor Bowman making the announcement.

Developed partnership with Main Street Project. Hired * employees (including position funded for MSP).



2017 Social Intervention Action Plan and Dashboard

- Continue efforts to address homelessness and build on the success of the Community Homeless Assistance Team (CHAT).
- Maintain and develop community partnerships with other social service agencies and programs related to homelessness.
- Continue to advocate and work with our partners (Health and Safety Alliance) to promote a new and current Harms Reduction Strategy for the downtown and city.
- Continue to maintain a partnership with the Main Street Program (MSP) and research the voluntary transport concept.
- 5. Support End Homelessness Winnipeg Inc., in the implementation of the community plan:
 - a. Partner with End Homelessness Inc., to create a community education and awareness component that will address the complex issues related to homelessness.
 - b. Continue with, but begin transferring, the CEO Sleepout to End Homelessness Inc.

4 Creating Places that People Love















Placemaking activities in our downtown are a priority. The Downtown Winnipeg BIZ will advocate for planning and design to create more livable, walkable, workable, and lovable environments that are accessible, inclusive, and welcoming for all.

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 comfortable, vibrant, and distinctive places which will generate a higher quality of life for everyone.



Objectives

- Fostering and advocating for a bold downtown landscape that has a clear sense of place and identity.
- Leveraging meaningful and timely local partnerships and engaging / empowering the downtown community to participate in the placemaking process.
- Supporting and inspiring existing efforts to maintain or enhance the cleanliness and allure of our downtown streetscapes, parks and walkways.
- Supporting the Events Department and others with public space events and activations towards increased positive social interaction.
- Collaborating with the Transportation Department and others towards more walkable, connected and complete downtown streets.



163 calls (via 311) made

Downtown

Winnipeg BIZ

5,007 graffiti tags removed in the downtown (Jan 2016-Oct 2016).

18,615 pails of litter picked up

1,163 parking pay stations maintained in the downtown (Jan 2016-Oct 2016).

4,064 posters removed in the

255 hours spent clearing snow from downtown sidewalks (Jan 2016-Oct 2016).

1,588 hours spent sweeping

5,060 downtown transit bus shelters and bus stop areas cleaned in the downtown (Jan 2016-Oct 2016).

15 full-time and 8 seasonal

Approximately 400 downtown workers and other community members took part in the Earth Day Clean-Up Event in April.

Installation of 10 new cigarette in partnership with downtown



40 casual seating sets (simple bistro sets) were in place during the summer.

Assisted $\frac{3}{2}$ downtown restaurants

With support of a jury and technical advisory committee, selected the winning design for the first back lane public art installation (to be unveiled in the spring of 2017).

Integrated 30 potted Christmas early 2016, as well as 78 potted winter greenery displays in the



New banners installed celebrating the Year of the Monkey in Chinatown.

sculptures was completed at

Continued promoting and encouraging quality design of downtown commercial storefronts and interiors through the Commerce Design Winnipeg program (in partnership with Storefront Manitoba).

the jury and five empty windows

Downtown Winnipeg BIZ 'Unwraps' New Initiative To Beautify Vacant Windows & Construction Sites

The Urban Wallpaper program was launched as part of an ongoing strategy to change public perceptions related to the downtown. In August, press conference attendees were treated to a formal announcement and guided tour, demonstrating vacant windows – often considered visually undesirable and in

DOWNTOWN BLOSSOMS INTO SUMMER: 170 FLOWER BASKETS INSTALLED

The Downtown Winnipeg BIZ installed 102 giant flower baskets along Portage Avenue, 46 medium flower baskets on other downtown streets, and 22 vault baskets around bases of Graham Avenue trees – in addition to thousands of planted flowers in beds and sidewalk planters on Main Street, Graham Avenue, Donald Street, Chinatown, Broadway, and other areas in the heart of our city – to welcome Winnipeggers and tourists to our downtown this summer.



2017 Creating Places that People Love Action Plan and Dashboard

- Create beautiful cross-seasonal places to sit and relax along our sidewalks, at corners, at junctions, at congregation points, in underutilized pocket parks and in on-street parkettes.
 - a. Embrace the four seasons with a focus on winter placemaking (winter planting displays, winter seating areas, etc.).
- 2. Implement the City's first back lane public art installation.
- Facilitate improvements to the Chinatown Streetscape in partnership with the Winnipeg Chinese Community Cultural Centre (including a yearly banner competition and ornamental Chinese lights).
- Sustain the colourful plantings in key areas of the downtown.
 - a. Hang 170 flower baskets at Portage Avenue, Graham Mall and on Main Street each summer.
 - b. Continue ground flowers in various downtown planters.
 - c. Continue business planting on private property in the downtown each year.
 - d. Create new fall/winter/spring plantings on Portage Avenue sidewalks.
- With our partners, develop a summit on downtown placemaking, mobilizing community leaders, property owners, and stakeholders.
- Continue and improve the downtown Indigenous gardens in Air Canada Park and vicinity.
- Support the Winnipeg Arts Council in the implementation of Lights on Broadway.
- 8. Support Storefront Manitoba in promoting and encouraging quality design of downtown commercial storefronts and interiors through the Commerce Design Winnipeg Program.
- 9. Continue to integrate Urban Wallpaper in unsightly vacant windows and construction sites downtown.
- 10. Continue the yearly Earth Day Clean-Up event.
 - a. Provide opportunities for the business community to help with downtown flower planting each spring.
 - b. Promote options for businesses to purchase site furniture to enhance their frontages (including flower pots, cigarette butt receptacles, and bistro sets).
- Continue to install durable cigarette butt receptacles in partnership with downtown businesses and stakeholders.
- 12. Sustain and fine-tune our downtown Enviro Team program to 25 full-time, part-time and contract employees, with support from the City of Winnipeg.





- a. Ensure appropriate staff resources are deployed in the evenings and on weekends.
- b. Winter snow removal on pedestrian streets like Graham Avenue and Portage Avenue.
- c. Graffiti removal within 24 hours.
- d. Bus Shelter cleaning.
- e. Sweeping of all sidewalks (with a priority on pedestrian areas).
- f. Grow the Enviro Team to enable year-round care for downtown seating areas, flowers, and décor.
- 13. Advocate for:
 - a. Additional/improved downtown waste receptacles in high-use pedestrian areas.
 - b. The re-opening of Portage & Main to pedestrians.
 - c. Quicker repairs and improvements to City sidewalk infrastructure, trees, benches, etc., to create a safer and more enjoyable pedestrian environment.
 - d. The renewal of Graham Mall.
 - e. Refreshing old and tired streets in our downtown through increased investment.

5 Activate









The Downtown Winnipeg BIZ will continue to do more as well as advocate for ongoing events and support third-party and partner events to help drive positive awareness of downtown Winnipeg.

More downtown incubators such as Launch It!, the Farmers' Market, and pop-up retail initiatives like PUSH are critical to attract and drive people downtown. These events play an important role in creating a positive experience for entrepreneurs to test the downtown market. Enabling these events and empowering the community to be innovative are critical for creating an activated downtown.

Objectives

- 1. Create and partner with stakeholders to establish downtown festivals and events.
- Act as a technical intermediary with the City of Winnipeg for groups wanting to host events and festivals downtown.
- Encourage businesses in the zone to participate with cooperative downtown marketing, projects, promotions, festivals, and events.

Vision

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



Stage and support events and initiatives that promote downtown Winnipeg, attract people to the city centre, and encourage them to return.





New Tours to Introduce Event Organizers to Downtown Opportunities

A series of familiarization (FAM) tours were coordinated in 2016 by the Downtown Winnipeg BIZ. Event coordinators and planners interested in hosting events downtown were invited to tour venues and outdoor spaces, and to learn more about the incentives available to them.

Downtown Welcomes Nearly 5,000 Delegates with Pop-Up Party: Best of Fest Downtown

Dubbed 'Best of Fest Downtown,' delegates attending Centrallia, the Liberal Biennial Convention, and the Federation of Canadian Municipalities' Annual Tradeshow got a taste of what locals love most: food, food trucks, and festivals.

5th Annual Filipino Street Festival Moves Downtown as part of Downtown BIZ's Event Program

Courtesy of new funding through the Downtown Winnipeg BIZ's Host It Downtown program, the fifth annual Manitoba Filipino Street Festival moved to the downtown, bringing a projected 8,000 people with it.

Host It Downtown: Funding Available For Event Organizers To Host New Events Downtown

Hounded in 2015 by the Downtown Winnipeg BIZ, the Host It Downtown program aims to educate event organizers and encourage them to host their event in the city's centre. The aim of this program is to establish downtown Winnipeg as the premier destination for high-quality and outdoor events year-round. By providing individuals and organizations with the opportunity for seed funding and event support, we can help create new events and attract existing events to the heart of our city.

Over the last 12 months, the Host It Downtown program has attracted new and existing events downtown, including: Interstellar Rodeo, Winnipeg BBQ and Blues Festival, Manitoba Filipino Street Festival, Peg City St. Patrick's Day Parade, and SpaceLand. The Downtown Winnipeg BIZ hopes to support 10 to 20 events and attract additional visits, bringing the total amount of festival-goers in the downtown to well over a million annually.



POP-UP EVENT SERIES TO APPEAR AT PORTAGE AND MAIN THIS SUMMER

Have you ever imagined the possibilities for Portage and Main? This summer, on the last Friday of the month from June to September, the four corners of Portage and Main hosted the Imagine Portage and Main Pop-up Series and came alive with events, entertainment, and more for pedestrians to take part in.



BIKE & DINE TOUR SETS THE STAGE FOR NEW INVESTMENTS IN CHINATOWN

The Downtown Winnipeg BIZ and the Winnipeg Chinese Cultural and Community Centre invited bike enthusiasts, community members, and local media to participate in a bike and dine tour, celebrating the installation of 20 new bike racks in the neighbourhood.

Coinciding with the third annual Bike Week Winnipeg, this hour-long mobile feast stopped at three Chinatown restaurants and gave Winnipeggers an opportunity to lock their bikes to the new racks and taste some of the neighbourhood's best cuisine. The bike tour began at the Chinese Gardens and stopped at Sam Po Dim Sum Restaurant, Kum Koon Garden Restaurant, and Maxim Bakery.

8TH ANNUAL CHINATOWN STREET FESTIVAL

In August, Chinatown's King Street transformed into a bustling hub of live music, cultural performances, authentic cuisine, and dynamic street vendors to celebrate the Eighth Annual Chinatown Street Festival.

Winnipeggers from across the city had the opportunity to visit the famous downtown neighbourhood and enjoy two days of pedestrian-friendly activities on King Street from Alexander to James Avenue. As in previous years, the streets of Chinatown came alive with lion dances, Taiko drumming, Chinese Kung Fu, K-Pop performances, children's games and activities, and free martial arts lessons. New this year, the festival welcomed a movie screening of Kung Fu Panda 3 under the stars, a petting zoo, an expanded kids' zone, and traditional Chinese Lantern Riddles – a guessing game that offered coupons redeemable at the Merchant Market.



WINNIPEG'S CANADA DAY LIVING FLAG HITS IT OUT OF THE PARK!

As the numbers rolled in from competing cities across Canada, the Downtown Winnipeg BIZ once again claimed its title as the Largest Canada Day Living Flag in the country. Over 3,158 people decked in red and white gathered at Shaw Park to form the flag of our nation, engaging in some friendly competition against Victoria, Calgary, Regina, Brandon, Toronto, and Ottawa. Proud and patriotic Winnipeggers at the event were joined by the Honourable MaryAnn Mihychuk, Minister of Employment, Workforce Development and Labour; the Honourable Rochelle Squires, Minister of Sport, Culture, and Heritage; and His Worship Brian Bowman, Mayor of Winnipeg.





SUMMER EVENTS: FIND IT ALL DOWNTOWN

From June to October this year, the Downtown Winnipeg BIZ hosted over 230 events for downtown workers, visitors, and tourists. Summer events and programming attracted over 50,000 visitors to the downtown – with people enjoying outdoor movie screenings, yoga, and Zumba at some of downtown's most cherished green spaces, as well as noon-hour concerts

ANNUAL DOWNTOWN FARMERS' MARKET RETURNS

Located within the Sports, Hospitality, and Entertainment District (SHED), the Downtown Winnipeg BIZ's Farmers' Market season kicked off in January, running until December of this year. Since the program's inception in 2013, over 140 vendors have participated in 57 markets over the course of three years. These numbers have grown to include over 90 vendors for the 2016 season alone.

DOWNTOWN TOUR DU JOUR NEW WEBSITE, NEW FEATURES —SAME GREAT TOURS

This summer, the Downtown Winnipeg BIZ was your guide to downtown Winnipeg's best restaurants, patios, bike routes, and breakfast spots! Beginning in June and running until the end of October, the Downtown Winnipeg BIZ offered over 30 walking or cycling tours to showcase the offerings of downtown restaurants, historical attractions, green spaces, architecture and other hidden gems.

We were excited to announce the official launch of our new website: downtownwinnipegbiz.com/tours. The new site will make it easier for people to purchase tickets, view participating restaurants, write reviews about their favourite stops, and much more.

MOVIES ON MEMORIAL

This summer, thousands of Winnipeggers gathered loved ones, took to their lawn chairs, and went to the movies! Investors Group presented the Downtown Cinema: free movie screenings which transformed outdoor downtown spaces such as Memorial Park into the perfect place to sit back, relax, and enjoy nine movies throughout the summer on the big 40-foot screen under the stars.

Movie fans took to the Downtown Winnipeg BIZ Facebook page polls earlier in the year to vote on themes, determining which movies would appear. Oscar favourites were screened at Movies on Memorial, and the Downtown Drive-In featured blockbuster superhero hits.

MANYFEST

Downtown

Winnipeg BIZ

An estimated 70,000 people had plenty of reasons to enjoy downtown, as the sixth annual Manitoba Liquor & Lotteries ManyFest livened Broadway and Memorial Boulevard from September 9 to 11. The event was a celebration of community, arts, entertainment, and healthy living.

One of the festival's most popular features was the Food Truck Wars, presented by ROYALE Tiger Towel, located on Memorial Boulevard. Thousands of Winnipeggers sampled and savoured delicious culinary treats from over 33 different food trucks.

WALK OF FAME

The BIZ, with the assistance of its Advisory Committee, has readied for the launching of the creation of The Manitoba Walk of Fame in Downtown Winnipeg. The Walk of Fame will be featured in the newly announced True North Square as a permanent place of tribute and recognition for Manitoban

achievement. In 2017 the community selection process will begin with the ultimate goal of creating a permanent community entity that will celebrate Manitobans for decades to come.

LAUNCH IT - YOUTH ENTREPRENEURIAL INITIATIVE

On the heels of a pilot program launched in 2014, three more young entrepreneurs, Friday Knights Clothing, Josiah Galleries, and Brandish, set up shop in a vacant storefront on Portage Avenue (old warehouse one location) with help from the Downtown Winnipeg BIZ and Portage Place Shopping Centre. Dubbed the Launch It! Retail Incubator, participants had an opportunity to operate a pop-up store for three months in a prominent location downtown, gaining first-hand experience of running a mini-retail outlet and testing out their products and services to the public. All three have successfully entered into leases to carry on with their services and in our Downtown!



2017 Activate Action Plan and Dashboard

- 1. Host downtown events:
 - a. Grow Movies on Memorial and additional screenings in the off-season.
 - b. Sustain Downtown Concert Series.
 - c. Create a new holiday program in 2017.
 - d. Sustain and grow the Farmers' Market; possibly divest permanent farmers' co-operative.
 - e. Sustain Fitness in the Park; divest to local BIZ Members.
 - f. Host Canada Day Living Flag, and divest to organized community group.
 - g. Continue to host downtown tours and grow them to include winter tours.
 - h. Support Canada summer games with week-long programming.

- i. Package existing BIZ events and give ownership of events to BIZ partners and stakeholders, while increasing frequency of events.
- a. Sustain Host It Downtown in 2017 to attract new or existing events to the downtown.
 - b. Provide technical support to third party event organizers.
 - c. Liase with groups and the City of Winnipeg to assist with events.
- Activate the downtown with programs and promotions during downtown sports events (Jets & Goldeyes) and other activities with entertainment throughout the year.
- Focus on nighttime economy by creating one new initiative focused in the evenings (e.g. Chinatown Nighttime Market, WSO Wine Night Wednesdays).
- Activate storefronts by encouraging, educating and supporting entrepreneurs to establish business in downtown Winnipeg through support with Launch It! and PUSH programs.

6 Celebrate and Share



Winnipeggers are interested in downtown downtown events, activities and attractions. The Downtown Winnipeg BIZ tours (The Breakfast Club, Moveable Feast, Patio Crawl, Tap In, Winnipeg Wine, and Downtown Flashback), Winnipeg Jets or Manitoba Moose games, and concerts – these are the reasons people are returning to our downtown. These adventures help to change the perceptions of downtown Winnipeg. The Downtown Winnipeg BIZ will continue to plan and support downtown events, curating experiences and changing perceptions and market these and other reasons why people should spend time downtown.

Objectives

- Continue to be the go-to resource for information, showcasing what's happening in downtown Winnipeq.
- Support all departments within the Downtown Winnipeg BIZ to communicate to Members, media and public regarding programs, events, initiatives and advocacy.

Vision

To Celebrate and Promote our incredible 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. potential investors.



DOWNTOWN BIZ'S #FINDITDOWNTOWN INITIATIVE WINS 'MARKETING CAMPAIGN OF THE YEAR'

This year, the Downtown Winnipeg BIZ's marketing campaign, #finditdowntown, was honoured as Marketing Campaign of the Year (over \$2,500) by more than 200 industry experts at the Winnipeg Tourism Awards of Distinction.



Yoga in the air. Whiskey tastings with a 360-degree view. Fine dining on the river. Walk-up burgers and fries. Made-to-order custom suits. Lobster poutine. Take me out to the ball game. These unique things to do can only be found downtown, and the #finditdowntown marketing campaign invites locals and tourists alike to discover them.



The **#finditdowntown** campaign supported the Downtown Winnipeg BIZ in its marketing efforts for 138 events from June to August. The wide assortment of marketing collateral helped to attract nearly 50,040 visits to the downtown - with people enjoying outdoor movie screenings, noon-hour concerts, and yoga and Zumba at some of downtown's most cherished green spaces. Attractions also included the Downtown Wommo[eg BIZ's popular downtown tours which hosted visitors from Winnipeg, rural Manitoba, Ontario, Saskatchewan, Alberta, and the United States; weekly Farmers' Markets; and the Canada Day Living Flag event, which reclaimed its national title as the Largest Living Flag in Canada. The hashtag #finditdowntown served as a useful inventory of ideas for things to do for tourists and locals visiting the city's centre. The hashtag is an instant walk throughout the downtown - a virtual tour of the assets that make the downtown unique.



The campaign targets suburbanites – encouraging them to dine, shop, and drink before and after a Winnipeg Jets game, concert, or outdoor festival. The campaign's secondary target audience is downtown users, workers, residents, students, culture vultures, and tourists.



CAMPAIGN ACHIEVEMENTS:

A **#finditdowntown** sleigh ride tour highlighted downtown attractions with the media.

2 permanent billboards located in Forks North Portage's parkades were installed, targeting concert-goers and hockey-fans, serving as a reminder to stay downtown before and after the game.

10,000 keychains and mailer delivered to homes outside downtown with special offers to drive them downtown.

Inclusion of **#finditdowntown** in **10,000**Downtown Tours brochures, **40,000** ManyFest program guides, **10,000** Downtown Cinema brochures.

Over 40 downtown businesses participated in the campaign.

Ad placements in The Hub, Art & Soul at the Winnipeg Art Gallery, Tourism Winnipeg's Pin It to Win It, Metro, Winnipeg Free Press, and CTV.

Contesting at 10 Downtown Cinema outdoor movie screenings.

Curated a **#finditdowntown** photo gallery as part of FLASH Photography Festival, with a monthly attendance of **500** people.

Average social media impressions: 681,039 (highest - 1,604,033).

Average weekly posts: **256** (highest - **611**).

Advertisements placed:
25 transit boards,
15 billboards, and
10 downtown digital boards.

7,000 photos submitted by the community on Instagram.

Partnerships formed with Tourism Winnipeg, Chair Your Idea, Winnipeg Pass, FLASH Photography Festival, Art & Soul at the Winnipeg Art Gallery, The Hub, and CBC Music 4 Lunch.

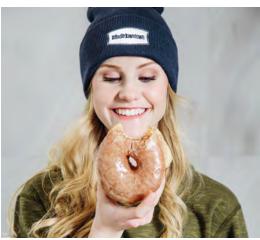
Change in perceptions of downtown (nearly 40% of those who attended BIZ events noted the events/marketing changed their perception of downtown for the better).













2017 Celebrate and Share Action Plan and Dashboard

Your Downtown

From Good to Great

- 1. Share what's happening in downtown Winnipeg:
 - a. Create marketing partnerships with media outlets.
 - b. Grow the downtown concierge education/awareness program.
 - c. Sustain use of social media (BIZ, Downtown Peggy, etc.) to promote places to dine, shop and visit.
 - d. Work with the RBC Convention Centre and all downtown venues to create a monthly upcoming events calendar, promoting it to BIZ Members and the public.
 - e. Grow and distribute the weekly e-newsletter the Mingle, encouraging Winnipeggers to attend events downtown.
 - f. Continue to update/produce BIZ programs/services inforgraphic.
 - g. Continue to promote downtown events and districts through the implementation of downtown street banners.
- 2. Maintain relationships with the local media:
 - a. Send out regular media releases to publicize Downtown Winnipeg BIZ initiatives and programs.
 - b. Provide media interviews to offer the downtown viewpoint on issues affecting BIZ Members and BIZ programming.
- 3. Expand Member communications:
 - a. Undertake an annual BIZ Member information mail-out.
 - b. Produce Top 150 BIZ Member letter quarterly.
 - c. Continue the monthly Member e-newsletter, the MEMO, with consideration of printing it for Members as well.
 - d. Distribute a quick reference card of all of the services the BIZ provides to its' Members.
 - e. Visit new businesses with a welcome package within a month of opening.
 - f. Host an Annual General Meeting for all Members, stakeholders and partners.
- 4. Provide additional value for Members:
 - a. Profile new and existing businesses to the downtown, celebrating their arrival, stories and services.
 - b. Help BIZ Members promote their positive stories to the media.
 - c. Provide an annual calendar of events and opportunities to Members.
 - d. Provide brown-bag lunch opportunities for Member learning.
- 5. Expand and ramp-up the #FindItDowntown campaign, focusing on specific reasons people come downtown.
 - a. Encourage participation from guests and Members.
- 6. Continue activating Downtown Peggy as a fun and trusted voice and personality of downtown Winnipeg.
- Undertake a BIZ branding review exercise in 2018/2019 to assess aligning downtown momentum and the BIZ brand.

7 Indigenize Downtown











DWELL DOWNTO<u>WN</u> The Downtown Winnipeg BIZ will do more to create a welcoming atmosphere for our Indigenous community. The Downtown Winnipeg BIZ will advocate and promote reconciliation, will continue to celebrate Indigenous arts, culture, music and history. The BIZ will create awareness, promote tolerance and capitalize on opportunities to Indigenize downtown Winnipeg.

Vision

To celebrate and share the strengths of our Indigenous community in our Downtown and City.

Goal

In the spirit of reconciliation, partnership and co-operation, the Downtown Winnipeg BIZ will make permanent its Indigenous Peoples Advisory Committee to assist in Indigenizing Downtown.

Objectives

In the spirit of partnership and co-operation, the objectives of this committee are to encourage:

- Participation of Aboriginal people in providing formal feedback on the programs of the Downtown Winnipeg BIZ.
- Recognition of Aboriginal history, culture, and people to ensure input to the range of services the Downtown Winnipeg BIZ provides to the downtown community.

2015 / 2016 Accomplishments

Winnipeg's First Indigenous Artwalk: Art & Culture on Display in Downtown Windows

The Indigenous Artwalk features artwork placed in storefront windows along Portage Avenue, Graham Avenue, Garry Street, and Donald Street. The project is launching with 12 artists in 12 locations, with artwork on display for three months.

Indigenous Languages Celebrated: Downtown Businesses & City Recreation Centres Install Decals With Message Of Welcome

The Downtown Winnipeg BIZ's Aboriginal Peoples' Advisory Committee launched a new initiative in an effort to create a greater sense of place and a feeling of welcome. The Indigenous Languages Decals Initiative invites downtown businesses to install decals that express a feeling of welcome and inclusion, represented in Indigenous languages: Ojibwe, Cree, Dene, Michif, Dakota, and Inuktitut. Business leaders in attendance, who helped to install the first decal at Portage Place Shopping Centre, took part in a workshop to learn more about the historical and contemporary issues that relate to the Treaties, and what this means for Winnipeg and its downtown today. The City of Winnipeg also announced that it will be posting these decals in downtown and inner city recreational facilities.



Portage Place & indigenous leaders move forward with positive actions for the community

In response to the unfortunate removal of Joseph Meconse from Portage Place Shopping Centre, the BIZ convened a meeting with indigenous leaders Lisa Meeches (Manito Ahbee Festival), Joseph Meconse, Gloria Spence (Aboriginal Chamber of Commerce), and Damon Johnston (Aboriginal Council of Winnipeg), who met with David Stone of Portage Place to connect on a variety of short-term and long-term goals aimed at cultivating an environment of inclusion, welcome, and cultural sensitivity.

Portage Place Sings New Tune: Indigenous Concert <u>Series Launched</u>

In June, a new Indigenous Concert Series took the stage at Portage Place Shopping Centre featuring Indigenous artists and performers. Throughout the summer, downtowners had the opportunity to attend the concerts, for free, at Edmonton Court and enjoy the musical performances of three Indigenous artists: Ila Barker, Don Amero, and Renee Lamoureux.

Second Annual Indigenous Gardens Sprouts On Portage Avenue

The second annual Indigenous Gardens, an initiative of the Downtown Winnipeg BIZ's Aboriginal Peoples' Advisory Committee and Placemaking Committee, has taken root on Portage Avenue with five garden beds located in front of APTN, showcasing a variety of Indigenous plants, schemes, and materials.

2017 Indigenize Downtown Action Plan and Dashboard

- Continue BIZ's ongoing efforts to strengthen cultural awareness and sensitivity training for its entire staff and Board.
- Be aware of, and incorporate wherever possible into programs and services, the 94 recommendations of the Federal Truth and Reconciliation Report released by the Truth and Reconciliation Commission of Canada.
- Continue to build strong community relations with all Indigenous groups.
 - a. This BIZ Advisory Committee can play a role in encouraging aboriginal people to sit on BIZ committees
 - Engage Indigenous businesses to address Indigenous problems (e.g. security, promotions, events); develop their capacity while creating stronger community development goals.
- 4. Celebrate our Indigenous community in the programs we deliver.
 - a. Launch It!: Work with the Aboriginal Centre Small Business incubator, as well as the University of Winnipeg Student Incubator to promote emerging aboriginal business.
 - b. Create places to learn, both in the Indigenous and non-Indigenous community:
 - i. Indigenous Gardens at Air Canada Park.
 - ii. Storefront "gallery" of indigenous culture and art.
 - iii. Placemaking initiatives.
 - c. Manyfest: Infuse programming with Indigenous music, art, and culture.
 - d. Concert Series: Infuse programming with Indigenous music, art, and culture.
 - e. Research the possibility of creating Aboriginal Artisan Market (ACC).
 - f. Continue with the Indigenous Languages Decals Initiative and introduce to every new BIZ Member.
 - g. CHAT: Hire as many Indigenous staff as possible.
 - h. Ensure CHAT workers and others are properly trained and educated about the history and impacts of residential schools.
 - i. Continue Partnership with Manito Ahbee Festival.
 - j. Continue to support employment and volunteer opportunities for Indigenous peoples and newcomers that may help them gain employment in the criminal justice or social services fields.
- 5. Host discussion(s) on reconciliation among BIZ Members.

8 Connect



The Downtown Winnipeg BIZ will advocate for a healthy, sustainable, connected and growing downtown. All modes of transit, including cars, bus, cycling, and walking should be well-designed, safe, integrated and accessible. While walkability is paramount, ensuring a current and relevant parking strategy is critical to a successful downtown.

Vision

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

Goal

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

Objectives

- Increase participation in cycling as a safe, fun, and convenient transportation option to and around the downtown, for people of all ages and abilities.
- Foster and advocate walkability for comfortable and convenient downtown pedestrian movement, and the year-round connection of people to places without reliance on automobiles.
- Foster and advocate for more legible downtown wayfinding, where individuals can find their way throughout the Weather Protected Walkway System and downtown streets with increased ease and independence.
- Support Winnipeg Transit towards increased transit usage through a frequent, reliable, fast, and comfortable transportation option, to and around the downtown.
- Support the Winnipeg Parking Authority and other stakeholders with improved communication about downtown parking, making it easier for downtown drivers to find available parking spaces.
- 6. Through research and advocacy, assess downtown transportation needs, to better demonstrate increased usage and interest in alternative modes of transportation; become better positioned to provide recommendations to stakeholders/the public, as well as to push for effective public/private policies.

- Chinatown bike rack competition, adding 22 new Chinatown racks based on three jury-selected designs.
- Added 87 bike racks to the downtown area:
 to Chinatown and 65 to downtown. There have been over 200 new bike racks installed in the downtown since 2010.
- 3. Promoted **25** businesses throughout the Downtown and Exchange District as part of the Bike-Friendly Business Program (each including bike rack, bike pump, bike lock, and decals).
- 4. Added 10 new bikes to the Pedal in the Peg bike rental program.
- 5. Expanded from 2 to 3 hotels participating in Pedal in the Peg.
- Partnered with Marketing to provide bike valet services to 5 Moveable Feast cycling and restaurant tours.
- Continued in a leadership role for Ciclovia, increasing from 2 car-free routes in 2016 as well as integrating a Cycle Chic Runway.

- Operated the Bus is Better campaign for the third year, providing 300 free one-week bus passes and five days of entertainment to transit riders, as well as distributing 500 cups of free coffee, coffee sleeves, and bus pass holders.
- 9. Distributed the Getting Around Guide to more than **17,500** homes throughout the city.
- 10. Engaged the Watch to conduct a Spirit Bus survey with more than **250** Spirit Bus riders.
- Engaged Winnipeg Trails to undertake cycling counts to help make the case for separated bike lanes into the downtown.
- Downtown Winnipeg BIZ is represented on both the Provincial Active Transportation Committee and the Winnipeg Active Transportation Committee.
- Provided support for Bike Week 2016, hosting two downtown bike-through breakfast locations and a pit stop at Portage and Main.



2017 Connect Action Plan and Dashboard

- Advocate/support the city in upgrading, expanding, and promoting the downtown cycling network, as per the Pedestrian and Cycling Strategy.
- Add two on-street bike parking hubs/parkettes that will allow for groups of bike parking.
- Continue to research, grow, and promote the Bike-Friendly Business Program.
- Continue to grow the bike rental program (Pedal in the Peg) by supplying additional hotels with the service, as well as attract downtown businesses to also offer bikes for rental.
- In partnership with the City of Winnipeg and downtown businesses/property owners, continue to add bike racks and other cycling amenities to downtown sidewalks where needed.
- 6. Continue to support cycling via the Moveable Feast cycling and restaurant tours.
- Continue to grow and refine Ciclovia as well as attempt to divest to the community.
- 8. Continue to advocate for and partner with the city to create a Wayfinding Strategy, to address the current lack of good wayfinding signage.
- Work with Winnipeg Transit and other stakeholders towards creating improvements to the Downtown Spirit service (including routes, times, safety, etc.) that will better serve the present downtown community.
- Continue the Bus is Better program, which has been successful at promoting transit in the downtown and creating a positive attitude for bus riders.



- 11. Continue to advocate for transit-oriented development.
- 12. Advocate for finalization, implementation, and communication of the Downtown Parking Plan.
- 13. Promote downtown parking by providing print and digital material as well as social media support (re: parking locations and options) to the public and BIZ Members.
- 14. Together with partners and the Winnipeg Parking Authority, research, develop and implement supportive strategies related to downtown parking in high-demand zones.
- 15. Via the Getting Around Guide, continue to promote the availability, accessibility, sustainability, and convenience of all transportation options, as well as to promote the use of downtown services and public access areas.
- Partner with the Green Action Centre on a speaker series focused on the effects of commuting options on businesses.
- 17. Continue to advocate for various Active Transportation concerns in the downtown.



