

YOUR DOWNTOWN

from  
*Good*  
to  
*great*



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2017  
**ANNUAL REPORT**

2018  
**STRATEGIC PLAN**

*downtown*  
WINNIPEG BIZ

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**Melanie Andrushko**  
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A full staff listing is online at  
[downtownwinnipegbiz.com](http://downtownwinnipegbiz.com)

## 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!

# TABLE OF CONTENTS

<b>1</b>	LETTER FROM CEO & CHAIR	
<b>2</b>	ABOUT THE DOWNTOWN WINNIPEG BIZ	
<b>3</b>	TOP 10 COMMUNITY PRIORITIES	
<b>7</b>	TOP 8 STRATEGIES	
<b>8</b>	DOWNTOWN VOICE	<b>25</b> ACTIVATE
<b>13</b>	DOWNTOWN SAFETY	<b>29</b> CELEBRATE AND SHARE
<b>17</b>	SOCIAL INTERVENTION	<b>33</b> INDIGENIZE DOWNTOWN
<b>21</b>	CREATING PLACES PEOPLE LOVE	<b>37</b> CONNECT

# LETTER FROM CEO & CHAIR

2017 has been a year of celebration, of hosting thousands of visitors to our city and one of transformative work. With one of the busiest summers to date, we are grateful and proud of everyone's commitment to transforming downtown from Good to Great.

- We hosted The International Downtown Association Conference & Trade Show and welcomed over 600 urban thought leaders from around the world to our city which produced an economic benefit of over \$1 million, and showcased new developments and innovative BIZ programs in our city.
- Our cleaning and safety programming remains a top priority and has produced impressive results in removing graffiti, picking litter, providing Safewalks and working with the Winnipeg Police Service to ensure that downtown visitors feel welcomed, safe and are left with a lasting, positive impression.
- Our Community Homeless Assistance Team (CHAT) continues to do important work in our community and among other vital things, have housed over 385 people who were previously homeless.
- The BIZ committed to the City of Winnipeg's Reconciliation Accord and continues to operate its programs and services through an Indigenous lens with the support of the BIZ's Indigenous Peoples Advisory Committee.
- Our Placemaking Summit produced thought provoking ideas to create a more vibrant downtown, which will be piloted this coming year, to create places that people love and generate a higher quality of life for everyone.

- This year's 201 Portage Canada Day Living Maple Leaf event brought over 3,600 patriotic people to Portage and Main, and gained international attention with millions of viewers and clicks worldwide. BIZ events also saw record numbers this year, and continue to activate the downtown in an exciting way that is creating a more vibrant downtown.

Throughout this report you will see just a snapshot of the great work being done to make our downtown a place where we can: collaborate, celebrate our culture and history, and connect with a place that is authentic to our city. The strategies come from a deep dialogue with our Members and the public, and also show a willingness to explore, evolve and change with the broader community.

Thank you for all your support. Together we are moving the needle from *Good to Great!*



A stylized signature of Deborah O'Bray in blue ink.

Deborah O'Bray, Chair



A stylized signature of Stefano Grande in blue ink.

Stefano Grande, CEO

# 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.

## 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.



# TOP 10 COMMUNITY PRIORITIES

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.

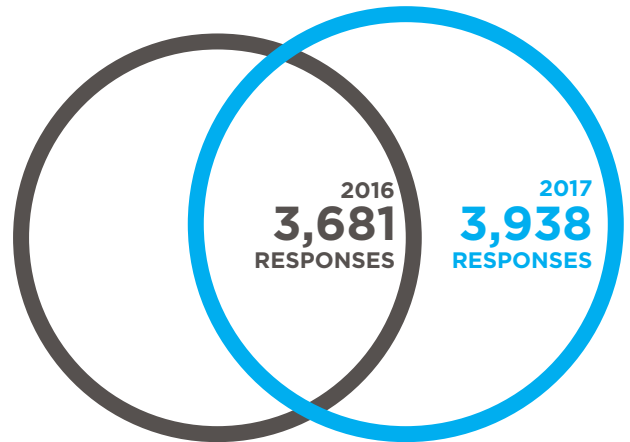


# FAST FACTS

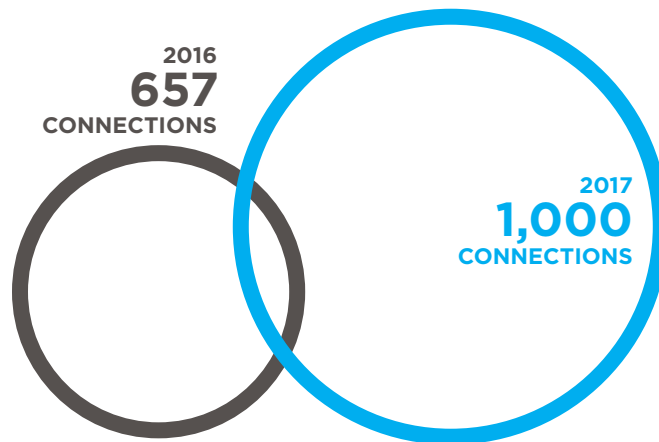
## HIGHLIGHTS & HAPPENINGS

#finditdowntown

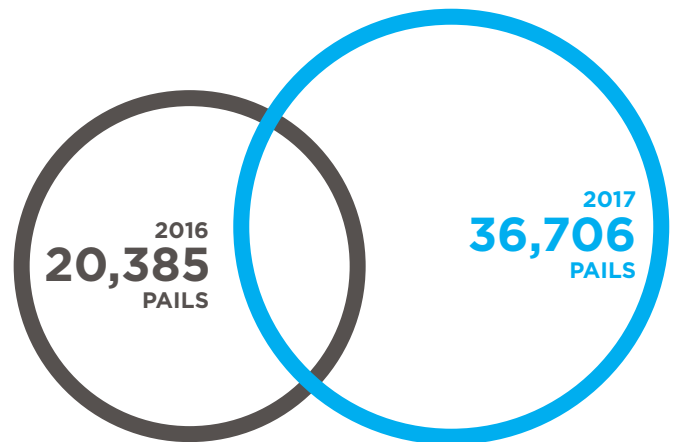
### WATCH: QUALITY OF LIFE CALLS RESPONSES



### CHAT: PEOPLE IN NEED HELPED WITH NEW CONNECTIONS JANUARY-AUGUST



### ENVIRO TEAM: PAILS OF LITTER PICKED BY HAND JANUARY-OCTOBER

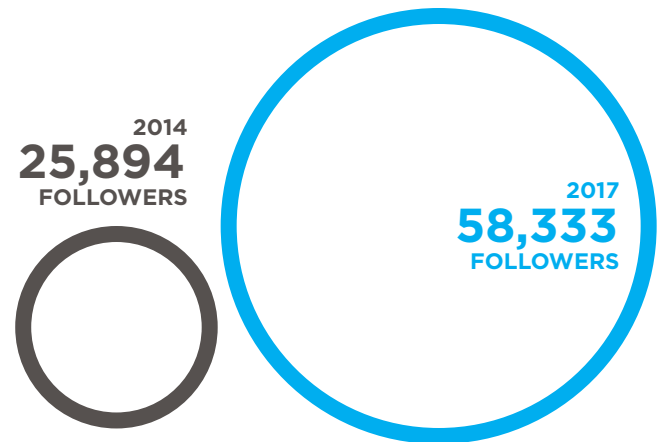




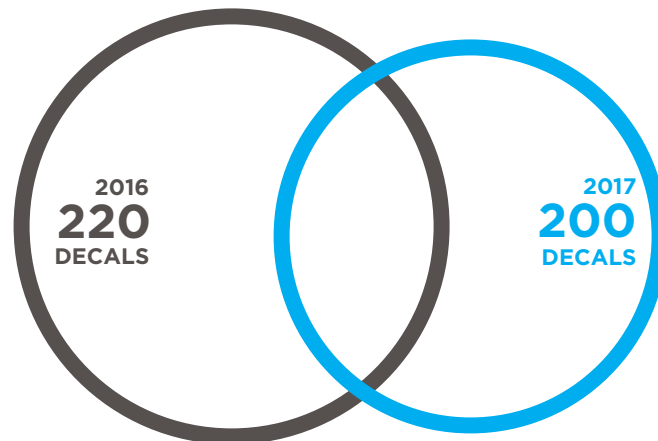
## ACTIVATE: EVENT SPONSORSHIP IN THOUSANDS



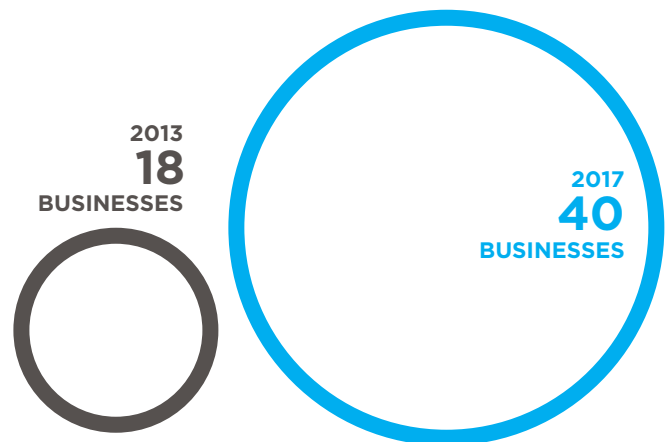
## SOCIAL MEDIA FOLLOWERS



## WELCOME DECALS DISTRIBUTED



## BIKE-FRIENDLY BUSINESSES





# TOP 8 STRATEGIES

## TOP 8 STRATEGIES

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

## OBJECTIVES

- 1 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.



# 2018 DOWNTOWN VOICE ACTION PLAN AND DASHBOARD

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## DOWNTOWN SAFETY

1. Continue to advocate for increased Police Foot Patrols (50) in the downtown.
2. Continue to advocate for police presence at major events such as sports games, concerts and public arts.
3. Along with the Winnipeg Police Service (WPS) 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 community and End Homelessness Winnipeg in developing a panhandling strategy.
3. Continue to advocate and 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.
  - a. Advocate for the renewal of Graham Mall.
2. Advocate for quicker repairs and improvements to city sidewalk infrastructure.
3. Advocate towards the re-opening of Portage and Main to pedestrians.

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.

## ACTIVATE

1. Develop a Mayoral Forum for the 2018 City of Winnipeg Election.
2. Determine the feasibility of a permanent co-operative Farmers' Market downtown.

## CELEBRATE AND SHARE

1. Work with all downtown venues to create a monthly upcoming events calendar, promoting it to BIZ Members and the public.
2. Grow and distribute the weekly e-newsletter the Mingle, encouraging Winnipeggers to attend events downtown.
3. Provide media interviews and offer the downtown viewpoint on issues affecting BIZ Members and programming.
4. Gather downtown market research including the Trend report and create a Bell MTS Place Economic Spinoffs and Opportunities Study.
5. Publicize BIZ advocacy briefs while identifying if the BIZ is leading or supporting the initiatives.
6. In conjunction with stakeholders and partners, continuously promote success stories that feature downtown events, businesses and more.

# 2018 DOWNTOWN VOICE **ACTION PLAN AND DASHBOARD** (continued)

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## INDIGENIZE DOWNTOWN

1. Continue to work with and support our Indigenous partners and City of Winnipeg reconciliation efforts.

## CONNECT

1. Advocate/support the city in upgrading, expanding and promoting the downtown cycling network.
  - a. Support Garry Street cycling lane implementation.
2. Continue to advocate for and partner with the City to create a Wayfinding Strategy, to address the current lack of good wayfinding signage.
3. Continue to 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 transit and Rapid Transit routes.

# 2017 DOWNTOWN VOICE

## KEY ACCOMPLISHMENTS

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1

Successfully held the International Downtown Conference bringing together the best thought leaders regarding downtowns to Winnipeg and earning \$1 million in economic spin off.

2

Continued to be a strong voice advocating for and contributing to the conversation regarding opening the Portage and Main intersection to pedestrians.

3

Continued to provide support and partnership with the Health and Safety Alliance, aligning BIZ support with additional support from the community.

4

Hosted a Talk Downtown tour with Government Caucus Members emphasizing Tax Increment Financing and ending homelessness, along with BIZ Members. Worked with key officials in the City and province to advance priorities for downtown while discussing the importance of downtowns as economic drivers.

5

Held meetings with Uber representative to discuss ride sharing technologies and provide feedback.

6

Wrote and published almost a dozen editorials on key BIZ advocacy positions in the interest of downtown Members.



Y O U R D O W N T O W N

*from*

*Good*

*to*

*great*



# DOWNTOWN SAFETY

## 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.
- 2** Collaborate with the Winnipeg Police Service on the implementation of a comprehensive Downtown Safety Strategy through the new Downtown BIZ 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 BIZ Members and the public.

# 2018 DOWNTOWN SAFETY ACTION PLAN AND DASHBOARD

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## OPERATIONS

1. Host a Downtown Safety Summit with important topics relative to downtown safety issues in Winnipeg.
2. Maintain a strong and highly visible Watch presence of approximately 25 full and part-time staff.
3. Maintain a strong Watch focus on North Main and SHED area, and create a new focus on Ellice Avenue.
4. Maintain a highly visible Watch bike patrol program during the summer, including a volunteer bike patrol program.
5. Continue to focus Watch resources on evening shifts and major events where the public perceives safety as a concern.
6. Sustain the BIZ Volunteer Program - a highly trained and energetic group of over 200 volunteers to assist the Watch on patrol and at events.
7. Continue to maintain a newly named and low look Host Ambassador presence in the downtown (prior Customer Service Team).
8. Grow the Downtown Security Network (DSN):
  - a. Community feedback surveys
  - b. Community information booths
  - c. Community safety events and workshops
9. Create a new Communication and PR Strategy for the BIZ Safety Department; promote downtown safety and services for the downtown to improve the perception of safety in the downtown.

## PROGRAMS

1. Continue to support and partner with the Winnipeg Police Service downtown safety initiative, Centreline, with the goal of addressing crime and social disorder issues by working in a collaborative manner with other community partners employing a problem solving approach to improve downtown safety:
  - a. Crime Analysis
  - b. Crime Trends
  - c. Community Hot Spots
2. Continue the new highly visible Kubota RTV (ParkSafe Program) for improved visibility and safety in parking lots during the evenings and at major events, especially in the SHED.
3. Maintain a highly visible and valuable partnership with Impark for mobile patrol in the downtown on evenings (year-round).
4. Partner with other community groups to develop a mentorship/citizen patrol in the area and further engage with our Indigenous community.
5. Continue to grow the CCTV downtown property owners' registration program.
6. Engage developers, BIZ Members, and others to incorporate Crime Prevention through Environment Design techniques.

# 2017 DOWNTOWN SAFETY

## KEY ACCOMPLISHMENTS

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1

Received the Mayor's BIZ Award from Mayor Brian Bowman.

2

Designed and implemented new highly visible and identifiable Watch, CHAT and Host Ambassador uniforms.

3

Downtown Watch, along with the Enviro Team, planned and implemented a new syringe pick-up service, removing 673 syringes from January-September 2017.

4

The Downtown BIZ ParkSafe Patrol launched with the new brightly decaled Kubota (mobile utility vehicle) dedicated to patrolling parking lots and parkades in the downtown to improve public and vehicle safety.

5

From January-September 2017, 25 Watch Ambassadors, in addition to helping to provide a friendly and safe presence in our downtown, responded to over 3,569 Calls for Service and completed more than 6,152 Special Attentions.

6

More than 500 Safewalks were executed from January-September 2017.



## TOP 8 STRATEGIES

# SOCIAL INTERVENTION

## 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:

- 1 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.



# 2018 SOCIAL INTERVENTION ACTION PLAN AND DASHBOARD

## OPERATIONS

1. Through the Community Homeless Assistance Team (CHAT) continue to focus on providing excellent street outreach services aimed at helping the most vulnerable and ending homelessness, working towards operating seven days a week at the hours required by those we serve.
2. Maintain and develop strong community funding and operational partnerships with other social service agencies and programs related to homelessness.

## PROGRAMS

1. Work with the Health and Safety Alliance to pursue a CHAT based voluntary transport program, a mobile diversion response to street level addiction and public intoxication.
2. Finalize transferring the CEO Sleepout to End Homelessness Winnipeg, while maintaining our “Better Way to Give” campaign.
3. Assess implementing the recommendations of creating a Single Window Delivery System for Downtown Outreach Services in support of our Indigenous partners/service providers.

## CHAT PROGRESS

**385** Total participants housed directly since 2013.

**5,000** Referrals, connections and reconnections to housing services such as EIA, treatment, crisis, healthcare and wellness, education, employment and home communities.

**1,000** In the first six months of this year (2017) CHAT has connected with over 1,000 individuals through frontline engagements, assistance and intervention.

**2,400** Applications and placements into detox, treatment, and programming for substance use.

# 2017 SOCIAL INTERVENTION

## KEY ACCOMPLISHMENTS

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1

Received the Mayor's BIZ Award from Mayor Brian Bowman.

2

Helped over 150 people into housing this year already.

3

CHAT was invited to participate in the International Downtown Association (IDA) Conference and the National Alliance to End Homelessness Conference and conducted tours at both conferences.

4

Initiated an Overnight Patrol during extreme weather, collaborating with community partners to attend to the city's most vulnerable individuals to ensure safety and wellbeing in extreme weather conditions.

5

Conducted multiple interviews as well as walk-alongs with local media, showcasing the role that CHAT plays in the community.

6

Hosted the 6th Annual CEO Sleepout with 80 CEOs and Community Champions raising an additional \$90,000 towards employment opportunities for those living on the streets, while creating awareness and advocacy towards ending homelessness in Winnipeg.





**OUTREACH**

**OUTREACH**

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



## OBJECTIVES

- 1 Foster and advocate for a bold downtown landscape that has a clear sense of place and identity.
- 2 Leverage meaningful and timely local partnerships and engage/empower the downtown community to participate in the placemaking process.
- 3 Support and inspire existing efforts to maintain or enhance the cleanliness and allure of our downtown streetscapes, parks and walkways.
- 4 Support the Events Department and others with public space events and activations towards increased positive social interaction.
- 5 Collaborate with the Transportation Department and others towards more walkable, connected and complete downtown streets.

# 2018 CREATING PLACES PEOPLE LOVE

## ACTION PLAN AND DASHBOARD

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### OPERATIONS

1. 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 staff resources deployed in evenings and weekends.
  - b. Winter snow removal on pedestrian streets like Graham Mall and Portage Avenue.
  - c. Graffiti removal within 24 hours.
  - d. Bus shelter cleaning.
  - e. Enable year-round care for downtown seating areas, flowers and decor.
  - f. Sweeping of all sidewalks (with a priority on high traffic pedestrian areas).
  - g. Grow the Enviro Team and have a dedicated position for maintenance of flowers and plants.

### PROGRAMS

1. Implement the Downtown Placemaking Summit Initiatives in collaboration with partners and engage the community in a people centred approach to neighbourhood improvements.
2. Embrace the four seasons and various times of day with a focus on cross-seasonal Placemaking.
3. Upgrade vacant and underused public spaces.
4. Create colourful flower displays in key areas in the downtown.
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 with Lights on Broadway.
7. Promote and encourage quality design of downtown commercial storefronts and interiors through the Commerce Design Winnipeg Program.
8. Maintain Urban Wallpaper locations in unsightly vacant windows and construction sites downtown.
9. Promote more activation of our public spaces.
10. Implement the city's first back lane public art installation.
11. Continue to reduce cigarette butt litter on downtown streetscapes.
12. Continue the yearly on-street cleaning and beautification.

# 2017 CREATING PLACES PEOPLE LOVE

## KEY ACCOMPLISHMENTS

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- 1** Held the first Downtown Placemaking Summit with 100 design and architect professionals inspiring transformative designs and solutions to be executed in the coming years.
- 2** Saw the first Lights on Broadway sculpture installed with the partnership of the Winnipeg Arts Council and the City of Winnipeg.
- 3** Saw the addition of two full-time streetscape team members to help maintain downtown seating areas, flowers and décor.
- 4** Added winter décor to 78 planters downtown, focused on Portage Avenue and the SHED.
- 5** Placed 41 bistro sets for businesses in key locations on Portage Avenue and Graham Mall.
- 6** From January-October 2017, removed 36,706 pails of litter picked by hand, 3,375 graffiti tags, 2,471 posters and 1,615 bio hazards.





## TOP 8 STRATEGIES

# 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, and encourage them to return.

## OBJECTIVES

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



# 2018 ACTIVATE ACTION PLAN AND DASHBOARD

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## PROGRAMS

1. Fully transition ManyFest to a community organization successfully.
2. Plan and implement one or two new events and initiatives with an evening element in 2018:
  - a. Night market
  - b. Winter experience
3. Sustain Host It Downtown in 2018 to attract new or existing events in the downtown while aligning it with Placemaking Pop-ups:
  - a. Provide technical support to third party event organization
  - b. Liaise with groups and the City of Winnipeg to assist with events
4. Host downtown events:
  - a. Grow Movies on Memorial and additional screenings in the off-season
  - b. Sustain Downtown Concert Series
  - c. Sustain and grow the Farmers' Market
  - d. Sustain Fitness in the Park; divest to local BIZ Members
  - e. Continue to host downtown tours and grow them to include winter tours
5. Activate the downtown with programs and promotions during downtown sports events (Jets, Moose, and Goldeyes) and other activities with entertainment throughout the year.
6. Activate storefronts by encouraging, educating and supporting entrepreneurs to establish business in downtown Winnipeg through support with Launch It! program.



## 2017 ACTIVATE

# KEY ACCOMPLISHMENTS

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1

Successfully executed the 201 Portage Canada Day Living Maple Leaf and experienced event photos and videos going viral on social media and traditional media worldwide.

2

Grew the Downtown Winnipeg Farmers' Market to include additional dates, an increase in vendors and additional programming with new partners.

3

Expanded Downtown Tours to include new themes and businesses, extending them throughout the entire year.

4

Grew ManyFest to include over 40 food trucks, and over 75,000 attendees, both of which are the highest numbers for the festival to date.

5

Secured over \$350,000 in sponsorship and additional revenue through multiple events and programs in 2017.

6

Provided almost \$100,000 in financial support to a dozen events through the Host It program, to assist in driving additional events downtown, as well as grow existing events.



# CELEBRATE AND SHARE

## 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.

## OBJECTIVES

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



# 2018 CELEBRATE AND SHARE ACTION PLAN AND DASHBOARD

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## OPERATIONS

1. Undertake a BIZ branding review exercise in 2018-2019 to assess aligning downtown momentum and the BIZ brand.

## PROGRAMS

1. Expand and ramp-up the #FindItDowntown campaign, focusing on specific reasons people come downtown.
  - a. Expand program to highlight specific districts within the downtown, following an identification and branding approach to the area.
  - b. Continue to promote downtown events and districts through the implementation of downtown street banners.
  - c. Showcase business features to highlight Members.
  - d. Sustain use of social media (BIZ, Downtown Peggy, etc.) to promote places to dine, shop and visit.
2. Re-launch a public relations campaign to highlight Downtown Winnipeg BIZ services including Safety and Outreach, Placemaking and Enviro Team.
3. Grow the downtown concierge education/awareness program.
4. Continue activating Downtown Peggy as a fun and trusted voice and personality of downtown Winnipeg.
5. Expand Member and stakeholders communications to include a full compliment of timely information and opportunities:
  - a. Undertake a tri-annual BIZ Member information mail-out.
  - b. Produce Top 150 BIZ Member letter quarterly.
  - c. Continue the Member e-newsletter, the MEMO.
  - d. Distribute a quick reference card of all 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.
  - g. Provide an annual events calendar to Members.

## 2017 CELEBRATE AND SHARE KEY ACCOMPLISHMENTS

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- 1 Hosted a record number of attendees for the Canada Summer Games and introduced them to a safe, clean and welcoming downtown with ramped up BIZ services and a new Summer Guide to introduce guests to downtown businesses and amenities.
- 2 Launched #PeggysSquad contests to partner with downtown businesses and events to create memorable experiences.
- 3 Introduced a new account for the Downtown Farmers' Market on Facebook, Instagram and Twitter with a total of 3,407 followers to date.
- 4 Grew a social media following to a total of 58,333.
- 5 Expanded our reach with new partnerships including maximizing the Downtown Buzz section in the monthly Smart Biz with their downtown distribution, as well as created a partnership with Metro newspaper for two, 16+ page features with a 5,000 overrun of both editions for added distribution and value.
- 6 Introduced quarterly mail-outs to Members, along with MEMO e-newsletters to increase communication about BIZ services and opportunities, event information and more.



# INDIGENIZE DOWNTOWN

## VISION

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

## GOAL

The Downtown Winnipeg BIZ will make permanent its Indigenous Peoples Advisory Committee to assist in Indigenizing downtown.

## OBJECTIVES

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

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





# 2018 INDIGENIZE DOWNTOWN ACTION PLAN AND DASHBOARD

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## PROGRAMS

1. Continue the BIZ's ongoing efforts to strengthen cultural awareness and sensitivity training for its entire staff and Board.
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. Continue to build strong community relations with all Indigenous groups.
  - a. The BIZ Indigenous Peoples Advisory Committee can play a role in encouraging Indigenous people to sit on BIZ committees.
  - b. Engage Indigenous businesses to address Indigenous programs (eg: security, promotions, events); develop their capacity while creating stronger 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 Indigenous business.
  - b. Create places to learn, both in the Indigenous and non-Indigenous community: Indigenous Garden at Air Canada Park, storefront "gallery" of Indigenous culture and art, Placemaking initiatives.
  - c. ManyFest: infuse programming with Indigenous music, art and culture.
  - d. Concert Series: infuse programming with Indigenous music, art and culture.
  - e. Continue partnership with Manito Ahbee Festival.
  - f. Research the possibility of creating Indigenous Artisan Market.
  - g. Continue with the Indigenous Language Decals initiative and introduce to every new BIZ Member.
  - h. 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.
  - i. Host discussion(s) on reconciliation among BIZ Members.

## 2017 INDIGENIZE DOWNTOWN

### KEY ACCOMPLISHMENTS

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- 1 Indigenized the International Downtown Association conference, sharing local speakers, presenters, customs and history with International guests.
- 2 Continued with the Welcome Decal initiative, providing signage to downtown businesses to welcome guests in six languages.
- 3 Grew the Indigenous Gardens at Air Canada Park initiative to include additional history and education on the plant species grown, as well as increased programming of Indigenous performers at the Gardens.
- 4 Continued the Portage Place Indigenous Free Concert Series featuring Indigenous performers throughout the summer.
- 5 Continued to engage in training BIZ staff in Indigenous Awareness.
- 6 The BIZ was a signatory for the City of Winnipeg inaugural Reconciliation Accord.



## TOP 8 STRATEGIES

# CONNECT

## 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

- 1** Increase participation in cycling as a safe, fun and convenient transportation option.
- 2** Foster and advocate walkability for comfortable and convenient downtown pedestrian movement.
- 3** Support Winnipeg Transit towards increased transit usage.
- 4** Support the Winnipeg Parking Authority and other stakeholders with improved communication about downtown parking.
- 5** 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.

# 2018 CONNECT ACTION PLAN AND DASHBOARD

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## OPERATIONS

1. 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.

## PROGRAMS

1. With the support of the Placemaking department, add two on-street parking hubs/parkettes that will allow for groups of bike parking.
2. Continue to grow and promote Bike-Friendly Business Program.
3. Continue to grow Pedal in the Peg by supplying additional hotels with this service, as well as attract downtown businesses to also offer bikes for rental.
4. 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.
5. Continue to support cycling via the Moveable Feast cycling and restaurant tours.
6. Continue the Bus is Better program, to help promote transit in the downtown and creating a positive attitude for bus riders.
7. 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.
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 Downtown Guide, continue to promote 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. Divest Ciclovia to other community groups but continue to support where needed.
12. Design and implement a downtown pedestrian count strategy to help identify pedestrian movement patterns.

## 2017 CONNECT KEY ACCOMPLISHMENTS

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1

Continued to partner with organizations and events to celebrate active transportation including Bike-Week activities and growing Ciclovía with new partners.

2

Grew the Pedal in the Peg bike share program by adding three new locations that includes two hotels and City Hall to bring the total to 12 locations.

3

Added nine new businesses to the Bike Friendly Business program.

4

Distributed more than 15,000 Getting Around Downtown Guides to homes throughout the city.

5

Painted five crosswalks at key intersections across Portage Avenue to create more walkable downtown streets, while celebrating the Canada Summer Games and Canada 150 with Canada-themed designs.

6

Delivered the 4th Annual Bus is Better campaign, providing 300 free five day transit passes, 1,000 free transit lanyards and providing free coffee and entertainment with busker music.







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