



DOWNTOWN BIZ  
ANNUAL REPORT

downtown  
WINNIPEG BIZ

JANUARY

S	M	T	W	T	F	S
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FEBRUARY

S	M	T	W	T	F	S
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

MARCH

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

APRIL

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

MAY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

JUNE

S	M	T	W	T	F	S
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

JULY

S	M	T	W	T	F	S
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

AUGUST

S	M	T	W	T	F	S
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

SEPTEMBER

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

OCTOBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

NOVEMBER

S	M	T	W	T	F	S
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

DECEMBER

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

# ABOUT THE DOWNTOWN BIZ

2014  
2014  
2014

*Especially for people who are downtown, the Downtown Winnipeg BIZ is the friendly and hardworking host that improves the perception of downtown by providing a welcoming environment, keeping things clean and safe, and advocating for continuous and positive downtown revitalization.*

Established in 1989 by the City of Winnipeg, the Downtown Winnipeg BIZ is the oldest of Winnipeg's 16 Business Improvement Zones (BIZ). Directed by a management board of 15 business owners and a representative from city hall, the Downtown Winnipeg BIZ markets the city centre on behalf of 1,300 businesses and runs programs that target downtown placemaking, cleanliness, safety, transportation, and parking. We also host events and promote downtown as a great place to work, shop, live, and experience.

## DOWNTOWN BIZ MANDATE

- 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

## MESSAGE FROM THE EXECUTIVE DIRECTOR & CHAIR



STEFANO GRANDE



SACHIT MEHRA

2014 was an important year. It marked the first year of the Downtown BIZ's three-year Strategic Plan. Keeping pace with our new plan, our organization has reenergized its core programs and has begun to move forward bigger and better by collaborating with our partners, sponsors, and stakeholders.

For every dollar invested by our members, we leverage either cash or in-kind support almost 1:1 – giving us the tools, resources, and capacity to do more for the downtown, leading to an especially positive and eventful year. More farmers' markets, new concerts, increased movie screenings at night, weekly downtown tours, public art, enhanced evening and weekend cleaning, greater Watch presence at all hours, and engaging conversations with our community – the list of initiatives undertaken in 2014 goes on and on.

While this year's annual report is a usable calendar for 2015, if you look closer, it is also a document of the tireless year-round efforts of our board, staff, and members in creating and growing memorable programs and services that are making downtown a better place for our 1,300 members and their employees and customers.

With your continued support, we are getting even closer to our vision *"for a thriving downtown neighbourhood vibrant with people, seven days a week and at all hours of the day, visiting unique entertainment, culture, arts, heritage, and retail destinations, with many people living downtown and a street culture which reflects our ethnic and social diversity, together leading to the creation and expansion of business, a strong tax base, and employment opportunities that will excite our youth and attract even more people to the heart of our city."*

More than \$2 billion of investment and over 100 development projects are making a significant contribution to downtown's revitalization. Residential growth of over 16,000 people has been supported with 1,800 new housing projects. A focus on creating complete neighbourhoods, like The Waterfront, Exchange District, The Forks Parcel 4 Land, and the Sports, Hospitality and Entertainment District (SHED), and how to physically connect them has emerged. The MTS Centre, Shaw Park, and educational institutions have been drivers of increased pedestrian traffic. More than 69,000 workers continue to contribute to the local economy. And the expansion of the RBC Convention Centre Winnipeg and opening of the Canadian Museum for Human Rights will add to the millions of local and national tourists who experience downtown – serving as a springboard for further restaurant and retail attraction. And your BIZ is responding by doing more.

How do we continue and strengthen this momentum?

Today the BIZ is a tool of change and progress. We continue to demonstrate leadership by simply doing more with the support of our members, particularly in the core areas of enhancing safety, cleanliness, placemaking, events, marketing and more. As thought leaders, we continue to have conversations about important issues, bringing stakeholders around the table to think beyond today, to identify and better position our downtown for tomorrow. Discussions involving ideas like Tax Increment Financing (TIF), the importance of mixed-use buildings and density, creating new districts like the SHED, façade programs,

youth entrepreneurship, and employing the homeless are all important conversations. The BIZ will continue to advocate for a better downtown in the best interests of its members.

We have also worked hard this year to engage and inform municipal election candidates about the value of our downtown as the driver for increased socio-economic growth. We hosted a debate with mayoral candidates, discussing issues including the reopening of Portage and Main, rapid transit, tax increment financing, and homelessness – keeping these issues top-of-mind for the voting public. Downtown revitalization must continue and survive political changes.

After launching and promoting significant market research with our partners, we gathered urban minds to openly discuss key trends. One recommendation to keep downtown moving forward that stemmed from these positive discussions is the need for an annual Health of the Downtown Report based on key indicators also measured by other Canadian downtowns. There is a national collective effort to profile the value of downtowns across Canada and track progress, and Winnipeg is leading this discussion.

Your BIZ is working smart and hard with our partners, recognizing our city and our downtown as places that belong to everyone – the rich and the poor, people who help and people who need help. Downtown can prosper economically when it enables everyone to contribute socially.

We've travelled far on the road back to health for our downtown over the last 10 years, but the journey continues. Let's keep moving forward.

Sincerely,

Stefano Grande  
Executive Director


Sachit Mehra  
Chair





# JANUARY 2015

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

 Stay tuned for: Enhanced Downtown Watch  
& Metro Enviro-Clean Team Services

---

---

---

---

---

---

---

---

TEAR HERE! ↓

**MC** To keep pace with the growing demand from the community for the latest and most current information about downtown shopping, dining, events, and market research, the BIZ launched a new website, [www.downtownwinnipegbiz.com](http://www.downtownwinnipegbiz.com). Visitor highlights:

OVER

230,000

ANNUAL UNIQUE VISITS

50%

ARE DOWNTOWN EMPLOYEES

42%

ARE NON-DOWNTOWN RESIDENTS

MOST POPULAR PAGES ARE

EVENTS

**PC**

150

OVER 150 HANGING BASKETS SELECTED TO SPRUCE UP FOR SUMMER ON PORTAGE, GRAHAM, DONALD & MAIN

**PC**

7 DAYS A WEEK,  
ALMOST 12  
MONTHS A YEAR

OVER 20 FT/PT METRO ENVIRO-CLEAN TEAM STAFF HELP IN DOWNTOWN CLEANLINESS EFFORTS. IN WINTER, TEAM MEMBERS INCREASE PEDESTRIAN SAFETY WITH EXTRA ICE CLEANING.

**MC**

LAUNCHED THE

“BE THE HAND”

YULE LOG HOLIDAY PROMOTION WITH DOWNTOWN PEGGY

## LEGEND OF DEPARTMENTS:

**PC** **Placemaking & Cleanliness:** Creating places that are beautiful and welcoming, to give you a positive downtown experience

**CS** **Community Safety:** Offering programs that create a safe downtown for you, your family, your customers and your staff

**EP** **Events & Promotions:** Providing you with the best events and experiences for a vibrant downtown atmosphere

**MC** **Marketing & Communications:** Inviting you to enjoy working, living, and playing in the unique environment of downtown every day

**TPT** **Transportation, Parking & Transit:** Making it easy for you to get around downtown whether by bus, car, bike or on foot


**A** **Advocacy:** Building a better downtown by being your voice for positive, continuous change

**H** **Homelessness:** Mobilizing the corporate community to end homelessness through supportive housing and by raising funds to employ our city’s least advantaged to beautify downtown



FEBRUARY 2015

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

 Stay tuned for: 2nd annual SnowMAZEing event.

A Moveable Feast cycling/restaurant tour

PC

18 DISTRICT BANNERS<sup>1</sup>

WERE INSTALLED TO HELP DEFINE THE BOUNDARIES OF CHINATOWN

215 07

OVER 215 BANNERS INSTALLED SINCE 2009

OVER 7 ARTISTS ENGAGED

MC

60<sup>2</sup>

WINNIPEGGERS AND INTERNATIONAL DELEGATES TOOK PART IN FIRST EVER WINTER FOOD TOUR ON BICYCLE

H

30<sup>3</sup>

OVER 30 OF CITY'S HOMELESS EMPLOYED WITH

30,000 HOURS OF EMPLOYMENT, BEAUTIFYING DOWNTOWN

EP

New to Winnipeg's growing list of one-of-a-kind wintery outdoor activities is

SNOWMAZEING<sup>4</sup>

an event that invites Winnipeg citizens – young and old – to celebrate winter and art by creating a community snow maze.

MC

TRENDS REPORT RELEASED<sup>5</sup>

210 20%

OVER 210 FREE WIFI LOCATIONS DOWNTOWN

OVER 20% OF CREATIVE INDUSTRIES ARE LOCATED DOWNTOWN

200,000

OVER 200,000 WINNIPEGGERS FOLLOW DOWNTOWN AGENCIES ON TWITTER

440,000

DOWNTOWN CONSISTS OF 440,000 M2 OF GREEN SPACE

2,780

OVER \$2 BILLION

TREES ON PARKS AND BOULEVARDS

OF DEVELOPMENT SINCE 2005

<sup>1</sup> Part of an ongoing banner strategy, the Chinatown Banner Competition received 48 entries, with the winning design mounted on poles on Main Street, Princess Street, Logan Ave, and James Ave.

<sup>2</sup> Sixty Winnipeggers and international delegates attending Winnipeg's first Winter Cycling Congress, sponsored by the BIZ, took part in an urban tour of restaurants through an environmentally-friendly and energizing mode of transportation. Participants cycled along the world's longest river trail, enjoyed cuisine at a restaurant literally above frozen water, and warmed up with hot espresso and lattes at the Millennium Library Park. A BIZ priority is to explore best practice in cycling design, policy, and promotion of year-round active transportation.

<sup>3</sup> Graffiti Art Programming, Siloam Mission, Red Road Lodge, Artbeat Studio, and Macdonald Youth Services were the recipients of \$200,000 granted by the BIZ to connect those experiencing homelessness downtown with adequate housing and employment; providing these individuals with valuable work experience, life skills, and training, while building self-confidence and self-sufficiency.

<sup>4</sup> Presented by the Winnipeg Arts Council, the Winnipeg Public Library Millennium Branch, and the Downtown Winnipeg BIZ, SnowMAZEing was a unique event that gave people a chance to enjoy some outside winter fun, while appreciating some of the city's beautiful public art.

<sup>5</sup> Launched with the aim of providing potential downtown investors and entrepreneurs with insight on the perceptions of the public and information about developments that have generated increased traffic and significant reinvestment in our downtown, the Downtown Trends report serves an important toolkit and catalyst for future growth. The research conducted was extensive and the process was collaborative. Indicators that were chosen for study ranged from investor-specific information, such as the number of developments built/constructed downtown, to facts that make downtown unique and enjoyable.





MARCH 2015

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Stay tuned for: Spring Farmers' Market

**A** SEVEN BUSINESSES<sup>1</sup>

SHARED A 4,000 SQUARE-FOOT SPACE AT PORTAGE PLACE

**EP** From skywalks to public parks, museums, and entertainment venues, SEVEN DECORATED PIANOS<sup>2</sup>

designed by local artists and youth filled the streets and spaces of downtown Winnipeg with music, for thousands of people to enjoy.

**PC** 3,000

OVER 3000 HOURS OF METRO ENVIRO-CLEAN TEAM AND WATCH LOGGED FOR JUNO AWARDS SUPPORT

**MC** 40,000

OVER 40,000 COPIES OF DOWNTOWN WINNIPEG MAGAZINE DISTRIBUTED

**EP** FARMERS' MARKET

RETURNS FOR SPRING AT MB HYDRO, GIVING THOUSANDS OF OFFICE WORKERS & RESIDENTS SOMETHING FUN TO EXPERIENCE

**PC** PATIOS & FLOWERBEDS

DESIGNED FOR SUMMER

**A** PRESENTED AT CITY HALL

IN FAVOUR OF THE REOPENING OF PORTAGE & MAIN

**PC** GREEN TEAM

DOING THEIR PART TO CLEAN ICE OFF SIDEWALKS

<sup>1</sup> This was part of Launch It, a retail incubator that gave young entrepreneurs a place to test out their products and concepts in a real-world setting, getting feedback from customers and building relationships with potential investors, and getting support on business development plans.

<sup>2</sup> Just in time for the Winnipeg JUNO Awards, Play Your Part, a public art project invited Winnipeggers to tour downtown to find and enjoy pianos – at the MTS Centre, The Met, Portage Place, Manitoba Hydro, The Forks, University of Winnipeg, and the Winnipeg Art Gallery.

One of the pianos auctioned off on eBay, raising \$10,000 for MusiCounts, Canada's music education charity that keeps music alive in schools across Canada, regardless of a child's socio-economic circumstances or cultural background.


MORE METRICS:

CRIME (Total Incidents)  
\*CrimeStats (January to September)  
2012: 496  
2013: 340  
2014: 320



APRIL 2015

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

 Stay tuned for: Earth Day Community Clean-up

**A** To offer  
Winnipeggers  
even more  
opportunities to  
delve deeper into what  
downtown has to offer  
and to discover the  
hidden gems that give  
our city its character,  
**10 TOURS  
LAUNCHED<sup>1</sup>**

Forty restaurants and an urban landscape rich with green space, parks, and music history, got their close-ups as 400 people sipped, supped, and strolled throughout downtown, collectively travelling over 500KM on foot and bicycle.

- <sup>1</sup> Tours
- Biking & Beer
  - A Moveable Feast
  - Patio Crawl
  - Almost Famous
  - Winnipeg Wine
  - Rebirth of Our Downtown

**PC**  
**450  
2,500**  
LBS. OF LITTER  
COLLECTED

LOCAL CELEBRITIES JOINED FORCES WITH OVER 450 COMMUNITY MEMBERS TO CLEAN UP DOWNTOWN FOR THE BIZ'S 9TH ANNUAL EARTH DAY CLEAN-UP.

**PC**  
**20**  
NEW BISTRO  
SETS PURCHASED FOR  
PEOPLE TO ENJOY  
ON PORTAGE AVENUE  
DURING SUMMER

**PC**  
**PEDESTRIAN  
& CYCLING  
STRATEGY  
OPEN HOUSE**  
PROMOTED  
TO PUBLIC

**PC**  
**PORTAGE  
DISTRICT  
BANNERS**  
INSTALLED,  
PROMOTING RETAIL,  
RESTAURANTS, AND  
ARTS/CULTURE

MORE METRICS:

Downtown Watch Volunteers  
2006: 67  
2013: 250  
2014: 280

Downtown Watch Volunteer Hours Logged  
2006: 6,249  
2013: 18,000  
2014: 20,000





MAY 2015

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

- Stay tuned for: Launch of Spring/Summer Downtown
- Winnipeg magazine, Fitness in the Park, evening/weekend
- Metro Enviro-Clean Team service starts
- 
- 
- 
- 
- 
- 

**A** DOWNWARD FACING DOG MADE ITS WAY BACK TO MEMORIAL PARK AND MILLENNIUM LIBRARY PARK, AS THE ANNUAL

FITNESS  
IN THE  
PARK  
SERIES  
LAUNCHED

**CS** THE 4TH ANNUAL  
COMMUNITY EXPO  
FOR YOUTH & FAMILIES<sup>1</sup>  
ENGAGED PEOPLE OF ALL BACKGROUNDS AND WALKS OF LIFE

**H** NEW PARTNERSHIP WITH  
MACDONALD  
YOUTH SERVICES  
SEES YOUTH ASSISTING  
IN DOWNTOWN  
BEAUTIFICATION EFFORTS

**TPT** PLAYED A  
MENTORING ROLE  
FOR FUTURE CITY  
PLANNERS/BUILDERS  
AS VANESSA, CITY-  
PLANNING INTERN,  
JOINED OUR TEAM FOR  
THREE MONTHS

**PC** OVER 10  
GOLDEYES BANNERS  
INSTALLED ALONG  
WATERFRONT DRIVE

**PC** STREETScape  
TEAM STARTS  
FIRST DAY, HELPING TO  
REFINISH AND TOUCH  
UP STREET FURNITURE

**PC** EVENING AND WEEKEND CLEANING BEGAN

**EP** The BIZ’s Metro  
Enviro-Clean Team  
and Downtown  
Watch stayed up  
until 4 a.m. helping  
clean-up and take-  
down infrastructure  
as part of in-kind  
sponsorship for  
the successful

TABLE  
FOR 1200<sup>2</sup>

**EP** STAFF PARTICIPATED IN THE GREAT  
MANITOBA PORTAGE OVER THE ESPLANADE  
RIEL BRIDGE IN SUPPORT  
OF MANITOBA CAMPING  
ASSOCIATION

<sup>1</sup> At the 4th annual community expo for youth and families people of all backgrounds and walks of life learned more about the resources and opportunities available to them. Hosted by the BIZ and Portage Place, the event’s goal was to create a safe place for youth to gather and to provide tools that will help get people into a better situation.

<sup>2</sup> Table for 1200 was a spectacular outdoor pop-up dinner that promoted the value of design and brought over 1,200 people downtown to enjoy. BIZ was a Premier Sponsor.

MORE METRICS:

Positive Media Coverage

2013: 397

2014: 500

Earned media in the millions, changing negative perceptions of downtown



JUNE 2015

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

*Stay tuned for: Downtown Tours to explore downtown,  
Downtown Concert Series kicks off, increased site furniture  
for people to hang at*

EP  
NEW  
DOWNTOWN  
CONCERT  
SERIES,

SPONSORED BY INVESTORS GROUP & GWL, AIRED ITS FIRST NOTE, ATTRACTING NINE CITY FESTIVALS TO PROGRAM AIR CANADA PARK. HOPING TO STRIKE A CHORD WITH THE DOWNTOWN COMMUNITY, FREE OUTDOOR CONCERTS AT LUNCH FEATURED ARTISTS FROM FESTIVALS ACROSS MANITOBA

TPT  
#BUSISBETTER<sup>1</sup>

<sup>1</sup> As an exciting addition to this year's Commuter Challenge, the Downtown Winnipeg BIZ launched a promotion to encourage and reward transit use – #busisbetter. Free transit passes, coffee, reusable transit pass holders, and music were provided throughout the promotion.

- Gave away 250 Max-5 Transit passes

- Almost all participants agreed their experience was enjoyable, clean, safe, relaxing and convenient

TPT  
ACTIVE  
TRANSPORTATION  
VIDEO<sup>2</sup> KICKED-OFF

MC  
BIZ announces new  
partnership with  
FLASH PHOTOGRAPHY  
FESTIVAL<sup>3</sup>

A festival that showcases works of art from local photographers and artists.

MC  
CONCIERGE TOUR<sup>4</sup>

TPT  
BIKE WEEK

HOSTED A PIT STOP ON BIKE TO WORK DAY, SPIN CLASS, AND SECOND MOVEABLE FEAST TOUR

<sup>2</sup> A video highlighting the importance of active transportation and how it adds to the vibrancy of our city's core kicked off. With added infrastructure and more and more emphasis on cycling, it's even easier to bike into downtown from all parts of the city. And on bicycles, people discover scenic views and hidden gems in downtown they would have never expected!

PC  
PARTICIPATED IN OPEN HOUSE FOR THE  
FACADE GRANT  
PROGRAM

PC  
PLANTED  
FLOWERS  
TO SPRUCE UP  
FOR SPRING!

PC  
THE FORKS  
PATIO  
INSTALLED

PC  
CASUAL PATIO SEATING  
ASSEMBLED IN FRONT OF BUSINESSES

MC  
WORLD  
CUP 2014  
PEGGY RECOMMENDS  
RESTAURANTS AIRING  
THE GAME, BIZ GETS  
CABLE IN THE OFFICE

EP  
CMHR  
CHOSEN AS  
THE NEW  
LOCATION FOR  
LIVING FLAG

<sup>3</sup> During the month of October, various restaurants, coffee shops, and stores throughout downtown Winnipeg showcased works of art from local photographers and artists –with the goal of increasing the number of people frequenting downtown.


<sup>4</sup> Held Concierge Tour as a way to orient front-line ambassadors of downtown on all the current and emerging events and initiatives that are making downtown great.





JULY 2015

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

 Stay tuned for: Canada Day Living Flag, increased planting of flowers throughout

EP

2,500

RAIN WAS NO MATCH FOR 2,500 WINNIPEGGERS WHO HELPED FORM THE 4TH ANNUAL “LIVING FLAG” AT THE CANADIAN MUSEUM FOR HUMAN RIGHTS

EP

SECOND DOWNTOWN FARMERS’ MARKET

OPENED AT WORKERS’ COMPENSATION BOARD COURTYARD, AS POPULARITY CONTINUED TO GROW, GIVING WINNIPEGGERS ANOTHER REASON TO VISIT AND ENJOY OUR CITY’S CORE

CS

50

2

CHRONICALLY HOMELESS HELPED ANNUALLY

New efforts to alleviate homelessness were launched with a commitment from the BIZ’s Community Homelessness Assistance Team (CHAT) for two outreach workers, passionate and eager to give those who are homeless a fresh start.

PC

URBAN ART GALLERY

JURY SELECTIONS

PC

BIKE RACK & GARBAGE BIN PAINTING

ON BROADWAY

MC

STAFF PAGE WENT UP

ON THE WEBSITE TO LEARN A LITTLE ABOUT EACH OTHER

EP

TEAM BUILDING

STAFF LET LOOSE AND ENJOYED A HOT SUMMER DAY AT THE BEACH FOR

<sup>1</sup> Since 2011, over 10,000 people have come downtown to showcase Winnipeg’s multicultural diversity by forming a “Living Flag”. In 2013, this massive photo-op image was chosen as an official Canada Post stamp, with more than 10 million stamps produced and circulated worldwide.

<sup>2</sup> These workers reached out to vulnerable populations – people who experience homelessness and/or mental health and addictions issues. The aim of CHAT is to help facilitate individual transition from homelessness to enhanced stability – inclusive of housing, employment, and education support, as required.


- Over 32 chronically homeless housed in 2012
- Vehicle donated by Sargent Blue Jeans to help CHAT outreach workers connect clients to services and supports quickly and efficiently

- Clothing bank for CHAT clients donated
- Satellite drop-in offices for the homeless located at Agape Table, Holy Trinity Church, and Red Road Lodge
- Funding from Centre for Aboriginal Human Resource Development (CAHRD) and Manitoba Liquor & Lotteries



AUGUST 2015

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

 Stay tuned for: Outdoor Downtown Cinema series at

Memorial Park and MPl Parking Lot

---

---

---

---

---

---

---

---

**A** 30+ LEADERS FROM A DIVERSE CROSS-SECTION OF INDUSTRIES AND PROFESSIONS PARTICIPATED IN THE INAUGURAL

HEALTH OF THE DOWNTOWN SUMMIT<sup>1</sup>

**EP** A DOWNTOWN DRIVE-IN<sup>2</sup>

POPPED-UP IN A PARKING LOT ON GRAHAM & DONALD (IN THE SHED)

**EP** The first ever ABORIGINAL ARTS, CULTURE, & ENTERTAINMENT (AACE) MARKETPLACE,

organized by the Aboriginal Chamber of Commerce and the BIZ, saw First Nations, Metis, and Inuit business owners set up along Portage Avenue at Air Canada Park, selling unique art, handmade crafts and many other traditional wares and services.

**PC** ANTI-LITTER CAMPAIGN<sup>3</sup> BEGAN

**PC** MET WITH NORTH MAIN

BIZ MEMBERS AND AGENCIES ABOUT SIGNING A DECLARATION AND OWNERSHIP OF CLEANING

**MC** CHINATOWN TOUR<sup>3</sup>

**PC** METRO ENVIRO-CLEAN TEAM HELPS AT EASTER SEALS EVENT

**PC** STREETSCAPE TEAM'S LAST DAY – THANKS FOR MAKING THE DOWNTOWN AREA BEAUTIFUL!

<sup>1</sup> A discussion of downtown's current and emerging trends and the proposal of actionable items to benefit downtown's future took place at the inaugural Health of the Downtown Summit. Report online at [www.downtownwinnipegbiz.com](http://www.downtownwinnipegbiz.com).

<sup>2</sup> Free for those arriving on bikes, transit, or on foot, and \$10 for those who parked their cars, these summer movie screenings featured cinema's greatest movie villains. The new drive-in initiative and the 3rd annual Movies on Memorial saw over 5,000 Winnipeggers outdoors, enjoying the summer heat and reuse of space.


<sup>3</sup> Chinatown tour was hosted by the BIZ to orient BIZ staff, board and committees about the importance of that area and what more needs to be done to revitalize it.





SEPTEMBER 2015

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

 Stay tuned for: 5th annual CEO Sleepout, ManyFest street festival, Raising the Bar Homelessness Services Fair

**EP** Annual ManyFest street party closed off both sides of Broadway from Osborne to Edmonton Street and attracted over **60,000**

Winnipeggers for the Food Truck Wars, giant movie in the park, wine and beer gardens, running race, and light parade on Broadway. New this year was a mayoral candidate and local celebrity soccer game, in honour of FIFA Women’s World Cup Canada 2015.

**PC** **8 NEW PUBLIC ARTWORKS**<sup>1</sup> WERE INSTALLED ON DOLLARAMA ON PORTAGE AVENUE

**EP** **MOVEABLE FEAST**<sup>2</sup>

**CS** THE BIZ HOSTED THE FIRST EVER **‘RAISING THE BAR’ SERVICES FAIR**<sup>3</sup>

**MC** **NUIT BLANCHE**<sup>4</sup>

**H** **160**<sup>5</sup> CEOs, COMMUNITY LEADERS, AND MEMBERS OF THE MEDIA TOOK TO THE STREETS AT THE 4TH ANNUAL CEO SLEEPOUT.

**A** MAYORAL CANDIDATES DEBATED OUR DOWNTOWN TO A PACKED CROWD OF **500** AT MANITOBA HYDRO PLACE

**EP** **MANITO AHBEE**<sup>6</sup>

**TPT** **NEW BIKE RACKS** ADDED TO GRAHAM, PORTAGE, BROADWAY, AND ST. MARY’S AVE.

**PC** ROOFTOP EVENT CELEBRATED WINNERS OF **2ND ANNUAL COMMERCE DESIGN WINNIPEG**<sup>7</sup>

<sup>1</sup> The artwork was installed as part of the inaugural Urban Art Gallery. The initiative is an annual design competition that supports downtown businesses by integrating curated art galleries with their storefrontages to help add to the ongoing efforts to beautify the public realm and to strengthen local downtown businesses by supporting their visual appeal. A second Urban Art Gallery is to be announced in 2015.

<sup>2</sup> Moveable Feast wines and dines over 60 cyclists, showcasing downtown restaurants, landmarks, and cycling routes.

<sup>3</sup> The ‘Raising the Bar’ services fair was organized for the homeless at the Aboriginal Centre of Winnipeg. “Raising the Bar” was a collaborative effort from social service agencies, business organizations and volunteers in bringing essential supports and services together under one roof. Services included housing resources, resume building, health care resources, legal aid, financial literacy, clothing, family portraits and haircuts. In addition, comfort kits including toiletries, socks, mitts, and thermal underwear were provided.

<sup>4</sup> Downtown BIZ sponsors Nuit Blanche Trolley to explore arts/cultural venues.

<sup>5</sup> Camped out at Portage and Main, participants used this evening as an opportunity to elevate discussion and awareness about homelessness and raise funds to give those living on the streets jobs. \$200,000 was raised.

<sup>6</sup> The drum calls thousands downtown for annual Manito Ahbee Festival.

<sup>7</sup> List of winners online at: [www.commercedesignwinnipeg.ca](http://www.commercedesignwinnipeg.ca).



OCTOBER 2015

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

 Stay tuned for: Flash Photography Festival

**PC** A national call to artists for  
**BROADWAY'S FIRST PERMANENT LIGHT-BASED SCULPTURE**

is being planned in partnership with the Winnipeg Arts Council. This first sculpture will be the first of many in what is envisioned as an array of unique, artist-designed sculptures that will help liven the Broadway medians for years to come.

**TPT** **TRANSIT ORIENTED DEVELOPMENT<sup>1</sup>**

**CS** THE WINNIPEG POLICE SERVICE COMMUNITY RELATIONS UNIT IN PARTNERSHIP WITH THE DOWNTOWN WINNIPEG BIZ AND PORTAGE PLACE SHOPPING CENTRE HOSTED THE FIRST EVER

**SAFETY EXPO<sup>2</sup>** AT PORTAGE PLACE SHOPPING CENTRE

**CS** TALKED DOWNTOWN TRENDS/ VISION TO

**10+** BUSINESS/ COMMUNITY GROUPS IN 2014

BIZ CONTINUES TO FUND

**10 CADETS** TO ASSIST WITH PUBLIC INTOXICATION

BIZ LOSS PREVENTION TEAM HELPS REDUCE RETAIL SHRINK WITH

**20+ BUSINESS OWNERS**

**ALCOHOL ABUSE PREVENTION** STRATEGIES DISCUSSED BY BIZ, REPORT TO BE UNVEILED IN 2015

OVER

**766 SAFE WALKS** (CALL 958-SAFE)

DOWNTOWN SECURITY NETWORK (DSN), COMPRISED OF BUSINESSES/PROPERTY MANAGERS, CONTINUES TO SEND E-ALERTS TO HELP MITIGATE CRIME IN DOWNTOWN

**250+**

<sup>1</sup> Started planning Transit Oriented Development (TOD) Summit, an event aimed at bringing together developers, transit experts, politicians, and city departments to identify areas in the downtown and along the rapid transit route that can be immediately zoned as TOD such that the development community can build properly and thus, generate greater transit ridership and optimal property taxes. TOD helps create vibrant, liveable communities.

<sup>2</sup> The purpose of the event was to provide public education across the safety spectrum with a goal of "Creating a Culture of Safety" in our great city. Special guests included: Inspector Mark Hodgson, Minister Andrew Swan, Vice President Ron Chartrand of Manitoba Metis Federation, and Dave Stone of Portage Place.

MORE METRICS:


Manyfest Attendees	Manyfest Website Visits* (January to October)
2012: 35,000	2013: 29,398
2013: 50,000	2014: 48,606
2014: 60,000	





# NOVEMBER 2015

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

 Stay tuned for: Holiday Farmers' Market, Downtown BIZ

Annual General Meeting, Santa Claus Parade

MC

Throughout the holiday, the BIZ will be granting wishes to some lucky people as the

# #DOWNTOWNWISHLIST PROMOTION

launches and invites  
Winnipeggers to  
post an item on their  
holiday shopping list.

EP

## HOLIDAY FARMERS' MARKET

OPENS AT MANITOBA HYDRO PLACE GALLERY

5,000+

TWEETS PROMOTED DOWNTOWN BUSINESSES  
& EVENTS, GENERATING THOUSANDS UPON  
THOUSANDS OF CLICK-THROUGHS AND VIEWS

PC

## LIT SPHERES

GO UP FOR  
THE HOLIDAYS

20+

EXTERNAL EVENTS  
SUPPORTED IN 2014

### MORE METRICS:

Downtown BIZ Website Visits \*(January to October)

2010: 110,140

2013: 127,670

2014: 230,744

Downtown Peggy Twitter Followers

2010: 1,339

2013: 7,358

2014: 9,505

Downtown BIZ Twitter Followers

2012: 3,360

2013: 7,247

2014: 11,100





Photo Credit: Talia Ricci

## DECEMBER 2015

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



Stay tuned for: Downtown BIZ Holiday promotion

## MANAGEMENT BOARD

Sachit Mehra, *East India Company Pub & Eatery, Chair*  
David Stone, *Portage Place Shopping Centre, Vice Chair*  
Darren Downey, *FNP Parking, Secretary*  
Cindy Bale, *Weppler Chartered Accountants, Treasurer*  
Debbie O’Bray, *Investors Group, Member at Large*  
Steven Paulus, *Avison Young Commercial Real Estate, Member at Large*  
Jenny Gerbasi, *City of Winnipeg Councillor*  
Eileen Kirton, *People First HR Services*  
Paul Surrette, *Place Louis Riel All Suite Hotel ♦*  
Ari Driver, *Perfume Paradise*  
Trevor Buhnai, *Canad Inns*  
Kwow Ngan, *RBC Chinatown*  
Richard Walls, *ADI DesignWorks Ltd. & Red Road Lodge*  
Calvin Polet, *Neptune Management*  
Brigitte Burgoyne, *Cargill Limited*  
Daniela Curcio, *The Bay Downtown*  
Melanie Bernadsky, *Freshcut Downtown\**

*Appointed \**  
*Retired ♦*

## MANAGEMENT STAFF

Stefano Grande, *Executive Director*  
Jason Syvixay, *Managing Director*  
Ron Enns, *Finance Director*  
Debra Tomiski, *Manager, Human Resources*  
Rick Joyal, *Manager, Safety & Development*  
Stephanie Voyce, *Manager, Placemaking, Cleanliness, & Transportation*  
Scott Stewart, *Manager, Events & Sponsorship*

Full listing of staff online.

## THANKS TO OUR MANY SPONSORS

- Partners (\$100 to \$499)**  
World of Water  
Metric Marketing  
The Current  
Swish Maintenance Limited  
Portfolio Management  
Second Cup

**Supporters (\$500 to \$1,999)**  
Arnold Bros. Transport  
BIL Video Surveillance Solutions  
Cory Aronec Photography  
Homestead Manitoba Ltd.  
Peg City Grub  
UMSU 5 Days for the Homeless  
Winnipeg Symphony Orchestra  
Year of Music  
University of Winnipeg  
Exchange District BIZ  
Johnson Waste Management  
The Fort Garry Hotel  
Urban Wellness Centre  
The Winnipeg Clinic  
Assiniboine Credit Union  
Berns & Black  
Big Fun Festival  
Dauphin’s Countryfest  
Delta Hotel  
Frog Box  
Graffiti Gallery  
Harvard Properties  
Herzing College  
Impact Security  
Islandingadagurinn  
Landmark Cinemas  
Leif Norman  
MEME  
Neptune Properties  
PCL  
The Prolific Group  
SRS Signs & Service  
Take Pride Winnipeg!
- The Met  
Union Centre  
We Speak Music  
Yoga Public  
Colliers International  
Telenium

**Bronze (\$2,000 to \$4,999)**  
Aboriginal Music Week  
FIFA  
Folklorama  
Winnipeg Folk Festival  
Soup, Sandwiches and More  
Emterra  
William F White  
Bison Transport  
Pinnacle  
The Winnipeg Foundation  
Rolly’s Transfer  
Great-West Life  
Tim Hortons  
Winnipeg Goldeyes  
EventLight.ca

**Silver (\$5,000 to \$9,999)**  
Canadian Museum for Human Rights  
BUILD Films  
Guppy Graphic Design  
The Creaddo Group  
Shelmerdine Garden Center  
Air Canada  
Gendis Inc.  
Investors Group  
Special T Shirt Company

**Gold (\$10,000 to \$24,999)**  
SkyCity Centre  
Winnipeg Arts Council  
Sargent Blue Jeans  
Forks North Portage Partnership  
Canadian Heritage Celebrate Canada  
Province of Manitoba Urban Green Team  
Calvary Temple  
Metro News
- Platinum (\$25,000 to \$49,999)**  
City of Winnipeg (Mayor’s Office)  
Impark  
CentreVenture Development Corporation  
Councillor Jenny Gerbasi  
Centre for Aboriginal Human Resource Development  
Workers Compensation Board  
Portage Place Shopping Centre  
City of Winnipeg (Active Transportation)

**Diamond (\$50,000 and up)**  
Winnipeg Transit  
Manitoba Public Insurance  
Manitoba Hydro  
Manitoba Liquor & Lotteries  
Winnipeg Parking Authority  
City of Winnipeg (Public Works)  
Donations for Change for the Better  
Downtown Watch Volunteers

Over \$2  
million of  
in-kind and  
cash support

DOWNTOWN BIZ 2014



# JANUARY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

# FEBRUARY

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

# MARCH

S	M	T	W	T	F	S
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

# APRIL

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

# MAY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

# JUNE

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

# JULY

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

# AUGUST

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

# SEPTEMBER

S	M	T	W	T	F	S
						6
						13
						20
						27
						4
						11
						18
						25
						1
						8
						15
						22
						29

# OCTOBER

S	M	T	W	T	F	S
						6
						13
						20
						27
						4
						11
						18
						25
						1
						8
						15
						22
						29

# NOVEMBER

S	M	T	W	T	F	S
						6
						13
						20
						27
						4
						11
						18
						25
						1
						8
						15
						22
						29
						6

# DECEMBER

S	M	T	W	T	F	S
						6
						13
						20
						27
						4
						11
						18
						25
						1
						8
						15
						22
						29

## DOWNTOWN WINNIPEG BIZ

426 PORTAGE AVENUE  
WINNIPEG, MB R3C 0C9

PHONE: 204.958.4640  
WATCH PHONE: 204.958.SAFE (7233)  
FAX: 204.958.4630

info@downtownwinnipegbiz.com  
www.downtownwinnipegbiz.com