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WINNIE LEAD CAN WE GET TOO ANYTHING?

downtown is in the details



The Downtown Winnipeg BIZ works hard to position ourselves as an organization that cares about the small stuff, because we realize the little things are big issues for you, our BIZ members.

Things like changing a loading zone to a two-hour parking space to create more parking for your customers. Negotiating the City's regulations for installing a new patio on the sidewalk in front of your restaurant. Connecting a business owner with an artist to paint their building wall to create a nicer atmosphere. Promoting your new business on our website. Working with business owners who have a unique vision for Main Street. Supporting a business owner who wanted to place two portable toilets in the North Main area to curb public urination around his property. Or simply responding when you call us to clean up litter or graffiti in front of your business or on your block, or to help you with your safety concerns.

These are the calls we WANT from you. With the determination of our staff, our valued partnerships, and resources we have assembled, we want to know how we can help you.

This year, our permanent overnight mobile Downtown Watch patrol was created to help frustrated business owners struggling with vandalism and theft. So far, the team has reported dozens of crimes to the Winnipeg Police Service, and storefront vandalism has hugely decreased.

We also lend our support to the big projects. While we don't broker the deals that bring the big development projects downtown, we work hard to provide information to help in their decision to open up shop here, and provide the supports when the staff move in and the public come.

With Manitoba Hydro's new office tower, we have provided 14 presentations and eight tours to help the new employees feel comfortable once they arrive downtown. We put together 1,800 welcome gift bags for Hydro's new employees to encourage them to visit their new downtown neighbours: shops, services and restaurants.

We are already gearing up for when the Canadian Museum for Human Rights opens in 2012. We will be there to provide resources and a friendly face to all the new visitors.

Our recent downtown worker survey revealed nearly two-thirds of downtown workers think downtown is "the place where all the big events happen" and "the heart of the city." The BIZ is there when the big events happen to help create a positive downtown experience for all attendees. During the Tim Hortons Brier and Canadian Country Music Week, we put out more Watch ambassadors on event days, provided maps at our info kiosks, and kept our sidewalks nearly spotless.

At the core of our belief in a strong downtown for our BIZ members is our belief in advocating for the right public policies that will help us reach our goal. Downtown vibrancy is created through providing incredible reasons for people to come to our downtown and spend time here. More businesses, more office workers, more housing, more cultural and art institutions, and more students, all planned to meet the goals of new urbanism: this will lead us to a stronger downtown.

When bus rapid transit needed a push, the BIZ was there to provide support to the Winnipeg Rapid Transit Coalition, circulating their petition, hosting an out-of-town speaker to talk about the importance of rapid transit, and co-ordinating editorials representing a variety of viewpoints that ran as a splashy two-page spread in the Winnipeg Free Press. The end result was an announcement by the city and province in September committing to starting the first leg of rapid transit.

We're also about creating better connections. Our budding Downtown Safety Network will link downtown building owners and their security teams, providing fast communication and a venue to share solutions and ideas.

We are committed to the downtown community and the people who make up this thriving and diverse community.

We have made an added effort to involve the aboriginal community. We provided work experience to 13 aboriginal students in the University of Winnipeg's indigenous police preparation program. Representation of the aboriginal community in our Volunteer Watch program has grown over 40 per cent compared to prior years. We encouraged and hosted aboriginal artists in our In and Out to Lunch concert series. We continue to hire at-risk aboriginal youth, as well as the homeless, to help us with one of the most important challenges in our community: to keep it beautiful.

Taking care of the little things takes a lot of behind-the-scenes work, which would not be possible without an outstanding team of people and partners. The insight and direction of the Management Board and BIZ program committees; the great work and commitment from our downtown partners; and the tireless work and passion of the BIZ staff all come together to make a difference in our downtown.

It takes hard work, vision and commitment, but in the end, the small things do add up in a big way.

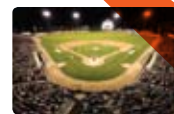
Sincerely,

Jackie Stephen
CHAIR

Stefano Grande
EXECUTIVE DIRECTOR

VISION FOR OUR DOWNTOWN

A vibrant and thriving downtown neighbourhood that is alive with unique entertainment, culture, arts, heritage, retail, housing and street culture which reflects our ethnic and social diversity and together leads 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.



DOWNTOWN BIZ MANDATE (FROM THE CITY BY-LAW)

- 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

RINKSIDE RESTAURANT & BAR OPENED THIS SUMMER AT 350 PORTAGE, ONE BLOCK FROM THE MTS CENTRE. AS A NEW DOWNTOWN RESTAURANT, THE BUSINESS OWNERS WERE KEEN TO LET DOWNTOWNERS KNOW THEY WERE OPEN FOR BUSINESS. THE BIZ WROTE ABOUT THEIR OPENING IN OUR MINGLE E-NEWSLETTER, PRINTED A PROFILE IN OUR MEMO NEWSLETTER, AND ADDED THEIR BUSINESS STORY TO OUR NEW WEBSITE. THERE ARE SO MANY GREAT DOWNTOWN BUSINESSES, AND IN 2008, WE HAVE MADE AN ADDED EFFORT TO PROMOTE THEM.

downtown is in the details



OUR FOCUS

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 change.

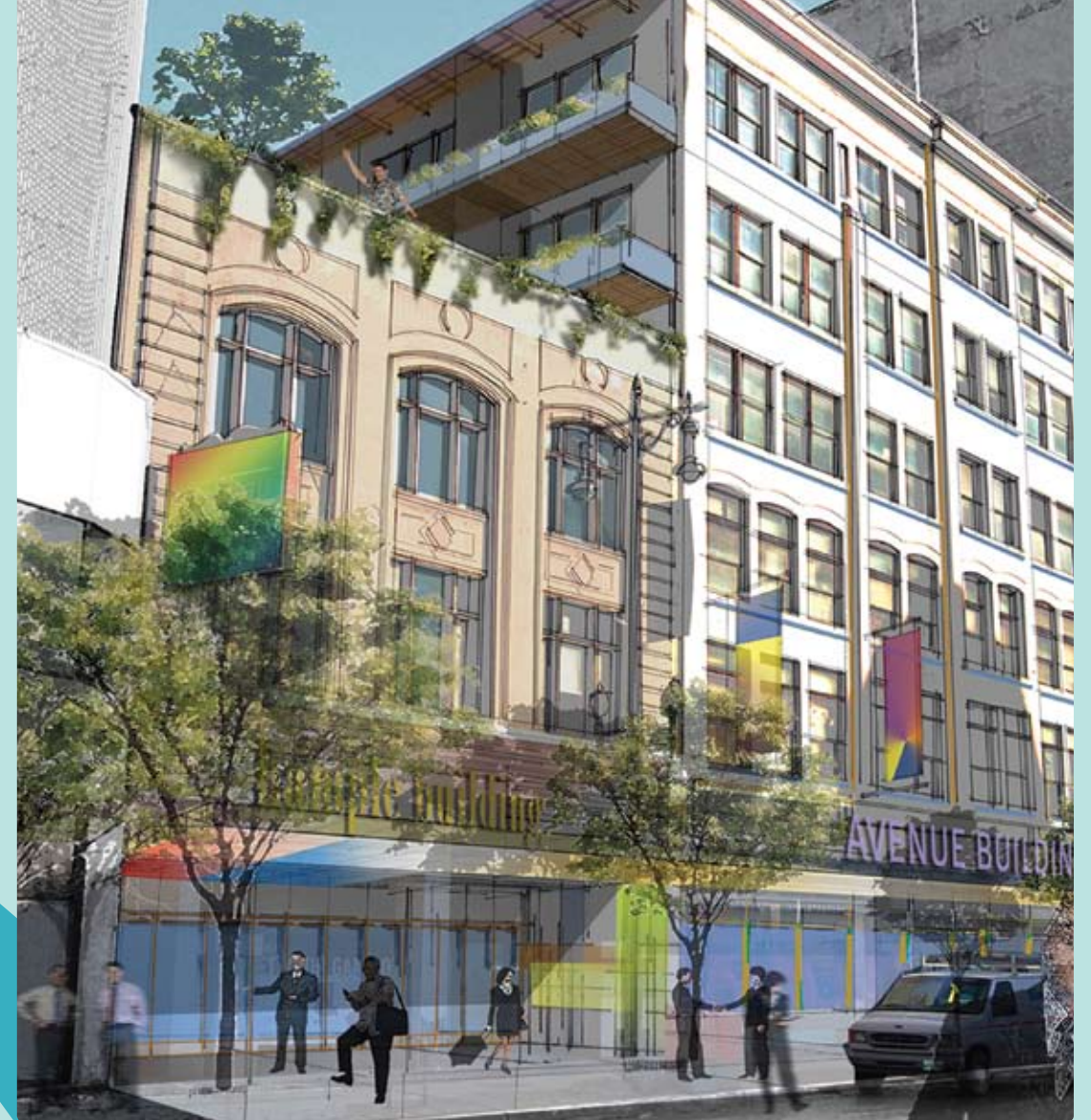


ABOUT THE DOWNTOWN BIZ

The Downtown Winnipeg BIZ, established in August 1989, is the oldest of Winnipeg's 16 business improvement zones. Directed by a Management Board elected by businesses at the Annual General Meeting, the Downtown BIZ markets the city centre on behalf of businesses, operates programs and events to enhance the area, and gives BIZ members a voice in the political sphere. Every retail, commercial and professional business in the zone is a BIZ member.

DOWNTOWN ON THE MOVE

- Almost \$1 billion in investment in downtown since 1999
- Average price for condos sold in 2008 was up 63% over the previous year
- 536 more residents downtown between 2001 and 2006
- \$278 million new Manitoba Hydro headquarters, with almost 2,000 workers
- Over 4,000 more office workers downtown since 2004
- \$265 million Canadian Museum for Human Rights, first national museum outside Ottawa area
- Winnipeg Regional Health Authority's new 74,000 square foot head office on Main Street, set to open in June 2009
- \$10 million restaurant, banquet hall and public marina in the Harbourmaster Building at the Alexander Docks, and a renovation of the nearby James Avenue Pumphouse into a thematic restaurant and microbrewery
- Red River College announced plans to convert the historic Union Bank Tower at Main & William into 100 student housing units and a 30,000 square foot expansion of their renowned culinary arts program
- 2008 Tim Hortons Brier - estimated \$20 million economic impact
- 2008 Canadian Country Music Awards - estimated \$20 million economic impact
- MTS Centre listed as 3rd busiest arena in Canada in 2007 (Pollstar Magazine)





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THE BIZ PARTNERED WITH AND OUTFITTED SEVEN DOWNTOWN BUSINESSES WITH CASUAL OUTDOOR PATIOS OF BISTRO TABLES, CHAIRS AND POTTED FLOWERS, SHOWCASING OUR DOWNTOWN AS A FRIENDLY AND INVITING PLACE. THE BIZ ALSO HELPED BIZ MEMBERS LIKE BLUSH ULTRACLUB DESIGN, APPLY AND SET UP THEIR PATIO THIS SUMMER.

- 8-11 year-round Clean Team staff
- 18 Clean Team members, 7 months of the year
- 45,000 cigarette butts picked up on each block of downtown in one year
- MOST members logged 2,991 hours cleaning downtown
- 10-12 MOST members are now in healthier environments
- 96 hanging flower baskets and winter baskets on Portage
- 50 Portage Avenue banners
- 26 cigarette butt receptacles installed outside downtown businesses
- 68% of BIZ members said downtown cleanliness has improved
- Adding plenty of colour and vibrancy through art, banners and flowers!



IMAGE & CLEANLINESS

Creating wonderful, welcoming spaces for you to enjoy.

GO TEAM CLEAN

The Clean Team's 18 staff were seen daily on downtown streets, picking up litter, planting and watering flowers, and removing graffiti seven months of the year. Year-round, eight staff keep downtown in tip top shape. The two sidewalk cleaning machines vacuum and scrub Portage and Graham sidewalks every weekday morning before 9am. Every street downtown is cleaned at least once a week. In the winter, two snow plows run up and down sidewalks, clearing ice and snow. There is now more cleaning going on in the downtown than any other area in the city, and it's paying off.

As the Clean Team are out and about, they record and photograph street and sidewalk repairs, passing this information on to city staff to fix up.

In the summer, the bright green Promotions Team spread cheer at Out to Lunch concerts, in visits to businesses, and just walking down the sidewalk. This summer, the smiling crew visited almost 100 businesses, helping and encouraging them to keep their storefronts clean. The team awarded three businesses with the Order of the Neon Broom for making their storefronts cleanest and prettiest.

The BIZ sidewalk vacuum sweepers pick up 125 cigarette butts on each block of downtown every day. Just imagine if we didn't! The BIZ took a swipe at cigarette butt litter with this message in a new campaign launched in March. The cigarette anti-litter campaign included signs outside popular smoking areas, with 26 new receptacles installed, cost-shared by businesses.

In partnership with the City of Winnipeg and Canada Correction Services, the BIZ ran a Fine Options program this summer, where people could work off their city fines by picking up litter and planting flowers instead of paying their fine.

The 4th annual Community Spring Clean-up event attracted 100 people over two days. Participants picked up litter from Main and Higgins to Assiniboine.

The Mission: Off the Streets Team (MOST), a partnership between the BIZ and Siloam Mission, continued to help fight litter, with six members covering 591 kilometres on the street. The program provides work experience to homeless people, who take pride in making downtown clean and are transitioned into a healthier environment and full-time employment. Three former MOST members are now working on the BIZ's Clean Team.

PRETTY 'N GREEN

The 96 Portage Avenue hanging flower baskets were stunning this year, overflowing with 200 pounds of colour. Twenty-two smaller flower baskets were also raised on Main Street and Graham Avenue, with flowers planted along Graham, Vaughan and other areas.

Photographers—both amateurs and professionals—stepped up to "Give Portage a Shot," submitting 179 photos to the competition to be displayed big-time in skywalk and business windows. Up to nine photo panels will be showcased throughout downtown, beautifying the walkways inside and out, and giving Winnipeggers another reason to think positively about our downtown.

Six plain black transit signal boxes next to bus shelters—the constant targets of graffiti—were converted to works of art on Portage Avenue, with paintings depicting historic scenes and modern-day life. Another box on Graham was painted and the shutters of an optical store became a mural.

Fifty bright red banners are now on display on Portage to showcase Winnipeg's most renowned avenue. Chinatown also received a new set of 15 banners to celebrate the Year of the Rat, designed by a Red River College student. Calls were put out for a design competition for south Main Street banners.

Growing the small and thriving business community along Graham Avenue, the BIZ, with the support of participating businesses, created a brochure and put up 29 artistic banners depicting street scenes throughout the years.

In addition, 21 artistic bike racks were installed as part of the on-going beautification of Broadway in partnership with the Winnipeg Arts Council.

The first building lit up as part of the Portage Avenue Master Lighting Plan was the BIZ's own shop at 426 Portage, highlighting the lovely architecture of the historic former bank. With the financial support of building owner Mr. Paul Walsh, we showcased what can be accomplished through a shared vision and partnership with property owners. Our goal is to encourage the City and Province to fully fund a Building Lighting Grant Program.

The groundwork was laid this year for a Flags on Portage Avenue initiative, as well as the lighting up of the weather protected walkways, which were included in the lighting plan developed by Éclairage Public (Montreal) and downtown partners.



COMMUNICATIONS & MARKETING

Inviting you to enjoy shopping, entertainment, dining, and the unique environment only found here, in the heart of our city.

GETTING THE MESSAGE OUT

The new BIZ brand dominated marketing efforts this year, as the BIZ rolled out a fresh look and name for all publications, advertising and communications.

The publications were rebranded with words that make you go “mmmm...” The MEMO newsletter, MINGLE e-newsletter and MIXER events calendar. MINGLE, the weekly events e-mail, is growing in popularity, with 20 per cent more e-mail addresses added this year alone. Over 6,000 subscribers receive weekly e-mails about what’s happening downtown.

The MERGE guide to all things downtown was distributed to downtown workers and residents as well as people in the suburbs looking for shops and services in the downtown. The MENU dining guide was distributed to hotels, tourist attractions, office towers and apartment blocks to showcase over 200 great downtown restaurants.

The “Do Downtown” marketing campaign profiled all there is to do downtown, including shopping, dining and enjoying the many events, driving traffic to the BIZ’s new website. Ads ran on bus sides and on a sticky note on the front page of the Winnipeg Free Press. The BIZ also continued to advertise and provide editorial input to Urbanite, Winnipeg’s downtown lifestyle magazine, distributed citywide.

Adding to our promotions, we had a 15 second video running on the Winnipeg Winter Club video

screen at Donald Street courtesy of Zero Din and on ONEXT Media’s 10 indoor video screens.

The new BIZ website, launched this fall, is chock full of information, improved functionality, and new features like a downtown poll, blog postings, helpful maps, and a Google Maps-integrated search to pinpoint the locations of downtown shops and restaurants. Combined with the MINGLE e-newsletter, the BIZ website is THE place for Winnipeggers and tourists to go for information on downtown.

We are proud of our downtown, and the BIZ was very active in the media, promoting our downtown, our programs that are making a difference, and voicing business concerns. We earned on average nine positive stories a month. We were vocal in our support of rapid transit, and gained a two-page spread in the Winnipeg Free Press profiling the importance of rapid transit to different people.

Portage Avenue is magical in December, with bright lights and window displays. For the holidays, the BIZ hosted horse-drawn carriage rides down the famous avenue, with free hot chocolate in Air Canada Park. Radio ads built on the nostalgia by encouraging Winnipeggers to create new memories and traditions in the heart of our city.

BUSINESS DEVELOPMENT

The Downtown BIZ supports and sustains businesses by responding quickly to their concerns, providing information

and training, and acknowledging outstanding businesses.

Over 1,200 downtown workers filled out a survey about what types of services they use during their workday, what they would like to see downtown, and opinions about the city centre. The results will be presented in a special edition of the Downtown Trends market research report, and will provide valuable information to current and potential downtown businesses. The BIZ also undertook regular pedestrian counts, closely tracking the positive impact developments have on the pedestrian environment in our downtown.

A retail steering committee was formed this year, with downtown stakeholders funding the development of a retail retention and recruitment plan by a New York City retail consultant. Our goal is to use this plan to convince our partners to move forward to strengthen and attract retail to our downtown.

In 2008, the BIZ again supported business members by sponsoring them to workshops with the Manitoba Marketing Network. Almost 30 members attended the BIZ-hosted ARMY-OF-1 frontline sales training workshop in October.

There are so many great business stories in our downtown, and the BIZ started promoting them regularly in our e-newsletter and on our website. In addition, five businesses were recognized with our annual Downtown BIZ Achievement Awards.



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WITH 2,000 EMPLOYEES MOVING INTO THE NEW MANITOBA HYDRO OFFICE TOWER, BUSINESSES ARE EXCITED TO DRAW THESE NEW WORKERS OUTSIDE THE BUILDING AND INTO THEIR SHOPS. THE BIZ STEPPED UP TO GATHER GIFT CERTIFICATES AND GOODIES FOR EMPLOYEE WELCOME PACKAGES, TO GREET EACH HYDRO WORKER ON THEIR FIRST DAY OF WORK IN THE NEW BUILDING.

- 48 ads on sides of city buses for six weeks
- 30,000 “Do Downtown” sticky notes on the Winnipeg Free Press front page
- 55,000 MERGE downtown guides distributed
- 30,000 MENU downtown dining guides distributed
- 161,000 website visits annually
- Almost 6,000 MINGLE e-newsletter recipients





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THE BIZ LED 12 TOURS OF DOWNTOWN WINNIPEG THIS YEAR. SEVERAL OF THESE TOURS INTRODUCED MANITOBA HYDRO STAFF TO THEIR NEW SURROUNDINGS, HELPING THEM FEEL MORE COMFORTABLE, SAFE AND KNOWLEDGEABLE.

- 160 kids participated in BIZ-led art and architecture tours
- Up to 200 people at each Out to Lunch concert
- Two-thirds of Out to Lunch attendees rated the shows as "very good"
- 78% of downtown workers are familiar with Young Artists on the Avenue
- 100,000 people (est.) attended the Santa Claus Parade
- 40,000 people attended Cruz In Downtown



EVENTS & PROMOTIONS

Providing you with fun events and great downtown experiences.

CORE BIZ EVENTS

The long-running In and Out to Lunch winter and summer concert series continued to be popular with noon hour crowds enjoying quality performers. Out to Lunch kicked off big with award-winning aboriginal country rock band Eagle & Hawk and finished with a yee-ha: a special extra Canadian Country Music Week concert in September.

New this year, the MTS Centre and BIZ will launch "Walk this Way," with 15 weekly performers in several locations within the walkway system and various performers entertaining crowds arriving to MTS Centre hockey games.

Children's art adorned storefront windows and indoor walkways for the 16th straight year of Young Artists on the Avenue. This year, 160 students joined BIZ staff for a new one-hour art and architecture tour prior to the launch at IMAX.

Chess pros and novices flocked once again to Chess in the Court and Chess in the Park this year. Audiences gathered to watch the surprisingly fast-paced tournaments—and to try out the giant chess pieces. In the summer, a Chess Pro offered tips in Merchant Park.

The BIZ's fleet of street vendor carts rolled into the indoor walkways during events like the Tim Hortons Brier, providing easy access for visitors to pick up informational brochures about downtown shops and services. In the summer, vendors displayed merchandise in front of Air Canada Park.

SUPPORTING DOWNTOWN EVENTS

The year saw two big national events held downtown: the Tim Hortons Brier and the Canadian Country Music Awards. Tens of thousands flocked downtown for the festivities. Banners lined Portage Avenue for both events and the BIZ provided promotion, Watch ambassadors and staff support to the local committees to help make these events successful.

Car lovers flocked to City Lights Cruise and Cruz In Downtown again in 2008. A BIZ-sponsored family fun zone entertained with a petting zoo and bouncy gym at Cruz In's car extravaganza.

The Santa Claus Parade attracts about 100,000 people to downtown every year, and the BIZ was in the middle of the action, handing out blue loonies and candy from our float.

The BIZ also supported other great downtown events, providing seed funding, promotion, site cleaning, Watch support and more. Events included Mainfest, a new community-driven event on Main Street, as well as the Fringe Festival, River Trail, Freeze Frame Kids Festival, CIBC Run for the Cure, U of W's annual Pow Wow, Drive Fore the Stars Classic, and more.

Downtown Living is key to revitalization, but with many of the new housing developments sold out, the BIZ and our partners turned our focus on creating a consistent brand and logo for downtown living, which will roll out next year with the next open house event, and launch the next round of exciting housing developments.



CAN WE GET YOU
ANYTHING?

We make this offer in a variety of ways every day to you our member, and to the many people who work, shop, live, learn, and play in downtown Winnipeg. It's in the voice at the other end of the Downtown Watch phone when you're calling for a SafeWalk. It's the Clean Team as they pull up to paint the graffiti off your building wall. It's in all the information at your fingertips on our new website. It's at the free concert you walk by on your lunch break. It's the MINGLE e-newsletter offering up a huge choice of downtown entertainment. It's the chance to save a dollar on parking with your blue loonie. It's the colourful banners, artwork and flowers that make our downtown an inviting place to be.

It's all about the BIZ being a great host of downtown. Underlying all we do is a determination to take care of business concerns, big and small. So please, let us know if we can get you anything!



TRANSPORTATION, PARKING & TRANSIT

Helping you get around downtown easily by car, bike, bus and on foot.

Two big, round Blue Loonie mascots (aka the BIZ's summer Promo Team) gave out 1,600 handy tokens this summer during Blue Loonie Mondays, running games and trivia for people enjoying lunch outdoors. Easy Streets™ Blue Loonies—good for \$1 off parking or full bus fare—were also given to attendees at the Tim Hortons Brier and Canadian Country Music Awards. According to a recent BIZ survey, two-thirds of downtown workers are aware of the program.

The BIZ made it easier for suburbanites to come downtown by delivering 20,000 downtown parking maps to city households through Canstar Community newspapers.

Spirit Week filled the free Downtown Spirit buses with fun and hilarity for the second year in a row. Hollywood impersonators, buskers and magicians entertained and BIZ staff gave away prizes in exchange for trivia answers. The buses were decorated daily and the event drew great media attention. Sponsored by Winnipeg Transit, Spirit Week promotes the free bus service, and was followed-up with bus shelter ads in the fall.

The BIZ put a big focus on lobbying for rapid transit in 2008, supporting the Winnipeg Rapid Transit Coalition's petition, which gained over 3,700 signatures; hosting a panel discussion about rapid transit; and organizing a two-page spread in the Winnipeg Free Press featuring seven editorials explaining why rapid transit is important. Our recent survey found 73 per cent of downtown

workers would take rapid transit to work. In September, the Mayor and Premier announced the first leg of a rapid transit system for Winnipeg would be built.

Twenty-one artistic bike racks were installed on Broadway following a juried competition with the Winnipeg Arts Council. The three colourful designs by local artists were selected from over 275 entries. Another 18 u-shaped bike racks, cost-shared with businesses, were added throughout downtown. The BIZ also sat on the city's Active Transportation committee, which began painting bike lanes on downtown streets this fall.

With two kilometres of indoor walkways, the City of Winnipeg and the BIZ are designing a brochure of the weather protected walkway system that will feature a map and all the shops you can reach without ever stepping foot outside. Attractive brochure holders will be installed at key points in the walkway system to help people find their way.

A survey of Graham Mall businesses and property owners gauged feedback on a variety of issues about the area, such as parking, accessibility, cleanliness and pedestrian traffic, to determine what a future vision for the transit mall might be, as we get ready for rapid transit.

In an effort to decrease car vandalism and theft, the BIZ and our partners are developing a certification program for downtown parking facilities to show they have taken measures to be safe, clean and aesthetically appealing.

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THE DOWNTOWN BIZ HELPED HULL'S FAMILY BOOKSTORE ON GRAHAM, DIRECTLY ACROSS FROM THE NEW MANITOBA HYDRO TOWER, TO BRING BACK ONE PARKING STALL ON GRAHAM INSTEAD OF LOSING ALL PARKING FOR BUS LOADING.

- 39 new downtown bike racks
- 6,000 blue loonies distributed through parking promotions
- 54 Easy Streets™ Blue Loonie participating businesses
- 5,005 riders enjoyed Downtown Spirit Week
- 20 on-bus activities during Spirit Week
- 20,000 parking guides distributed to Winnipeg suburbs





COMMUNITY SAFETY

Running programs that create a safe downtown for you, your family, your customers and your staff.

While downtown crime statistics continue to decline, the Downtown BIZ continued in 2008 to aggressively tackle this issue as well as the perceptions of downtown safety. The BIZ targets safety in a number of approaches, ranging from on-the-street programs like the Downtown Watch and Outreach Patrol to panhandling programs and advocating for safety measures like a video surveillance system.

THE DOWNTOWN WATCH & OUTREACH PATROL

In total, 16 full-time Downtown Watch staff continued to patrol downtown streets in 2008. This year the Watch took on permanent overnight shifts, operating 24 hours from Tuesday to Saturday. From 11:30pm to 7:30am the Watch mobile unit circulates around downtown, reporting suspicious behaviour and crimes like vandalism and theft to the Winnipeg Police Service. As a result, the number of evening "smash and grabs" was down significantly.

The Manitoba Hydro-sponsored SafeWalk program grew over the last year, with the Watch walking 958 people safely to their downtown destinations, up 20 per cent over the previous year.

The Bike Patrol was again a visible presence at The Forks and around downtown this summer. A new component for the Bike Patrol this year has been to patrol Portage Place's parkade, made possible with the support of the North Portage Development Corporation.

The Watch continued to be involved in the community, running a bike safety rodeo at the Children's Festival, completing 10,000 safety audits to encourage drivers to not make their vehicles a target for theft, and serving meals at Siloam Mission.

Over 130 volunteers, dedicating 8,770 hours, make a huge difference. Volunteer hours were up 38 per cent over last year. In 2008, the Watch offered a training ground to 13 aboriginal U of W indigenous police preparation program students; 12 English as an Additional Language students from countries such as China, South Africa and Israel; and Career Internship Program students from three high schools. The Watch program provides excellent work experience, with close to 20 ambassadors moving on to careers with the Winnipeg Police Service, RCMP, Morden Police and the Sheriff's Department over the past year.

A Customer Service team created this year focuses on making personal connections with business members and presenting customer service tips to interested businesses.

Thirty safety presentations were made to interested groups, including many Manitoba Hydro employees, as well as numerous other new businesses moving to the downtown.

The Outreach Patrol program is making a difference. It has dramatically reduced wait times for assisting intoxicated individuals, saving vast resources for the Winnipeg Fire Paramedic Service and Winnipeg Police Service. The 10 Outreach peace officers assisted with 2,600 incidents of public intoxication. They helped many individuals, such as setting up a doctor appointment that allowed a street person into a detox program, giving out socks, scarves and mitts in the winter, and distributing water to homeless people on a hot summer day.



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DOWNTOWN CALL CENTRES HAVE EMPLOYEES WORKING LATE INTO THE EVENING, AND AS SUCH, THE WATCH GET MANY CALLS FOR SAFEWALKS AFTER DARK. ONE WOMAN WHO WORKS AT THE AIR CANADA CALL CENTRE ON PORTAGE AT CARLTON USED OUR SAFEWALK SERVICE THIS SUMMER AT 11:30PM, AND E-MAILED TO LET US KNOW HOW DELIGHTED SHE WAS TO FIND OUT THE PROGRAM IS AVAILABLE TUESDAY TO SATURDAY OVERNIGHT. SHE SAID THE AMBASSADORS WHO HELPED HER WERE "AWESOME!"

- 16 Downtown Watch ambassadors
- 130 Downtown Watch volunteers
- 10 Community Outreach Patrols
- 10 minute average wait times responding to intoxicated people, down by 55 minutes
- 10 Bike Patrol ambassadors
- 2 dedicated Watch in the indoor walkways
- Over 958 SafeWalks, up 20% from the year before
- 92% of BIZ members say the Watch program is effective
- 95% of downtown workers are familiar with the Downtown Watch
- 10,000 MPI safety audits to discourage vehicle vandalism and thefts
- 30 safety presentations, including to Hydro and the Winnipeg Regional Health Authority
- Overall downtown crime continues to decrease

PARTNERSHIPS, ADVOCATING & SAFETY STRATEGIES

The BIZ kicked off the year with a breakfast to welcome new Police Chief Keith McCaskill. Close to 300 businesspeople heard his plans and vision for downtown safety.

With the use of an extensive property owners' survey to help us prioritize our new safety strategies, the groundwork was laid for a Downtown Safety Network (DSN). The DSN will connect hotel, office and shopping centre security staff to each other, the Downtown Watch and the police. The goal of this initiative is to harness the resources of hundreds of security members in the downtown to work together to create a safe and secure downtown. Together, we are developing a joint, proactive

approach to handle the ongoing criminal and livability problems affecting downtown.

The Change for the Better – Blue Key program continued to offer an alternative to giving to panhandlers while also raising funds for downtown social agencies.

Partnerships are in the works with the University of Winnipeg to have Watch as on campus security. The BIZ also partners with the Winnipeg Parking Authority to provide patrols in downtown skywalks and city parkades.

The Safety Committee and staff worked diligently on a variety of safety issues. They were successful in lobbying for more police officers downtown, and advocated for the WPS to put up video cameras in key downtown

locations, to be installed in 2009. The Watch also gathered information as part of Project Breakaway, helping several homeless people off the street.

The BIZ was also at the table of a think tank of community leaders to discuss strategies for safety issues, and helped gain the designation of "Safe Community" for Winnipeg.

In 2008, the BIZ's safety programs continued to rely on strong partnerships, including Manitoba Hydro, Manitoba Public Insurance, Centre for Aboriginal Human Resource Development, MLCC, Winnipeg Partnership Agreement, Winnipeg Police Service, Winnipeg Fire Paramedic Service, The Forks North Portage Partnership, and many more.





The Downtown BIZ advocates on behalf of our business members, who back up our positions. In 2008, the BIZ put the issues of downtown and business front and centre through opinion editorials, media interviews, letters, meetings, presentations to government officials, blog postings, and more. We provided over 100 media interviews, advocated for positive changes for downtown, and sought solutions in partnership with our stakeholders.

While it is not our mandate to physically build new developments or single-handedly put security cameras on every street, we voice our support for the right policies and initiatives to create a better downtown. Our convictions come from skilled and experienced staff, and accessing an international network of downtown associations to glean best practices. After all, broad measures such as rapid transit, more downtown housing, and tax development policies will attract more developments which lead to more people downtown and make our downtown safer, create a better image, and add vibrancy: all goals of the BIZ and our members.

2008 ADVOCACY ACHIEVEMENTS

- The City and Province announced the first leg of rapid transit will be built.
- There are more beat cops downtown today.
- The Winnipeg Police Service will install 10 security cameras early in 2009 as part of a Downtown Safety Network.
- The Winnipeg Parking Authority has begun to increase parking paystation hours from one- to three-hour maximums.
- Met with Canada Post's president and received a commitment to keep 200 head office employees downtown.
- The City will be unveiling a downtown housing plan.
- The Province has begun drafting a Tax Increment Financing (TIF) bill to stimulate more downtown development and revitalization.
- Continued promotion of the updated CentrePlan and CentreVenture's importance.
- Incredibly, almost 50% of the BIZ budget comes from our stakeholders. Almost all downtown head office Crown Corporations now fund BIZ programming to show their commitment to downtown (despite not being eligible BIZ members).
- Funding commitment to close the loop of the Weather Protected Walkway System.
- Established downtown bike paths and bike lockers.
- The City has agreed to re-invest the Winnipeg Parking Authority surplus revenue back into downtown parking assets.
- Announcement for the expansion of the Winnipeg Convention Centre.
- District (secondary) plans for Main Street and Chinatown have commenced.



ON-GOING AREAS OF ADVOCACY

- Creating more plans for other downtown districts.
- Continue to advocate for the proper implementation of a downtown TIF program.
- Enhance the Downtown Spirit free shuttle bus service.
- Create flexible loading, parking and downtown roadway policies to accommodate pedestrian, cycling and vehicular traffic.
- Streamlined patio application procedure.
- Library Park sidewalks.
- Completion of the new Library Park.
- Housing first and employment for homeless.



MANAGEMENT BOARD

Jackie Stephen, Chair
WOW! HOSPITALITY CONCEPTS

Mo Razik, Vice Chair
FENTON'S WINE MERCHANTS

Calvin Polet, Secretary
NEPTUNE PROPERTIES INC.

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AND MARKETING

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PROJECT CO-ORDINATOR

BALANCE SHEET

(AS OF DECEMBER 31)

ASSETS

	2007	2006
Current assets:		
Cash	\$ 608,972	\$ 631,477
Accounts receivable	112,140	106,338
Prepaid expenses	3,968	1,608
	<u>725,080</u>	<u>739,423</u>
Capital assets	<u>276,322</u>	<u>69,644</u>
	<u>\$ 1,001,402</u>	<u>\$ 809,067</u>

LIABILITIES AND NET ASSETS

Current liabilities:		
Accounts payable	\$ 154,017	\$ 181,026
Current portion of obligation under capital lease	31,900	-
	<u>185,917</u>	<u>181,026</u>
Obligation under capital lease	169,496	-
Deferred revenue	63,997	-
Net assets:		
Unrestricted	7,694	32,981
Internally Restricted	499,372	525,416
Invested in capital assets	74,926	69,644
	<u>581,992</u>	<u>628,041</u>
	<u>\$1,001,402</u>	<u>\$809,067</u>

STATEMENT OF OPERATIONS

(AS OF DECEMBER 31)

	2007	2006
Revenues:		
Business Improvement Zone levy	\$ 1,373,288	\$ 1,207,021
Interest income	17,414	17,980
Contributions		
Image	343,440	152,143
Events and Promotions	90,896	73,363
Communications and Marketing	32,619	122,447
Transportation, Parking and Transit	24,487	11,149
Community Safety	468,643	463,601
Administration	7,096	2,024
	<u>967,181</u>	<u>824,727</u>
	2,357,883	2,049,728
Expenses:		
Programs		
Image	606,111	342,365
Events and Promotions	138,173	127,155
Communications and Marketing	230,036	301,581
Transportation, Parking and Transit	52,439	42,507
Community Safety	698,354	668,182
	<u>1,725,113</u>	<u>1,481,790</u>
Administration	678,819	600,538
	<u>2,403,932</u>	<u>2,082,328</u>
Difference between revenues and expenses	<u>\$(46,049)</u>	<u>\$ (32,600)</u>

STATEMENT OF CHANGES IN NET ASSETS

	Unrestricted	Internally Restricted	Net assets invested in Capital assets	2007 Total	2006 Total
Net assets:					
Balance, beginning of year	\$ 32,981	\$525,416	\$69,644	\$628,041	\$660,641
Investment in capital assets	(54,562)	-	54,562	-	-
Internally restricted	26,044	(26,044)	-	-	-
Difference between revenues and expenses	<u>3,231</u>	<u>-</u>	<u>(49,280)</u>	<u>(46,049)</u>	<u>(32,600)</u>
 Balance, end of year	 <u><u>\$ 7,694</u></u>	 <u><u>\$ 499,372</u></u>	 <u><u>\$ 74,926</u></u>	 <u><u>\$ 581,992</u></u>	 <u><u>\$ 628,041</u></u>

STATEMENT OF CASH FLOW

(AS OF DECEMBER 31)

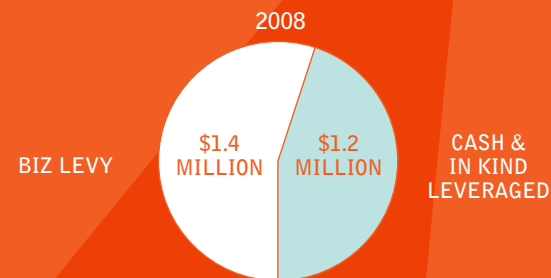
	2007	2006
Cash flow from:		
Operating activities-		
Cash receipts from BIZ Levy	\$ 1,335,957	\$ 1,325,591
Interest received	18,166	18,732
Cash contributions received	1,043,732	466,033
Interest paid	(5,411)	-
Cash paid to suppliers and employees	<u>(2,360,387)</u>	<u>(1,734,531)</u>
	32,057	75,825
Financing activities-		
Reduction of capital lease	(20,604)	-
Investing activities-		
Purchase of capital assets	<u>(33,958)</u>	<u>(63,314)</u>
 Change in cash	(22,505)	12,511
Cash, beginning of year	<u>631,477</u>	<u>618,966</u>
 Cash, end of year	 <u><u>\$ 608,972</u></u>	 <u><u>\$ 631,477</u></u>

2008 PARTNERSHIPS

The Downtown BIZ levy funds our core operations and programs, but our **strong** partnerships allow us to truly make a difference downtown. In 2008, our numerous supporters again helped enhance existing programs and fund new initiatives, **contributing** a total of \$1.2 million in cash and in-kind **support** over and above the BIZ levy.

Working smarter by working with partners

THE DOWNTOWN BIZ LEVERAGES AN ADDITIONAL \$1.2 MILLION IN CASH AND IN KIND SPONSORSHIPS – DOUBLING THE BIZ LEVY. FOR EVERY DOLLAR BUSINESSES CONTRIBUTE, WE MATCH IT BY A DOLLAR IN PARTNERSHIPS.



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Bevona Bynum
PEOPLE FIRST HR



Terence Tsoi
ROYAL BANK (CHINATOWN)

2008 PARTNERS

The Downtown Winnipeg BIZ gratefully acknowledges the following businesses and organizations for partnering with us in 2008:

DIAMOND (\$50,000 and up)

City of Winnipeg – Public Works
Downtown Watch Volunteers
Manitoba Hydro
Winnipeg Parking Authority
Winnipeg Partnership Agreement
Winnipeg Police Service

PLATINUM (\$25,000 to \$49,999)

Centre for Aboriginal Human Resource Development
City of Winnipeg – Planning, Property & Development
Human Resources Skills Development Canada

Manitoba Liquor Control Commission
Manitoba Public Insurance
Pattison Outdoor Advertising
The Forks North Portage Partnership
Winnipeg Fire Paramedic Service
Worker's Compensation Board

GOLD (\$10,000 to \$24,999)

Guppy Graphic Design
HOT 103
Investors Group Financial Services
Province of Manitoba
Zero Din Marketing Solutions

SILVER (\$5,000 to \$9,999)

Calvary Temple
CentreVenture Development Corporation
Change for the Better cash donations

City of Winnipeg Transit
Exchange District BIZ
ONEXT Media
The Forks Renewal Corporation
True North Sports & Entertainment

BRONZE (\$2,000 to \$4,999)

Cargill Canada Limited
CHUM Radio
Portage Place Shopping Centre
Winnipeg Free Press

SUPPORTERS LEVEL 2 (\$500 to \$1,999)

Assiniboine Credit Union
CBS Outdoor
Globe Cinema
Great-West Life
Institute of Urban Studies
Manitoba Association for Art Education

Manitoba Home Builders' Association
Marlborough Hotel
Place Promenade & Fred Douglas
Red River College Student Connections
Urban Bakery
Urban Development Institute
Walsh and Company
Winnipeg Realtors®

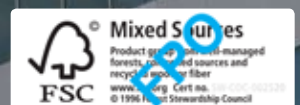
SUPPORTERS LEVEL 1 (\$100 to \$499)

A Buck or Two
ADL Optical
AltraLaser Rehab Center
Aluminum Sound
Ankyo Therapeutic Massage Group
Atomium Hair
Bourbon Street Billiards
Cavalier Hair Design

Cheque Stop Cash Centre
Cherry Creek Cafe
Contact Lens Services
Cookies By George
Delta Winnipeg
Don's Photo
Espresso Junction
Eye Site Optical
Foot Locker
Glassini Gift Studio
Global Fine Foods
Gooch's Bicycle & Hobby Shops
H'Attitude
Helene's Bridal Salon
Hull's Family Bookstore
IMAX Theatre
LA Collection
Millennium Library
Ming Court
Mountain Equipment Co-op

Original Menswear
Perfume Paradise
Prairie Theatre Exchange
Second Cup - Edmonton at Graham
Somerset Hair
Soups, Sandwiches & More
Splash Dash Water Bus
Stylers Den
Sweetz
The Bay Downtown
The Magic Room
The Sign Source
The Winnipeg Art Gallery
Twist Café
University of Winnipeg
Uptown Magazine
Uptown Sports
Vanity Hair Salon
WOW! Hospitality Concepts
YMCA-YWCA

Downtown is in the details.



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