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downtown
WINNIPEG BIZ



LETTER FROM THE EXECUTIVE DIRECTOR & CHAIR



It has been an exciting year in many respects for the Downtown Winnipeg BIZ.

We take pride in seeing some advancement on initiatives we have championed for several years. The commitment from government on tax increment financing, which we strongly believe will lead to the quickening in creating more and affordable housing in our downtown, an important advocacy area for the BIZ. Construction on the Rapid Transit corridor. The opening of the new indoor walkway connecting cityplace to the Convention Centre. The Winnipeg Police Service Cadets training began at the old Canada Post building on Graham, the new home of the Winnipeg Public Safety Building. The unveiling of CentreVenture's plan for the Sports and Entertainment District around the MTS Centre which we truly believe will be the catalyst which will brand the new image of our downtown and invite thousands of Winnipeggers to hang out downtown. Further, the addition of several new buildings and projects opening or being announced which will continue to bring more people to our downtown.



One of this year's highlights for the Downtown BIZ itself was the Five Events: One Weekend extravaganza this September. Over 30,000 people flocked downtown over two days for Lights on Broadway, The Big Dance, the Wine & Cheese Festival, the 10 & 10 Race, and Ciclovía. What an amazing experience walking under Broadway's beautiful canopy of trees Saturday night with thousands of Winnipeggers, right in the heart of our downtown.

This fall was a time of reflection for us as we reviewed our past three-year strategic plan and built our new plan for 2011 to 2013. We looked at what we have achieved in the last three years and what is still needed to reach our vision of downtown. We engaged our business members and the public for feedback. What we heard is that while downtown revitalization is on a roll, we are not "there" yet. There is still much work to be done.

Safety continues to be a top issue in our downtown. While crime continues to decrease downtown, people continue to have concerns about personal safety. It seems when people talk about "safety" issues, they also mean social issues: homelessness, addictions, poverty and panhandling. This year, we put an increased urgency on safety initiatives. We supported homeless work programs like the Mission: Off the Streets Team (MOST) and supportive housing initiatives like the Bell Hotel conversion. We lobbied for more police foot patrols. We fine-tuned processes for our Downtown Watch ambassadors and continued to connect more than 200 security teams through the Downtown Security Network (DSN). We were successful in extending the BIZ Community Outreach patrols for one more year, and we continue to advocate for its permanency. And of course we continued to run programs, host events and market all the wonderful things about downtown to encourage more people to live, work and play downtown, which will create more feelings of safety through numbers.

One of the safety initiatives we were most excited about was a successful, multi-faceted pilot project to deter negative loitering in front of Portage Place. We have dubbed this program "Portage Alive" and will be pursuing it on Portage from Spence Street at the University of Winnipeg to Main Street, in addition to adding a full complement of BIZ Watch patrols in the evening, the time when Winnipeggers feel less safe downtown.

None of these services the BIZ provides would be possible, without you, our members.

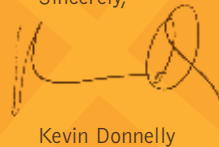
For some of us, the answers and solutions to problems facing the enhancement of our downtown seem extremely clear—for others, solutions are not so apparent. What is universally accepted though, is that the status quo is not an option. This is why the BIZ continues to be the voice championing our downtown successes and challenging everyone to do more, always looking inwards and challenging our own approaches. This is why the BIZ in 2010 hosted two important forums: a Mayoral Forum during the city election attended by over 250 people which garnered significant commitments from the Mayor elect, including a commitment to eliminate surface parking lots through the development of more parkades and a new taxation program to stimulate more commercial development. We also hosted a meeting with Premier Selinger and some influential BIZ members that triggered an opening to address homelessness issues through the creation of more supportive housing for those with mental and social issues in our community.

The downtown is the economic engine of our province, generating employment and taxation, and creating the brand image for our city. Our downtown is the pulse of the entire city by which tourists, investors and Winnipeggers themselves judge the economic health of our province and the overall image of our community.

We have achieved much over the past year thanks to the hard work, passion and commitment from the Management Board, our committees, our staff and volunteers, our partners and sponsors, and especially our BIZ members.

It is paramount that each one of us continues to work diligently for the solutions to improve our downtown. Together, we can make our shining vision for the heart of our city a reality.

Sincerely,



Kevin Donnelly
CHAIR



Stefano Grande
EXECUTIVE DIRECTOR



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 of new businesses in the zone
- To attract and encourage the development of new businesses in the zone
- To undertake other actions to carry out its mandate

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 continuous and positive change.





DOWNTOWN ON THE MOVE



ABOUT THE DOWNTOWN BIZ

The Downtown Winnipeg BIZ was established in 1989 and is the oldest of Winnipeg's 15 business improvement zones. Directed by a management board—elected by our members at our annual general meeting—the Downtown BIZ markets the city centre on behalf of 1,400 businesses and runs programs targeting downtown image, cleanliness, safety, transportation and parking. We also host events and promote downtown as a great place to work, shop and live. In addition, we advocate for continued downtown revitalization and enhanced services on behalf of our members and provide a voice in the political sphere. Every retail, commercial and professional business in the zone is a BIZ member.



- More than 72,000 people come downtown to work every day, with more than 5,000 new office workers downtown since 1999
- More than 40,000 students come downtown to learn every year
- Almost 16,000 people live downtown; in 2004 less than 12,000 people lived downtown
- Downtown is the fastest growing high-income neighbourhood in the city
- Over 130,000 people live within a 7 minute drive of downtown
- 893 housing units have been constructed since 2005, with over 800 more units planned
- More than 2.8 million tourists visit Winnipeg each year with the majority of overnight visitors staying at one of downtown's 19 hotels
- An estimated 50,000 delegates attended nearly 200 meetings/conventions in Winnipeg in 2009
- There are 4 million annual visits to The Forks
- There are about 1.5 million annual visits to the Millennium Library, up .5 million from 2008
- There are over 1 million annual visits to the MTS Centre, the 13th busiest venue in North America
- There are more than 300,000 annual visits to CanWest Park (ball park)
- More than \$1.7 billion has been invested downtown since 1999
- More than 24 million shoppers visit downtown retailers every year
- More than 900,000 people attend downtown events every year
- 13.5 million people visit downtown arts and entertainment venues every year
- Winnipeg is the only city in Canada outside of Ottawa to host a national museum (Canadian Museum for Human Rights, to be completed in 2012)

CREATING SPACES THAT ARE BEAUTIFUL AND WELCOMING TO GIVE YOU A POSITIVE DOWNTOWN EXPERIENCE. IMAGE & CLEANLINESS



- 20 Clean Team members, cleaning downtown weekdays, weekends and evenings
- 8,642 hours logged by Mission: Off the Streets Team (MOST) members, employing 26 people
- 102 jumbo hanging flower baskets on display along Portage Avenue
- 71 businesses received the "Neon Broom" special cleaning treatment this summer
- 4 Promotions Crew members in the summer
- 25 businesses received flower planters
- 30 bistro patio sets provided attractive seating on sidewalks in front of downtown businesses
- 10 new Portage Avenue poster boards
- 26 new sculptures to adorn Portage Avenue next year
- 60% of Winnipeggers think downtown is cleaner than last year, while 80% think bus shelters are cleaner



FEATURE: ANTI-LITTER AWARENESS CAMPAIGN

A coffee cup here, a cigarette butt there...when it comes to litter, it all adds up! The BIZ showed just how it adds up by collecting garbage over five days and displaying it in 60 clear plastic garbage bags on Portage Avenue this fall. The Downtown BIZ and Take Pride Winnipeg! teamed up to spread the message to downtown litterbugs through a grassroots campaign. Five promotional "litter pods" featured waste, cigarette and recycling receptacles and a "dispose here" sign. The attractive modules were designed to get attention and their use was measured at bus stops and busy hubs. And the pods hit a nerve: the BIZ emptied a whole lot of trash, recyclable items and cigarette butts which otherwise may have ended up on the streets. The next step is to advocate for more receptacles downtown.

THE POWER OF CLEAN!

As always, the Clean Team's Maintenance and Promotions members were hard at work this year making downtown look clean, green and beautiful. The team was out in full force on weekdays, evenings and weekends picking litter, removing graffiti, powerwashing bus shelters, planting flowers, and scrubbing downtown's sidewalks in their signature green cleaning machines. Over 300 people joined in their efforts at the annual Earth Day Spring Clean Up.

A year-round bus shelter cleaning program in partnership with the City ensured all Transit shelters were washed and cleaned two to three times per week, in addition to daily litter picking.

While graffiti is still a daily issue for the BIZ, our downtown is relatively graffiti-free because of our enhanced program: two people dedicated to removing graffiti five days a week.

FLOWER WOW

In the summer, flowers bloomed throughout downtown, in planters, hanging baskets, and in front of businesses. The BIZ also test-drove moveable wire flower baskets that sit in tree vaults to create another "wow" flower planter project downtown.

BUTT OUT

The BIZ installed an additional 10 cigarette butt receptacles around downtown with signage that encourages smokers to butt out responsibly. Receptacles are offered to businesses at a 50/50 cost.

A HAND UP

Homeless people continued to be given a chance to turn their lives around as part of the Mission: Off the Streets Team (MOST). Run by Siloam Mission with support from the BIZ's Change for the Better program, members build self confidence and skills through paid work cleaning downtown. Siloam provides supports like meals and a roof over their heads. The goal is to move people into healthier environments and steady jobs, while making downtown cleaner, too. Two MOST members are now working full-time with the Clean Team. The BIZ contributes over \$25,000 per year towards employing those less fortunate to assist in keeping our downtown beautiful.



LIGHTING UP BROADWAY'S ELMS

This year's project that had everyone talking was Lights on Broadway. The design competition lit up Broadway for two special nights. Three world-renowned lighting designers lit up a block of elm trees with their own unique design. Each display was voted on by the public, and a jury evaluated all three following presentations from the teams. While the jury decided more information was needed before announcing the winner, the BIZ is gearing up for a capital campaign to light up Broadway permanently.

A BANNER YEAR

Colourful street banners celebrating the Year of the Tiger adorned Chinatown this year. New "welcome downtown" gateway banners will be designed and installed this winter. And the BIZ came up with a creative solution for old street banners: they have been recycled into bags!

SPECIAL PROJECTS

In 2010, the Downtown BIZ launched a sponsorship drive for site furnishings for the new Millennium Library Park. The BIZ continued to support two portable toilets near the Salvation Army to deal with issues in the Main Street area. Stay tuned next year for an exciting new sculpture project along Portage Avenue!



OFFERING PROGRAMS THAT CREATE A SAFE DOWNTOWN FOR YOU, YOUR FAMILY, YOUR CUSTOMERS AND YOUR STAFF.

COMMUNITY SAFETY



KEEPING WATCH ON DOWNTOWN

The Downtown Watch continued to be a strong visual presence in downtown Winnipeg in 2010. The safety ambassadors patrol the streets and skywalks, providing SafeWalks and keeping watch for suspicious activity. They help out wherever they can, from jumping in to direct traffic if a light goes out, to assisting with panhandlers or intoxicated individuals, to calling police if they spot someone stealing a bike.

POWERED BY VOLUNTEERS

Nearly 200 volunteers support the Watch program and increase the presence on the streets. As part of the Watch Volunteer program, many students are provided with on-the-job experiences and help bolster the Watch presence.

COMMUNITY OUTREACH

With the support of the City and Province, the BIZ was successful in prolonging the Outreach Program for one more year. Aiding with the social issues visible downtown, 10 Outreach Patrol assist intoxicated people, moving them to safer environments and connecting them with programs. They have helped over 11,000 intoxicated people since the program began in 2006, saving the city's emergency services an estimated \$6 million. Over 3,000 emergency calls a year are now directed to the Outreach, freeing up fire, police and paramedic services to deal with higher-priority cases. The patrol's average response time is 10 minutes or less. The goal of the BIZ is to make this program a permanent resource for the public and our BIZ members.

CHANGE FOR THE BETTER

Change for the Better supports social agencies that employ street people, giving them skills and hope. It also provides the public with an alternative to giving spare change to panhandlers, which feeds into the cycle and may go towards an addiction. In addition to 85 donation boxes at downtown businesses, in June 73 boxes were placed in 27 Liquor Mart stores across the city to raise more money and awareness for the program.

SAFETY ISSUES VS SOCIAL ISSUES

When we talk about safety issues downtown, often what we really mean are social issues. Statistics show crime is going down in the city centre: Police crime stats show there was a nine per cent decrease in crimes downtown this year over last year. But what we hear is that many

people feel threatened by the visibility of serious social issues. Homelessness, panhandling and intoxication are social issues that do not register on crime stats unless they lead to a crime, which sometimes happens, but more often do not. But the sheer reality of simply staring into the face of poverty and the ramifications of addictions out on the streets of downtown hugely influences the public's perceptions about safety. The BIZ continues to advocate for a broad range of solutions, from greater supports for the homeless to the continued creation of more reasons for people to live, work and play downtown, and of course increased foot patrols and policing. We have assisted with the At Home/Chez Soi "housing first" demonstration project to provide hundreds of homeless people a place to rest their heads at night.

DOWNTOWN SECURITY NETWORK

Now connecting over 200 downtown businesses, the Downtown Security Network (DSN) links security teams in order to solve and prevent crimes. This year over half a dozen criminals were arrested by the WPS because of the information sharing which took place between our BIZ members under the DSN. In 2010, there were 26 E-Alerts and 111 blogs written.

In January there were two robberies an hour apart. The suspects were described similarly. The BIZ sent out an E-Alert to members requesting security camera footage showing the suspects. An hour later we were contacted with a video, which we shared with the police and our staff. The next day our staff spotted the suspect in the walkway system and immediately contacted the police. The Watch followed him until he walked out of the walkway system to where the police were waiting to nab him.

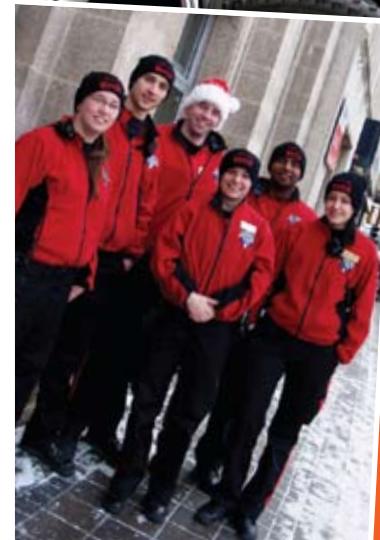
The DSN lets members share issues quickly. It also provides a touch point for solution building and asking questions directly to police. DSN members can send out E-Alerts to all members to alert them to crimes or to be on the lookout for suspects. For example, if a parking lot is hit with a rash of break-ins, an E-Alert is sent to all members to be extra vigilant about their parking lots.

MOVING ON AND UP

Fifteen Watch staff moved on to careers in law enforcement, such as former Watch Supervisor Chad Kendel, who graduated class president from the WPS Academy, along with three former Watch volunteers.

- 12 Downtown Watch ambassadors
- 188 Watch volunteers, 45 of whom are Aboriginal
- Over 15,000 volunteer hours logged in 2010
- 4 Customer Service reps
- 10 Outreach Patrol, assisted 11,155 intoxicated people since the program began
- 10 Bike Patrol staff in the summer
- 15 Watch moved on to careers in law enforcement

- 201 Downtown Security Network (DSN) members
- 20 safety presentations made
- 85 Change for the Better donation boxes at businesses
- 12 downtown tours
- 10,000 vehicle safety checks for MPI
- Crime down 9% downtown from 2009
- Over 80% of people who live downtown feel safe during the day



FEATURE: PORTAGE AVENUE ALIVE

During the summer of 2010, the BIZ launched an innovative pilot project with the support of the Winnipeg Police Service, Portage Place and The Forks North Portage Partnership to target drug activity and negative loitering on Portage Avenue. The project saw buskers playing in front of Portage Place at noon and 4pm, bistro patio tables were set up and sitting on the flower planters was discouraged. The Watch and police made a special point of patrolling the area, and the Clean Team ramped up their work to show the area is cared for. And it worked. Portage Place was amazed by the drop in negative loitering and the increase in the public on the sidewalks—"positive loitering". Portage Avenue in front of Portage Place was reclaimed and reborn. In 2011, the BIZ aims to replicate this success and spread it down Portage Avenue, demonstrating that together, we can make a difference in safety and safety perceptions in our downtown.

INVITING YOU TO ENJOY WORKING, LIVING AND PLAYING
IN THE UNIQUE ENVIRONMENT OF DOWNTOWN EVERY DAY.

COMMUNICATIONS & MARKETING



THE WEB IS WHERE IT'S AT

The BIZ's website continues to grow—this year receiving 60% more visits than last year. It's a one-stop shop for downtown events, parking information, maps, business listings, and more. The Mingle e-newsletter—re-designed in 2010 to be more user-friendly—sends downtown events and news weekly to 12,000 subscribers.

THE BIZ IS EVERYWHERE

What better way to reach tech-savvy downtowners than through social media? The BIZ's Facebook page has over 1,400 fans and highlights events, photos and media hits, while also engaging users to talk about downtown. Downtown Peggy posts regular blogs, has her own Facebook page and tweets about cool downtown happenings, gaining more followers every day.

INTRODUCING DTW

Downtown Winnipeg (DTW) magazine blasted into the market this summer, creating buzz with a high quality publication featuring trendy clothes and products from downtown shops, recipes from downtown restaurants, stories of people who live downtown, and a complete entertainment guide. A second issue was distributed in early November in time for the holidays. With 40,000 copies printed, the magazine was distributed through Liquor Mart stores, hotels and throughout downtown.

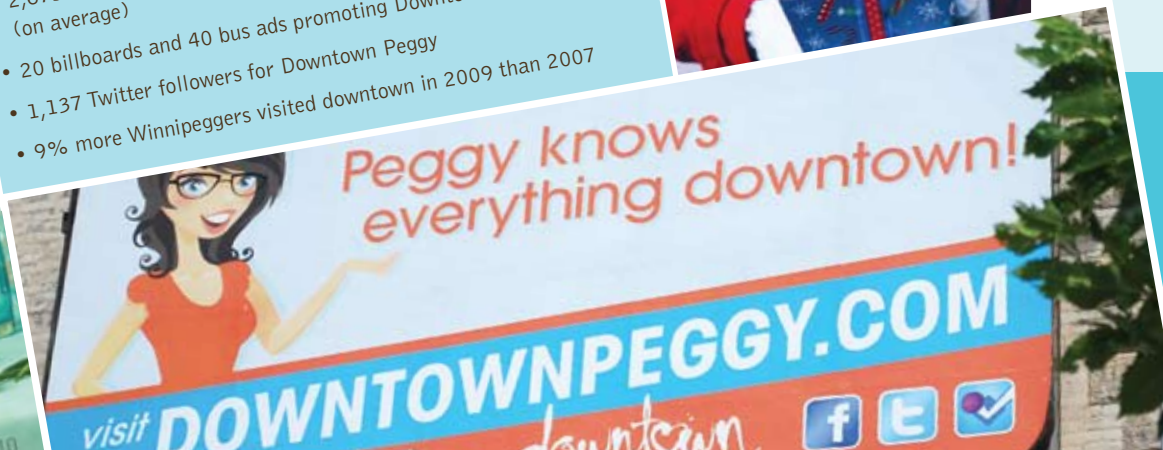
GETTING THE WORD OUT

In 2010, the BIZ continued to get the word out about BIZ programs and downtown issues through the media. For example, this summer the BIZ issued a public challenge for Winnipeggers to be part of the solution by reporting graffiti. The BIZ pledged to donate \$20 to Siloam Mission for every graffiti tag reported. Of the 27 calls received, only nine were in the downtown area, and the BIZ presented Siloam with \$540 at a free pancake breakfast for downtown workers. Graffiti is not perceived to be a big problem downtown, largely because the BIZ is quick to remove graffiti within 24 hours.

FOLLOW THE TRENDS

This year the BIZ spent time surveying and reflecting upon the opinions of those who live, work and operate a business downtown, with the intent of better understanding trends, opportunities and challenges. This has allowed us to review our strategic plan as well as create the next addition of the Downtown Trends market research report, which was circulated to brokerage firms and realtors across Canada to highlight the opportunities of investing in downtown Winnipeg. Local realtors were also toured around downtown properties to show the spaces available.

- 40,000 Downtown Winnipeg magazines distributed, twice in 2010
- 12,000 subscribers to the Mingle e-newsletter
- 1,476 fans on Facebook
- Over 102,000 visits to the BIZ website annually, up 60% from 2009
- 2,675 visits to Downtown Peggy's website each month (on average)
- 20 billboards and 40 bus ads promoting Downtown Peggy
- 1,137 Twitter followers for Downtown Peggy
- 9% more Winnipeggers visited downtown in 2009 than 2007



FEATURE: DOWNTOWN PEGGY

She's the go-to gal for all things downtown! Downtown Peggy was launched in 2009 and grew in prominence and popularity in 2010, through a billboard campaign, radio ads, Facebook and her very own website. Peggy tweets and blogs several times a week about downtown events, restaurants, shopping and more. She is also starting to pop up in BIZ promotions such as encouraging people to Pledge to Shop Downtown for the Holidays, giving away great merchandise from downtown stores, and even making appearances around downtown. Keep your eyes open for more of Downtown Peggy!

FEATURE: CICLOVIA & LIGHTS ON BROADWAY

Five outstanding events took place on one warm weekend this September. Thousands of people sporting blinking blue stars and candles strolled Broadway's boulevards on a warm September weekend for Lights on Broadway. After taking in the Wine & Cheese Festival and the Big Dance on Broadway, people voted on an exhibition of three lighting displays by world-renowned lighting designers. The next day, Broadway was flooded with runners, strollers, rollerbladers, cyclists, buskers and vendors for the second annual Ciclovía. A 10 & 10 race in the morning attracted 500 runners. Altogether, the weekend offered an estimated 30,000 people a wonderful experience in the heart of their city—a chance to recapture their downtown. The BIZ gives a heartfelt thanks to our partners and sponsors for making these events possible.

LUNCHTIME FUN

New this year, 40 to 50 people regularly enjoyed Yoga in the Park every Thursday in the peaceful green sanctuary of Memorial Park. The popular Out to Lunch concert series returned with 10 concerts. The second annual Graham Mall Street Festival was a hit, showcasing area businesses and a Farmers' Market. Chess in the Court and Chess in the Park drew enthusiasts out to play their favourite game—and the giant chess pieces entertained young and old.

OUT ON THE AVENUE

Part of an overall safety initiative, this busker series in front of Portage Place replaced negative loitering with positive pedestrian traffic. Buskers played from May to August at peak times: over lunch and between 4pm and 5pm.

LIVING THE DREAM

This year's Downtown Living Tour & Exhibition was held in June. Many interested downtown dwellers toured condos and apartments to investigate the urban lifestyle. A fun twist was Downtown Peggy's friend Krystin "lived" in a glass-walled "condo" in Portage Place for one week prior to the event to drum up interest and visits to Downtown Peggy's blog.

DISCOVER CHINATOWN

An exciting two-day street festival took over King Street in Chinatown this August, showcasing the unique neighbourhood with music, Chinese martial arts, folk dances, lion dances, and more, all with the BIZ's help. The BIZ also supported lunchtime concerts in the Chinese Gardens and at Air Canada Park.

SPLASH OF COLOUR

Art from 25 schools was displayed downtown for Young Artists on the Avenue.

EVENTS GALORE

The BIZ continued to support great events downtown, including Play On! 4 on 4 Hockey—a giant street hockey tournament in front of the Legislative Building; Doors Open, showcasing the unique and historic buildings of our city; Freeze Frame Kids Festival, drawing hundreds of kids for a cool arts experience downtown; and Cruz In Downtown, the car show street festival.

HOLIDAY MAGIC

The Festival of Trees & Lights came "Home for the Holidays" in 2010, moving their magical festival back downtown after 30 years at the Assiniboine Park Conservatory. Manitoba Hydro Place's spectacular gallery is the perfect backdrop for the display of trees, wreaths, gingerbread houses and original Eaton's "Santa's Workshop" vignettes. The BIZ joined the festivities by promoting the festival and hosting horse-drawn carriage rides.



FESTIVAL

PROVIDING YOU WITH FUN EVENTS AND GREAT DOWNTOWN EXPERIENCES.

EVENTS & PROMOTIONS

- 20,000 people danced and strolled down Broadway for Lights on Broadway
- 10,000 cyclists, joggers and walkers took to the streets during Ciclovía
- 600 people attended the Graham Mall Street Festival with about 200 attending each regular Out to Lunch concert
- Art from 25 schools was displayed for Young Artists on the Avenue
- 60,000 parade lovers at the Santa Claus Parade
- 10,000 car enthusiasts at Cruz in Downtown



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The Downtown Winnipeg BIZ makes this offer to you everyday, whether you are our member or one of the many people who live, work and shop here in the heart of the city. It's the promise we offer. It's the voice at the end of the Downtown Watch phone when you or someone else needs help. It's the dedication of our Clean Team as they scrub bus shelters, pick up litter in front of your store or remove graffiti from your walls. It's in what we can do to help promote your event or your business whether it's using our newsletters, website or hanging up posters. It's the music coming from Air Canada Park on your lunch break or the thousands of people strolling a street festival on a beautiful fall day. It's the constant dedication to make parking and transportation as effortless as possible for you and your employees. It's the flower baskets, banners and artwork along the streets that make downtown burst with vibrancy. It's about the BIZ being your host, welcoming you to downtown and taking care of your concerns, big or small. So let us know — can we get you anything?

MAKING IT EASY FOR YOU TO GET AROUND
DOWNTOWN WHETHER BY BUS, CAR, BIKE OR ON FOOT.

TRANSPORTATION, PARKING & TRANSIT



FEATURE: DOWNTOWN SPIRIT RESTAURANT TOURS

Who doesn't like a lunch out of the office? The BIZ encouraged downtown workers to get out of their office over the noon hour and explore downtown. Over the summer, a BIZ tour guide escorted 138 office workers to 11 downtown restaurants via the free Downtown Spirit shuttle bus. The sold-out tours showed workers—36% of whom had never taken the Spirit before—how they can get around downtown for free to experience great downtown dining and more!

CATCH THE FREE SPIRIT

In addition to the Downtown Spirit Restaurant Tours, Spirit Week entertained with week-long festivities aboard the free shuttle bus. With music and fun on the buses—and the chance to win a big-screen TV—the BIZ encouraged office workers to give the Spirit a whirl and see where it can take them.

32,000 PARKING SPOTS TO CHOOSE FROM

A revamped parking guide—complete with coupons—was created and will be distributed late in the year to help the public park with ease. Businesses had a chance to air their questions directly to the head of the Parking Authority through three popular morning "Coffee Talks" hosted by the BIZ this winter.

PARK YOUR BIKE HERE

Supporting active transportation, the BIZ installed more bike racks along Broadway this summer. We also worked with the Winnipeg Parking Authority to install seasonal on-street bike parking pads downtown.

BLUE LOONIE MADNESS

The Blue Loonie got a new look in 2010, with new signage and stickers distributed to participants. Fourteen businesses joined the program this year. The loyalty program offers a way for businesses to say "thank you" and help their customers save on parking and bussing downtown. The BIZ's Promotions Team also handed out the tokens promotionally during Blue Loonie Mondays this summer.

HIGH AND DRY

The indoor walkway system boasted a new link this year, connecting cityplace to the Delta Winnipeg Hotel and the Convention Centre. The BIZ supported the City's commitment through a walkway guide and by posting "W" decals in elevators to help the public access the system.



- 5,000 blue loonies handed out promotionally
- 138 people enjoyed 11 sold-out Downtown Spirit Restaurant Tours
- 5,000 walkway guides distributed
- 350 brochure racks on street parking paystations
- Spirit ridership up 9% over last year





POSITIVE CHANGE

An important role of the BIZ is to be on top of the best practices that revitalize downtown and stimulate economic development. We advocate for policies and programs that continually move downtown forward and work in the best interests of our members and the community, which in turn allow us to capitalize on our core functions of marketing our downtown as a great place to live, work and play, enhancing downtown safety and reaching that vibrancy we so often talk about.

The BIZ draws attention to issues facing downtown through editorials, letters, meetings, presentations to government officials, blogging and media interviews—we provided over 100 of them this year. The BIZ is an organization that advocates for positive change by seeking solutions through partnerships with our stakeholders.

We know projects like rapid transit, transit-oriented development, downtown housing incentives, taxation to address downtown development challenges and other policies are needed to attract business and people downtown, making it safer, cleaner and buzzing with life—the number one goal of the BIZ and its members.

BUILDING A BETTER DOWNTOWN BY BEING YOUR VOICE FOR POSITIVE, CONTINUOUS CHANGE.

ADVOCACY & SOLUTION BUILDING

TOP AREAS OF ADVOCACY IDENTIFIED AS A PRIORITY BY THE BIZ BOARD:

- Enhancing downtown safety
 - More Police presence / foot patrols
 - WPS Cadets
 - Downtown cameras
- Housing First, for the homeless
- TIFs (Tax Development Policy(s) and District Planning, e.g. housing development and SHED)
- Retail strategy for downtown
- Encouraging the City to reinvest Winnipeg Parking Authority (WPA) surplus revenue, other, back into the downtown, new parkades
- Rapid Transit / Transit Oriented Development (TOD)
- Expansion of the Winnipeg Convention Centre
- Downtown Lighting Strategy
- Downtown Parking / Transportation Strategy



2010 ADVOCACY ACHIEVEMENTS

- Mayoral Forum: the two leading mayoral candidates discussed downtown issues in front of a crowded house of 250 people at Manitoba Hydro Place.
- Premier's Forum: 40 top BIZ members had Premier Greg Selinger's ear at a special BIZ-hosted meeting to discuss downtown issues.
- Aggressively advocated for a greater presence of foot patrol police downtown, and a greater presence is being seen.
- This year, the city has begun rolling out the new Police Cadet program that will put more trained patrols on the streets, including downtown. This program will augment the BIZ's Watch program, and the downtown will be used as the live training theatre of cadets in training.
- Successfully advocated for Transit to broaden its partnership with the BIZ in ensuring bus shelters are cleaned 3 to 4 times per week.
- Worked with the Downtown Council in advocating for a planned approach to revitalizing our downtown districts, through development plans and Tax Increment Financing (TIF), starting with the creation of an entertainment district around the MTS Centre.
- Worked with the Downtown Council in advocating for the province and the city to provide proper tax incentives to stimulate the development of more downtown housing, funding downtown developments that otherwise would not be economically feasible. Over 800 potential new housing units are now under consideration.
- Advocated to principal stakeholders for the continuation of the Outreach Patrol Program and received funding to run until March 2011. The BIZ is continuing in working to make this a permanent program with jurisdiction beyond the BIZ's boundaries.
- Advocated for and played a role in the development of a five-year downtown parking strategy that integrates other transportation, parking and pedestrian strategies as part of a renewed plan for the Winnipeg Parking Authority.
- Successfully advocated that sale proceeds from the Shops of Winnipeg Square parkade be used to create new mixed-use parkade structures in areas of parking demand in our downtown.
- A joint federal/provincial housing pilot project for those suffering from mental health issues will see 400 homeless and at-risk people taken off the street and moved to a better environment, through a "housing first" approach.
- Advocated for Lights on Broadway, downtown festival and capital lighting program.

2010 BOARD, COMMITTEE & STAFF MEMBERS

MANAGEMENT BOARD

YOUR EXECUTIVE

Kevin Donnelly, Chair
TRUE NORTH SPORTS
& ENTERTAINMENT

Calvin Polet, Vice Chair
NEPTUNE MANAGEMENT

Angie Pfeifer, Secretary
INVESTORS GROUP

Terence Tsoi, Treasurer
RBC ROYAL BANK OF CANADA

Dave Stone,
Member-at-Large
PORTAGE PLACE SHOPPING CENTRE

Desiree Blackmore,
Member-at-Large
THE BAY DOWNTOWN

Mo Razik, Past Vice Chair
FENTON'S WINE MERCHANTS

Ken Berg
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STATEMENT OF FINANCIAL POSITION

(AS OF DECEMBER 31)

ASSETS	2009	2008
CURRENT ASSETS:		
Cash	\$ 490,658	\$ 661,962
Accounts receivable	95,671	77,791
Prepaid expenses	<u>3,311</u>	<u>4,022</u>
	589,640	743,775
CAPITAL ASSETS	<u>223,503</u>	<u>267,871</u>
	<u>\$ 813,143</u>	<u>\$ 1,011,646</u>
LIABILITIES & NET ASSETS		
CURRENT LIABILITIES:		
Accounts payable	\$ 190,062	\$ 226,689
Current portion of City of Winnipeg annual rental value adjustment	85,136	78,712
Current portion of obligation under capital lease	<u>34,420</u>	<u>33,100</u>
	309,618	338,501
CITY OF WINNIPEG ANNUAL RENTAL VALUE ADJUSTMENT	50,000	100,000
OBLIGATION UNDER CAPITAL LEASE	101,935	136,394
DEFERRED REVENUE	12,798	64,176
NET ASSETS:		
Unrestricted	-	-
Internally Restricted	251,644	306,100
Invested in capital assets	<u>87,148</u>	<u>66,475</u>
	<u>338,792</u>	<u>372,575</u>
	<u>\$ 813,143</u>	<u>\$ 1,011,646</u>

STATEMENT OF OPERATIONS (AS OF DECEMBER 31)

	2009	2008
REVENUES:		
Business Improvement Zone levy	\$ 1,420,005	\$ 1,222,330
Interest income	7,684	13,871
Contributions	<u>1,030,490</u>	<u>911,779</u>
	2,458,179	2,147,980
EXPENSES:		
Programs & Administration	<u>2,491,962</u>	<u>2,357,397</u>
Difference between revenues and expenses	<u>\$ (33,783)</u>	<u>\$ (209,417)</u>

STATEMENT OF CHANGES IN NET ASSETS

	Unrestricted	Internally Restricted	Net assets invested in capital assets	2009 Total	2008 Total
NET ASSETS:					
Balance, beginning of year	\$ -	\$ 306,100	\$ 66,475	\$ 372,575	\$ 581,992
Investment in capital assets	(31,118)	-	31,118	-	-
Change in capital lease	(33,139)	-	33,139	-	-
Internally restricted	54,456	(54,456)	-	-	-
Difference between revenues and expenses	9,801	-	(43,584)	(33,783)	(209,417)
Balance, end of year	<u>\$ -</u>	<u>\$ 251,644</u>	<u>\$ 87,148</u>	<u>\$ 338,792</u>	<u>\$ 372,575</u>

STATEMENT OF CASH FLOW (AS OF DECEMBER 31)

	2009	2008
CASH FLOW FROM:		
Operating activities-		
Cash receipts from BIZ levy	\$ 1,376,430	\$ 1,419,408
Interest received	7,684	13,872
Cash contributions received	1,012,610	927,941
Cash paid to suppliers and employees	(2,536,910)	(2,238,725)
	<u>(140,186)</u>	<u>122,496</u>
Investing activities-		
Purchase of capital assets	<u>(31,118)</u>	<u>(69,506)</u>
Change in cash	(171,304)	52,990
Cash, beginning of year	<u>661,962</u>	<u>608,972</u>
Cash, end of year	<u><u>\$ 490,658</u></u>	<u><u>\$ 661,962</u></u>

2010 PARTNERSHIPS

The Downtown Winnipeg BIZ levy funds core operations and programs, but strong partnerships allow us to truly make a difference downtown. In 2010, our numerous supporters helped launch new programs and enhance existing ones, contributing over \$2 million in cash and in-kind support over and above the BIZ levy.

2010 PARTNERS

The Downtown Winnipeg BIZ gratefully acknowledges the following business and organizations for partnering with us in 2010:

DIAMOND (\$50,000 & UP)

City of Winnipeg
Fire Paramedics
Park Services North Area
Police Service
Public Works
Transit

Cultural Capital of Canada
Downtown Watch Volunteers
Manitoba Homecoming 2010
Manitoba Hydro
Manitoba Public Insurance
Mission: Off the Streets Team (MOST)
Province of Manitoba – Winnipeg Regeneration Strategy
The Forks North Portage Partnership
Winnipeg Parking Authority
Winnipeg Regional Health Authority

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

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HOT 103
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Impark

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The Friends of the Assiniboine Park Conservatory
Winnipeg Square Merchant's Association

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