



DOWNTOWN CLEAN
OUR PROGRAMS ARE
WORKING FOR YOU

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POSITIVE IMPACT
HELPING PEOPLE OFF
THE STREETS AND
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YEAR ROUND EVENTS
DOWNTOWN IS BUZZING,
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GOING ON [MORE INSIDE >](#)



IT'S ABOUT

downtown

2011 **DOWNTOWN BIZ** ANNUAL REPORT

DOWNTOWNWINNIPEGBIZ.COM



> Celebrating the return of the Winnipeg Jets at The Forks. Photo by Leigh Ens



Good friends and food, you should be here!
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downtown
WINNIPEG BIZ

BIZ BUZZ

The Downtown BIZ wants to share with you some of the exciting things that have been happening in our city centre over the past year. This is our annual report to our downtown business members, who fund the BIZ, but we also want to share this with the larger community to let you know what we've been up to in 2011.

CAN WE GET YOU ANYTHING?

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 Metro Enviro-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 its 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 art work 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?

downtown
WINNIPEG BIZ
CAN WE GET YOU ANYTHING?

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LETTER FROM CHAIR & EXECUTIVE DIRECTOR

Confidence, optimism, investment, momentum...all words that can presently be associated with Downtown Winnipeg.

Today, we can confidently say that the tools we need for successful downtown revitalization are in place, allowing our job as a Business Improvement Zone to flourish even more. Now it's just a matter of putting these tools to work!

The Downtown BIZ continues to reassess our programs and seek ways to be more efficient, to achieve more, maximize our resources and sustain and maintain our extensive programming in the areas of safety, cleanliness, image, marketing, events, and transportation.

Our recently rebranded BIZ Metro Enviro-Team is on top of litter, graffiti and cleanliness issues in our downtown more today than at any point in our history. Our Downtown Watch ambassadors are even more visible this year, with 10 additional Watch working evenings and wearing light markers to stand out at night. The Outreach Patrol program continues to address the social issue of intoxication on our streets, and this year we have been exploring transferring the program to the City's new Cadets, under the same successful benchmarks.

We hosted two new events this year: the Canada Day Living Flag, which received incredible national media coverage for our city, and Let's Do Lunch Downtown, which profiled 23 great downtown restaurants. Our signature festival, ManyFest—rebranded this year from 2010's Lights on Broadway—attracted record crowds of over 35,000 people. Downtown Peggy, the BIZ's go-to gal for promoting all the wonderful things downtown, won two awards and continued to grow in online popularity.

With our programs cruising along, we ramped up our advocacy efforts in 2011. We worked to keep downtown on the radar, including during the Provincial election, with editorials, media interviews and a forum. We also held numerous meetings, tours and forums to discuss key downtown issues, including housing, safety and transportation.

One of the most significant events of the year was our CEOs for Downtown Sleepout, held in September to create discussion about homelessness. Over 40 CEOs and community leaders spent the night at Portage & Main, raising over \$100,000 for our Change for the Better, supporting homeless work programs. The next day, we held a presentation with Tim Richter of the Calgary Homeless Foundation and hosted discussions about creating Winnipeg's own plan to end homelessness. Coupled with success stories such as the Bell Hotel, downtown's first supportive housing project, there is a growing desire to address the social issues in our downtown and our city in a significant way.

It has been an exciting year for downtown generally. First and foremost in Winnipeggers' collective mind is the return of the NHL. With the Winnipeg Jets' new home at the MTS Centre right in the heart of our downtown, there was an immediate injection of infectious optimism, with thousands more people flocking to downtown—whether they have tickets to the big game or not. The Jets return fits in perfectly with our long advocated plan for the City to designate the area around the MTS Centre as our city's central entertainment district, the proposed Sports, Hospitality and Entertainment District (SHED). The announcement of a \$75 million private sector investment across from the MTS Centre—a 15 storey hotel, office and retail building anchored by a new public parkade—is only the beginning. The Convention Centre expansion is moving forward and our two world class urban campuses continue to expand. Storefront oriented retail and restaurants, the lifeblood of our downtown, will follow this development as more residents, office workers and visiting crowds hit our sidewalks.

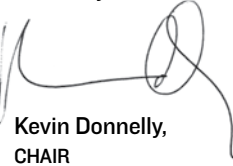
Add to this over \$40 million in tax incentives through the downtown residential development grant program which may lead to 31 new residential projects and over 1,700 units. That's an injection of about \$400 million in downtown housing development in the next two to three years.

We strongly believe that these aggressive public tax increment financing (TIF) tools coupled with proper urban planning, will drive our downtown to that tipping point within the next few years.

In the midst of all this excitement, it's important to take a moment to acknowledge the people behind the projects, programs and vision. We thank our sponsors, partners and the three levels of government who have stepped up to move downtown forward. We also thank our Management Board, committee members, Downtown BIZ staff and volunteers, and especially our BIZ members for their tireless work and passion to make our downtown a better place.

The tools are here, and there is a new sign up downtown which says "open for business." And people and businesses are responding. Together, we are closing in on our shining vision for the heart of our city.

Sincerely,


Kevin Donnelly,
CHAIR


Stefano Grande,
EXECUTIVE DIRECTOR



VISION FOR DOWNTOWN

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.

DOWNTOWN BIZ MANDATE

- 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 TODAY

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.

ABOUT THE DOWNTOWN WINNIPEG 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.

DOWNTOWN ON THE MOVE

- 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 1,351 to 1,784 more units planned.
- More than **2.6 million tourists** visit Winnipeg each year with the majority of overnight visitors staying at one of downtown's 19 hotels.
- Winnipeg hosted **181 meetings** and conventions with over **52,000 delegates** representing **\$49 million** in direct expenditures in 2010.

- 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 Shaw Park (ball park).
- More than **\$1.7 billion** has been invested downtown since 1999.
- Over **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 2013.)

NEW ALL-GREEN GRAFFITI FIGHTING MACHINE TACKLES DOWNTOWN CLEANLINESS



> BIZ Maintenance Co-ordinator Ed Medgyes demonstrates the new graffiti removal machine for the media. Photo by Rose Dominguez

The world's most advanced green cleaning system has landed in downtown Winnipeg to fight graffiti—the first municipality in Canada to adopt the new system. The Downtown BIZ and City of Winnipeg each have a brand new 100% eco-friendly graffiti removal machine.

The Tornado ACS (Advanced Cleaning System), manufactured in Germany, removes graffiti from virtually any surface without the use of water or harsh chemicals.

Staff do not even need to wear special protective clothing.

“This is literally the cleanest and greenest way to remove graffiti,” says Ed Medgyes, Downtown BIZ Maintenance Co-ordinator. “Graffiti is an issue for our business community, but you wouldn’t know it walking downtown. Our goal is to remove graffiti within 24 hours.”

Thanks to the city for sponsoring the Tornado ACS.



KEEPING DOWNTOWN CLEAN A FULL-TIME JOB

The BIZ Metro Enviro-Team works diligently to keep on top of litter problem areas like backlane garbage, bulky waste, and waste receptacles, and submits daily 311 requests for issues the City must deal with. Cigarette litter is a particular focus, as the pesky butts may seem tiny but they add up. Crews installed 15 new permanent cigarette butt receptacles near businesses, while six travelling cigarette butt receptacles continue to be positioned as needed in heavily used areas and at events, helping significantly reduce litter. With funding from the Winnipeg Parking Authority, the team has doubled efforts in the Broadway neighbourhood. The BIZ crews also maintain 115 bus stops in the downtown. The two-person crew cleans, de-odorizes and pressure washes all 58 downtown bus shelters on a perpetual weekly schedule. Twelve of the busiest shelters are cleaned daily, while the remaining shelters are attended to at least twice per week or more frequently depending on the need.



KEEP OUR DOWNTOWN CLEAN BE PART OF THE SOLUTION!

If you see litter, pick it up or call **958-4640**

(Call the same number to order a cigarette butt receptacle, cost shared with the BIZ and Take Pride Winnipeg! at 50%)

NEW LOOK REBRANDS THE BIZ'S CLEANING TEAM



As Metro newspapers swept into downtown this spring, the BIZ's clean team took on a new name and look. Metro joined the BIZ in a three-year partnership to keep downtown cleaner, and the BIZ Metro Enviro-Team was born. Dressed in forest green, the Metro Enviro-Team employs 13 full-time staff, year round—plus a summer weekend crew of four people. During the busy summer months, the crews work in two shifts from 6:30am-7:30pm Monday to Friday, and from 8:30am-4:30pm Saturday and Sunday. The team picks up litter, vacuums sidewalks, waters flowers, pressure washes bus shelters, removes graffiti and posters, and clears snow in the winter.



WITH A LITTLE HELP FROM YOUR FRIENDS

The BIZ Metro Enviro-Team assists at numerous events throughout the year, cleaning event sites before, during and after to keep litter under control. This summer they helped spruce up Settler's Park, located at Portage and Memorial north of the Winnipeg Art Gallery, with new benches, waste receptacles, a bike rack and flower pots filling the site. The crew also helps businesses blast away the winter grit by pressure washing their building facades, sidewalks and windows in the spring.



MILLENNIUM LIBRARY PARK SITE FURNITURE SPONSORSHIP

Stunning park furniture was on display around downtown in a travelling "pod" to vividly paint a picture of how the public can be a tangible part of the renewed Millennium Library Park. The BIZ is collecting donations in order to purchase site furniture to outfit the park when it opens next year.

NEW BANNERS WELCOME PEOPLE DOWNTOWN

Thirty colourful new banners at downtown gateways will soon welcome people to the city centre. Watch for the banners on the Midtown/Donald Bridge, Main Street Bridge, Osborne Bridge and Disraeli. Eighteen Year of the Hare banners were also raised in Chinatown this year to celebrate the Chinese New Year as part of the long-running Chinatown Banner Competition.

EARTH DAY DOWNTOWN CLEAN-UP

About 300 business and community people came out on Earth Day this April to pick up litter downtown. We're hoping for more in 2012—what are you doing next Earth Day?



New tree base planters were added along Graham Mall this summer, to create a more welcoming and green feel for this business district.



THE SMILING FACES OF SUMMER

The BIZ Promo Team added fun and friendliness to the BIZ's summer events and hosted fun activities at kiosks this summer as part of Portage Alive. The four-person team also cares for flowers, monitors cigarette litter pods and generally helps keep downtown looking clean, green and beautiful all summer long.

BIZ BUZZ

WINDOW SHOPPING JUST GOT A LITTLE MORE INTERESTING...

Five businesses will be sporting a new look this winter, as the BIZ unrolls the new Window Display Grant Program. The BIZ teamed up with the design gurus behind the Bay Downtown's stunning window displays to create a different design for each business, based on their goods and services. Seasonal planters will also add a nice touch to these business frontages, with a new look during each part of the year.

LIGHTS ON BROADWAY TAKES A NEW TWIST

Over the past two years the Downtown BIZ and stakeholders have been exploring how to light up Broadway's magnificent elm trees to have maximum wow-factor with minimum impact on the trees. After a lighting demonstration of programmable LED technology did not achieve the impact envisioned, the Lights on Broadway committee decided to take a new direction and create world class lit art sculptures along downtown's most charming promenade. The BIZ will now partner with the Winnipeg Arts Council to engage an artist for the first lit art sculpture.

SUMMERS ARE SWEET ON DOWNTOWN PATIOS

Two more patios popped up at downtown restaurants—Marcello's Market and Green Leaf Café—this summer, thanks to help from the BIZ in navigating the City's approval process. About 30 informal bistro table sets along with flower pots were also set up daily along Portage Avenue and elsewhere to create a welcoming atmosphere, and proved to be a popular addition to the downtown streetscape.

NEW PORTAGE SCULPTURES TO ROLL OUT NEXT SPRING

An exciting new sculpture project for Portage Avenue was underway this year and the artistic creations will roll out next spring. The project is presented by the Winnipeg Arts Council and the BIZ and sponsored by WOW! Hospitality Concepts. The Portage Avenue hanging flower baskets were redesigned this year to complement the colours and textures of the new sculptures. The jumbo flower baskets took on a wintry charm with the annual greenery and lights to celebrate the holidays, including a trial using new lit spheres.

NEW ART FOR A BRIGHTER HIGGINS AND MAIN UNDERPASS

With the blessing of CP, the Downtown BIZ, City of Winnipeg and partners are commencing design work for the Higgins and Main Underpass, engaging a landscape architecture firm and artist to implement new streetscaping, art and lighting.

10 MORE WATCH AMBASSADORS WELCOME EVENING CROWDS

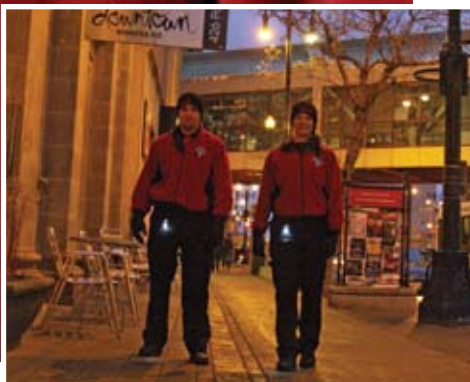


> Watch Ambassador Arman Jassal, now with Provincial Corrections, talks to a passer-by about BIZ programs.

Ten more Downtown Watch ambassadors are patrolling the streets this year in the evenings when crowds are downtown enjoying events. Whether it's a concert, festival, trade show or Jets game, the Watch are out to welcome people downtown and help them feel safer while they are here. The move was based on more visitors coming downtown in the evening—not to mention 4,000 more residents in the past four years—and the fact that our surveys show even

though people feel safer during the day now, they feel less safe at night. In peak seasons the BIZ employs 30 Watch ambassadors, while 200 volunteers increase the presence downtown.

Several Watch staff move on to careers in law enforcement every year. The BIZ also has a customer service team of six volunteers and provides safety and customer service presentations to businesses.



THE WATCH BRIGHTEN UP AT NIGHT TO BE MORE VISIBLE

New this year, the Watch now wear blinking lights in the evening to serve as a beacon of help, and they now hold their twice-daily briefings in public areas such as Air Canada Park instead of at the BIZ office to be more visible in the downtown.



40 CEOs SLEEP OUT AND RAISE OVER \$100,000 FOR HOMELESS WORK PROGRAMS

Forty Winnipeg CEOs and community leaders spent a brisk fall night outside at Portage and Main this September to raise awareness for homelessness. Together they raised \$107,000 to employ homeless people. It was all part of Winnipeg's first CEOs for Downtown Sleepout event in support of the Downtown BIZ's Change for the Better program.

"(Sleeping out gave me) certainly an appreciation for how much opportunity we can extend to the homeless, to those who are underemployed or unemployed. We can do more, we need to do more and this is a great beginning."

Rob Johnston, RBC Regional President

One hundred percent of funds raised support homeless employment programs like Siloam Mission's Mission: Off the Streets Team (MOST).

Rick's life was spiralling downward and he ended up on the streets. Then he was offered the chance to work with Siloam's MOST program. Now, Rick is a proud member of the Downtown BIZ's Metro Enviro-Team. He's going on four years with a steady job.

"It built my self-esteem right up. I don't feel bad being out in the streets anymore. People know what I'm doing. I'm doing something to help myself and help keep the city clean. It's worked out great. Life's generally changing for the better now."

A public awareness campaign was also launched this fall to discourage giving to panhandlers, as you can't be sure whether your money will be used for food and shelter—or drugs and alcohol. The marketing campaign encourages people to look for an alternative and instead donate to social agencies or Change for the Better in order to give real help to the less fortunate.



CHANGE for the BETTER
DONATE TODAY!

Donations are still being accepted as part of the BIZ's year round Change for the Better campaign: visit over 100 participating downtown businesses or www.changeforthebetter.org



HELP US KEEP WATCH ON DOWNTOWN: CALL 958-SAFE

Would you like a SafeWalk to your car or bus stop? Spot a downed traffic light or someone intoxicated? A quick call to the Downtown Watch can give you peace of mind and know that you have helped contribute to a safer community and assisted someone in need. Watch ambassadors provide about 1,000 SafeWalks a year, sponsored by Manitoba Hydro. The BIZ promotes our 958-SAFE (7233) phone number (or #SAFE on your MTS cellphone), sponsored by AAA Alarms, through bus shelter ads, posters and business cards. So please, give us a call... we're here to help.

NETWORK CONNECTS DOWNTOWN SECURITY TEAMS

Now connecting about 300 downtown businesses, the Downtown Security Network (DSN) links business people and 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. Bimonthly meetings allow members to ask questions directly to police and hear about tips in preventing crimes. 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. Security camera footage is provided to police to help them solve crimes. For more information, visit www.dsnwinnipeg.com.



WORKING ON SOLUTIONS TOWARDS A SAFER DOWNTOWN: HOMELESSNESS

Crime downtown continues to decrease, making up less than five per cent of all city crimes based on WPS Crimestats. But working toward safety solutions remains a focus for the Downtown BIZ. Downtown safety issues are multifaceted and are perhaps better described as social issues: panhandling, intoxication and homelessness. This year, the BIZ formed a Panhandling and Homelessness Committee to discuss these issues more in depth, and the committee came up with the CEOs for Downtown Sleepout and a presentation the following day from Tim Richter of the Calgary Homeless Foundation, who is spearheading a plan to end homelessness in Calgary. The BIZ has also been lobbying for housing first policies, programs and plans, and the Bell Hotel conversion into supportive housing is a step in the right direction.

BIZ BUZZ

BIZ OUTREACH WORKERS HELP THE CITY'S LESS FORTUNATE

Vulnerable individuals in Winnipeg's downtown receive help from the BIZ's 10 highly-trained Outreach Patrol. The Outreach move intoxicated people into safer environments and connect people on the street with resources, saving the city's emergency services an estimated \$6 million dollars since the program began four years ago. Over 3,000 emergency calls are now directed to the Outreach each year, freeing up fire, police and paramedic services to deal with higher priority cases. The Outreach Patrol's average response time is 10 minutes or less.

Nearly 15,000 individuals have been helped off the street and connected with social service providers. The Outreach also provides them with socks, mittens, blankets, water and food.

The program is supported by the City of Winnipeg, Province of Manitoba and Winnipeg Regional Health Authority. The BIZ and city are exploring transitioning the Outreach program to the Winnipeg Police Service Cadets in 2012, based on the conditions of continuing the high standard that has been set of immediate service, a comprehensive community approach and communication with the public.



PORTAGE COMES ALIVE THIS SUMMER

A hub of activities and people flowed down Portage Avenue this summer, as the Downtown BIZ and our partners, The Forks North Portage Partnership, Portage Place, Neptune Properties and the Kensington Building rolled out Portage Alive. Buskers, sidewalk sales, bistro table sets and concerts created a buzz on Portage.

The Downtown Watch were also set up at three kiosks along Portage Avenue throughout the day to provide an extra set of eyes and ears, answering questions about SafeWalks, giving directions and promoting downtown events. They also serve coffee as a way to engage the public and raise funds for Change for the Better. Portage Alive kicked off with a Busk Off, where 24 buskers competed to be the public's top choices. With the cold weather, you'll spot the Watch in the downtown skywalks welcoming Jets fans as they go to the game, with buskers entertaining nearby to create a fun atmosphere.

3,400 SHOW NATIONAL PRIDE AT CANADA DAY LIVING FLAG



> Proud to be Canadian. Some of the many people who helped create the "living flag" on Canada Day. Photo by Ron Gilfillan

3,400 people showed their national pride by standing shoulder to shoulder in red and white T-shirts to form Winnipeg's first-ever "living" Canada flag to celebrate Canada Day July 1. Canada's biggest-ever Living Flag was formed in front of the Manitoba Legislature Building, despite light rain. The first 2,000 attendees received a free T-shirt, pins and paper flags were handed out, and buskers entertained the crowds as they waited.

"I have to say, when everyone started singing O Canada together I had a shiver down my spine. It was amazing," says Stefano Grande, Downtown BIZ Executive Director. "I said to myself at that moment, we have GOT to do this again next year!"

The BIZ plans to build on the event next year, adding more entertainment and fun to the day.



SUMMER FUN IN THE SUN DOWNTOWN

The free Out to Lunch summer concert series entertained noon hour crowds every Wednesday this summer, capping off with three street festivals on Edmonton Street. Shows were held mostly at Air Canada Park on Portage Avenue.



RESTAURANT PROMOTION DRIVES TRAFFIC IN APRIL

Office workers and Winnipeggers were invited to do lunch downtown at 23 different restaurants this past April for the Downtown BIZ's new restaurant event, Let's Do Lunch Downtown. Downtown Peggy invited restaurant patrons to enjoy specially priced entrees over the lunch hour and a chance to win a \$500 restaurant tour. Watch for more restaurant events next year, tentatively slated for March and July 2012.

WELCOMING THE JETS AND HOCKEY FANS



The Downtown BIZ helped celebrate the return of the Winnipeg Jets by partnering with businesses to welcome hockey fans downtown. Hockey player cut-outs and 150 signs adorned storefront windows. The Watch distributed 15,000 coupon booklets to Jets fans to encourage them to eat out before and after the big game. The BIZ also partnered with the Winnipeg Free Press on an ad promoting all the events and specials happening during the first home game in October.



HOLIDAY MAGIC FELT DOWNTOWN

Downtown's annual holiday kick-off, the Santa Claus Parade, saw BIZ staff on 10 blocks of the parade route, handing out goodies and spreading cheer. The BIZ also strongly supports the Festival of Trees and Lights, now in its second year downtown at Manitoba Hydro Place.



YOGA IN THE PARK

Downtowners had a chance to relax this summer as Yoga in the Park returned for its second year. The free classes over the lunch hour in Memorial Park regularly attracted over 50 people who enjoyed yoga in a unique downtown setting.



MANY EVENTS ON ONE WEEKEND: IT'S MANYFEST!

An estimated 35,000 people flocked to ManyFest, downtown's biggest street festival, on a hot September weekend. Attendees enjoyed a wide variety of activities and entertainment, including the Taste of Downtown Winnipeg Wine & Cheese Festival, the Giant Movie in the Park (new for 2011), the Winnipeg 10+10+5 Race, the Big Dance on Broadway, Lights on Broadway, the Kids Zone, the Broadway Market, and Ciclovía, which featured fitness classes, bike

shows, a giant garage sale, soap box derby racing, women's roller derby, and much more.

The festival for all ages celebrates community, arts, entertainment and healthy living on the streets of downtown Winnipeg beneath Broadway's lit canopy of elm trees, from Memorial Boulevard to Main Street. Many thanks to our partners and sponsors for making this year's festival possible. Next year's dates are September 7 to 9!



BIZ BUZZ



SWEET DIGS MAKE YOU WANT TO CALL DOWNTOWN HOME

More people living downtown means a stronger downtown, and the BIZ helped promote some of the 800 new units coming onto the market due to a recent government grant program. In May, a Downtown Living Mixer generated a lot of interest in living downtown. It was held on the rooftop of the Tavern United Powerhouse Pub, with six developers in attendance. Two tours for office workers also took place. A downtown living website is now in the works to be the one-stop-shop for searching for an abode in the heart of the city. Visit www.myplacedowntown.com



HUNDREDS CELEBRATE IN CHINATOWN

The streets of Chinatown came alive with lion dances, Chinese kung fu, music, Chinese dance, and a merchant market for the third annual Winnipeg Chinatown Street Festival in August, presented by the Winnipeg Chinese Cultural and Community Centre and the Downtown BIZ. The BIZ provided promotional and staff support to this and several other downtown events, including Downtown Watch ambassadors to assist with security needs and the BIZ Metro Enviro-Team with pre-, during and post-event clean-up.

DOWNTOWN PEGGY'S

HOLIDAY

SCAVENGER HUNT!

Find me shopping Downtown and ENTER TO WIN!

NOV. 25 TO DEC. 11, 2011

Visit WWW.DOWNTOWNPEGGY.COM for more information

BIZ BUZZ

SPOT PEGGY

This festive season, find Downtown Peggy shopping for her holiday gifts in the walkway system and enter to win a fabulous prize package including two Winnipeg Jets tickets! Find out more about Downtown Peggy's Holiday Scavenger Hunt at www.downtownwinnipegbiz.com.



DOWNTOWN WINNIPEG MAGAZINE

Downtown Winnipeg magazine continued to fly off shelves this year, 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 November just in time for the holidays. With 40,000 copies printed, the magazine was distributed through Liquor Mart stores, hotels and throughout downtown.

GET CONNECTED TO ALL THAT'S HAPPENING DOWNTOWN!

Join over 10,000 others who have discovered the fun of receiving a round-up of weekly downtown events in your inbox! The Mingle E-newsletter is a quick hit of all that's going on downtown. Plus, you can follow the BIZ on Twitter and Facebook to get the latest in downtown news and events—not to mention hot sales and contests. Check out our website at www.downtownwinnipegbiz.com for info!

DOWNTOWN PRESENTATIONS

The Downtown BIZ holds tours and presentations for downtown offices and special groups, such as hotel workers, to inform them about all that is going on downtown and the resources available to businesses. Call 958-4640 to book your presentation or tour.

DOWNTOWN'S "IT" GIRL: PEGGY WINS ACCOLADES

"Just keep the info coming you are doing a great job. I would never really go downtown before and now I find myself here more often than before and not just to see a show or hockey game at the MTS Centre."

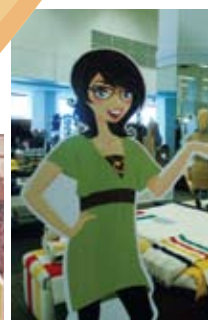
Downtown Peggy follower

Downtown Peggy has gone global. The Downtown BIZ's spunky character was recognized internationally with a Pinnacle Award by the International Downtown Association this fall. Peggy also received a Spirit of Winnipeg Award from the Winnipeg Chamber of Commerce earlier this year.

Downtown Peggy was created by the BIZ marketing team and Guppy Graphic Design.

Since then, Downtown Peggy has become the go-to gal for all things downtown. She blogs, Facebooks and tweets several times a week about shopping, dining and entertainment in downtown Winnipeg. She hit Hot 103's Ace Burpee's list of top 100 most fascinating Manitobans last December (at #96). Peggy has even received marriage proposals!

"Downtown Peggy is the positive face and voice of downtown Winnipeg," says Jennifer Verch, BIZ Communications & Marketing Manager. "Peggy is an active voice in social media communities and is influencing people to go to downtown events, restaurants and shops."



WHERE IN DOWNTOWN IS PEGGY?

That Downtown Peggy sure gets out and about! During one week in June, the BIZ ran the weeklong "Spot Peggy Downtown" promotion, with life-size Peggy cut-outs at five different locations each day. The public was encouraged to find Peggy enjoying downtown shops, entertainment and eateries, then submit where they spotted her to win fabulous prizes. The promotion ran during a widespread marketing campaign of billboards and bus ads, and visits to Peggy's website more than doubled.



NEW PROGRAM REWARDS HIGH STANDARDS OF PARKING DOWNTOWN



> A decal in Portage Place's parkade recognizes the facility's high standards. Photo by Leigh Ens

Parking operators who maintain clean, well-lit, safer and easy-to-navigate parking lots can now apply for the Gold Star Standard. The new program of the Downtown BIZ launched this summer, awarding the parkade below Portage Place, owned by The Forks North Portage and operated by FNP Parking, with signs and decals declaring it to be "cleaner and safer." The City of Winnipeg Millennium Library Parkade and other surface lots were also awarded the same designation.

"This gold standard sets us apart from our competitors and we hope this sets the bar for others to follow," says Darren Downey, General Manager of FNP Parking.

"Clean, safe parking enhances the downtown experience," says Stephanie Voyce, BIZ Project Manager, Image & Transportation. "We want to improve surface parking lots in particular, but our long-term goal is to hold the Province to their commitment to develop parking lots."

The BIZ also hired a summer student to make an inventory of all downtown parking lot maintenance conditions, recording highs and lows and submitting this report card to the parking lot owner and the City as needed to enforce standards. The summer student also recorded pedestrian usage patterns in key areas downtown, as well as mapped streetscape elements.



RIDERS ENJOY FREE DOWNTOWN BUSES

Every year, the Downtown BIZ promotes the Downtown Spirit free shuttle bus—yes, we did say "free"! The fifth annual Spirit Week entertained downtowners with week-long festivities aboard the free bus. With music, decorations and fun on the buses—and the chance to win prizes—the BIZ encourages office workers to give the Spirit a whirl and

see where it can take them. The Free Spirit bus connects key downtown locations such as The Forks, the Bay Downtown, Portage & Main and Broadway. Ridership aboard the Spirit buses during Spirit Week rose 17% from 2010. The BIZ also designed a Spirit bus ad that Winnipeg Transit placed aboard buses on various routes throughout the city.

DOWNTOWN HEARTS CYCLISTS

Thirty-five new bike racks will be added to downtown sidewalks this year, thanks to a partnership with the City of Winnipeg. Several Winnipeg Parking Authority bike pads also increased bike parking options on the streets this summer. Meanwhile, cycling enthusiasts flocked to the third annual Ciclovía event September 11, biking from Assiniboine Park to Broadway and enjoying a myriad of fitness activities, entertainment, markets, kids activities and more, wrapping up ManyFest, downtown's biggest street festival.



BIZ BUZZ



BIZ MAKES NAVIGATING DOWNTOWN'S STREETS EASY

25,000 parking guides were distributed in 2011, with over half going out with Ticketmaster mailings to help make parking easier. Coupons printed in the guides helped connect people to the great reasons why they are coming downtown to park in the first place. The BIZ will also be printing more Downtown Walkway Guides to help people find their way while staying high and dry in the expanded walkway system.

BLUE LOONIES PROVIDE A SWEET BREAK

Wanting to get a break on parking or Transit costs? The BIZ's new Blue Loonie Grant Program provides free blue loonies to groups who encourage people to come downtown, benefiting the city centre. Visit www.downtownwinnipegbiz.com to find out how you can apply for up to 200 free blue loonies—good for \$1 off parking on the street or in many parkades, or full bus fare.

PARKING CHANGES ARE IN THE AIR

With proposed changes for high demand parking areas in the works, the BIZ held several info sessions this summer for businesses to provide feedback to the Winnipeg Parking Authority. Two "Coffee Breaks with the Parking Guy" were also held for downtown businesses to get answers to their burning parking questions.



ADVOCACY & SOLUTION BUILDING

Building a better downtown by being your voice for positive, continuous change.



> BIZ Executive Director Stefano Grande and BIZ Board Members lead a tour for City Councillors. **Photo by Leigh Ens**

An important role of the Downtown 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 BIZ members and the community, which we believe will allow us to reach our vision for a vibrant downtown neighbourhood.

We know initiatives like rapid transit, transit-oriented development, downtown housing incentives, TIFs (tax increment financing) 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.

The BIZ is an organization that advocates for positive change by seeking solutions through partnerships with our stakeholders.



2011 DOWNTOWN BIZ ADVOCACY ACHIEVEMENTS



DOWNTOWN FORUM WITH PROVINCIAL PARTIES

The three major parties discussed their platforms on key downtown issues at a Downtown Forum held by the BIZ and partners in advance of the provincial election. The NDP committed to 50 dedicated police and 25 cadets downtown, as well as to re-develop provincially owned surface parking lots, leading to more reasons for people to live, work and shop downtown.

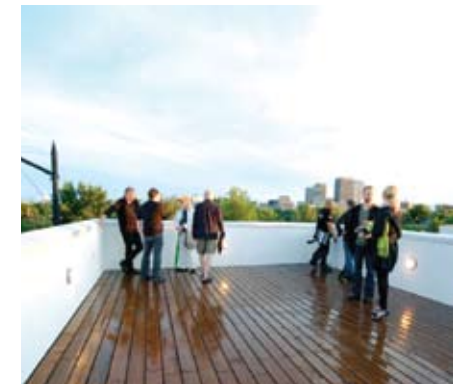


FORUMS ON DOWNTOWN SAFETY, HOUSING AND TRANSPORTATION

This November, the BIZ held three forums highlighting key downtown issues concerning transportation and rapid transit; increasing downtown's residential population via the City of Winnipeg's Downtown Housing Plan; and downtown safety. The forums promoted dialogue and were an opportunity to educate, listen, learn and advocate for our downtown's continued renewal efforts.

DOWNTOWN HOUSING TAKES OFF

After years of advocating, a downtown housing plan was developed with tools that have positioned downtown living to really take off. The new Downtown Residential Development Grant (DRDG) Program, effective January 1, 2010, provided a total of \$20 million of incremental tax grants—\$10 million from both the Province and City. While initially set forth as a three-year program, the development community responded and within 10 months the funding was allotted. The program has since been doubled to \$40 million. Currently CentreVenture has obtained applications for 31 projects totaling over 1,700 new residential units.



CITY COUNCIL TOUR

City Councillors joined the BIZ for a tour of downtown this June, followed by a presentation and discussion about what needs to happen to keep the momentum going downtown.



ADDRESSING HOMELESSNESS

The inaugural Change for the Better CEOs for Downtown Sleepout engaged over 40 CEOs and community leaders who helped raise over \$100,000 to employ those less fortunate on our downtown streets. The morning after the sleepout, the BIZ hosted a presentation from Tim Richter of the Calgary Homeless Foundation, who has committed to ending homelessness in that city. Mr. Richter helped us raise significant public and media awareness regarding how ending homelessness through supportive housing can not only improve the lives of people, but lead to a safer downtown and an improved image. The opening of the Bell Hotel, downtown's first supportive housing project, is a step in the right direction.

GETTING THE WORD OUT

The BIZ draws attention to issues facing downtown through editorials, letters, meetings, presentations to government officials, blogging and media interviews—we provided over 150 of them this year. Several editorials on various topics related to downtown renewal were written in the Winnipeg Free Press, Winnipeg Real Estate News, Lifestyles 55 and Downtown Winnipeg Magazine, keeping the downtown front and centre for the public and decision makers. Downtown BIZ Executive Director Stefano Grande also blogs a couple times a month about critical downtown issues, with each blog averaging about 500 visitors.



TOP 10 AREAS OF ADVOCACY IDENTIFIED AS A PRIORITY BY THE BIZ BOARD:

More police presence / foot patrols

→ Provided significant input to the Winnipeg Police Service's (WPS) enhanced downtown safety strategy which is leading to measurable increased foot patrols in our downtown

WPS Cadets

→ Downtown continues to be a focus and possible transition of Outreach program

Downtown cameras

Housing First, for the homeless

→ The Bell Hotel, downtown's first supportive housing project

TIFs / Tax Development Policy(s) and District Planning, e.g. SHED

→ Master plan for the Sports, Hospitality and Entertainment District (SHED) being spearheaded by CentreVenture, the BIZ and downtown stakeholders will be completed by the end of the year with a focus on creating pedestrian-oriented streets, dense mixed-use developments, and a place making approach to transform this area into a world class destination

Retail strategy for downtown

Encouraging the City to reinvest Winnipeg Parking Authority (WPA) surplus revenue back into the downtown, new parkades

→ City committed to invest in SHED and the City's cultural district using off street parking to stimulate development

Rapid Transit / Transit Oriented Development (TOD) and the Downtown Parking / Transportation Strategy

→ City finalized the Transportation Master Plan, which will see four rapid transit lines coming to and from our downtown, providing sustainable alternatives for people to come downtown

Expansion of the Winnipeg Convention Centre

→ Plans are moving forward to add 250,000 square feet of space and a hotel

Downtown Lighting Strategy

→ Proceeding under the SHED Master Plan

Need a SafeWalk?

Call us **958-SAFE** (7233)
or dial #SAFE from your MTS cellphone

www.downtownwinnipegbiz.com

DOWNTOWN BIZ BY THE NUMBERS



KEY PRIORITIES FOR THE DOWNTOWN BIZ: SAFETY & CLEANLINESS



DOWNTOWN BIZ WEBSITE VISITS

2009	2010	2011
71,612	110,140	123,863

DOWNTOWN PEGGY TWITTER FOLLOWERS

2009	2010	2011
963	1,521	3,490

WATCH STAFF LEVELS (AT PEAK SEASON)

2009	2010	2011
12	18	28

DOWNTOWN SECURITY NETWORK (DSN) MEMBERS

2009	2010	2011
167	219	280

Over 85 volunteers from the downtown community guide the Downtown BIZ's programs.

15 new permanent cigarette butt receptacles installed near downtown businesses.

DOWNTOWN SAFETY - PROPERTY CRIMES (Source: WPS)

2007	2008	2009
5647	4091	4118

The reality is, downtown is the second lowest area of the city with respect to crimes against persons, according to 2009 police stats.

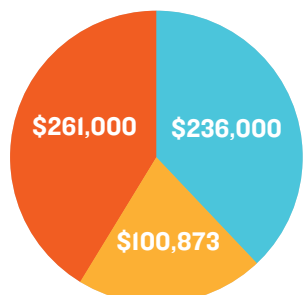
Recent WPS web-based Crimestats show downtown crime has been improving: e.g. only 5% of all crime that occurs in the city occurs downtown.

2011 PARTNERS IN PROGRESS

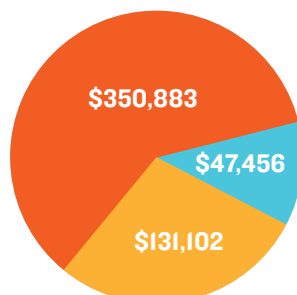
The Downtown BIZ is fortunate to be able to partner with other organizations to leverage cash and in kind support to do more over and above our core funding from downtown businesses. Here are a few examples:

- CASH SPONSORSHIPS
- VALUE IN KIND
- BIZ LEVY

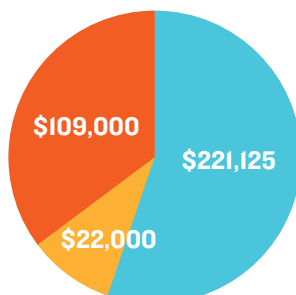
OUTREACH PATROL



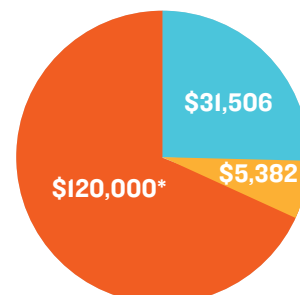
METRO ENVIRO-TEAM



MANYFEST



CEO SLEEPOUT



*Donations for Change for the Better, supporting homeless employment programs

IMAGE & CLEANLINESS

Creating spaces that are beautiful and welcoming to give you a positive downtown experience.

- 17 Metro Enviro-Team members, cleaning downtown weekdays, weekends and evenings
- 102 jumbo hanging flower baskets on display along Portage Avenue
- 4 Promotions Crew members in the summer
- 15 businesses received flower planters
- 30 bistro patio sets provided attractive seating on sidewalks in front of downtown businesses
- 30 new downtown gateway banners
- 300 Earth Day participants

COMMUNITY SAFETY

Offering programs that create a safe downtown for you.

- 200 Watch volunteers, 45 of whom are Aboriginal
- Over 10,000 volunteer hours logged in 2011
- 28 Downtown Watch ambassadors (peak season)
- 4 Customer Service reps
- 10 Outreach Patrol, assisted 14,955 intoxicated people since the program began
- 10 Bike Patrol staff in the summer
- 16 Watch moved on to careers in law enforcement
- Almost 300 Downtown Security Network (DSN) members
- Over 100 Change for the Better donation boxes at businesses
- 10,000 vehicle safety checks for MPI

EVENTS & PROMOTIONS

Providing you with the best events and experiences for a vibrant downtown atmosphere.

- 35,000 people danced, cycled and strolled down Broadway for ManyFest
- 3,400 people showed their national pride at the Canada Day Living Flag
- 23 restaurants participated in Let's Do Lunch Downtown
- Over 200 attended the Downtown Living Mixer
- 60,000 parade lovers at the Santa Claus Parade
- 7,872 raffle tickets sold at the Festival of Trees & Lights

COMMUNICATIONS & MARKETING

Inviting you to enjoy working, living and playing in the unique environment of downtown every day.

- 123,863 visits to the BIZ website annually, up 20% from 2010
- 5,511 average monthly visits to Downtown Peggy's website, double that of 2010
- Almost 2,000 BIZ Facebook fans
- 3,335 Peggy Twitter Followers, up three-fold from 2010
- Over 10,000 Mingle e-newsletter subscribers
- 40,000 Downtown Winnipeg magazines distributed, twice in 2011
- 26 billboards and 40 bus ads promoting Downtown Peggy

DOWNTOWN PEGGY FOLLOWER SURVEY (2011)

Peggy followers say Peggy influenced them:

- 68% go to an event
- 66% go to a restaurant
- 56% go to a downtown shop
- 33.8% said they are more positive about downtown now after following Peggy (56.6% were positive about downtown before)

TRANSPORTATION, PARKING & TRANSIT

Making it easy for you to get around downtown whether by bus, car, bike or on foot.

- 5,000 blue loonies handed out
- 25,000 downtown parking guides distributed
- 350 brochure racks on street parking paystations
- Spirit ridership up 17% over last year



2011 PARTNERSHIPS

The Downtown Winnipeg BIZ levy funds core operations and programs, but strong partnerships allow us to truly make a difference downtown. In 2011, 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.

The Downtown Winnipeg BIZ gratefully acknowledges the following businesses and organizations for partnering with us in 2011:

Diamond (\$50,000 & up)

City of Winnipeg

- Fire Paramedics
- Park Services North Area
- Planning, Property & Development
- Police Service
- Public Works
- Transit

Donations for Change for the Better

Downtown Watch Volunteers

Manitoba Hydro

Manitoba Public Insurance

Province of Manitoba - Winnipeg Regeneration Strategy

Winnipeg Parking Authority

Winnipeg Sun

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

92 CITI FM

Centre for Aboriginal Human Resources

Independent Wine Merchants

Manitoba Liquor Control Commission

Pattison Outdoor Advertising

Portage Place Shopping Centre

Worker's Compensation Board

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

102 Clear FM

AAA Alarms

Calvary Temple

CentreVenture Development Corporation

CTV

Fusion Communications Group

Guppy Graphic Design

Investors Group

Mountain Equipment Co-op

Province of Manitoba - Urban Green Team

The Forks North Portage Partnership

Winnipeg Arts Council

Winnipeg Free Press

Winnipeg Regional Health Authority

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

Ash Management

Audio Works Production Services

Creswin Properties Ltd.

Manitoba Housing Authority

Manitoba Metis Federation

Metro Winnipeg

RBC Blue Water Project

S&J Construction

The Bay Downtown

Vantage Studios

William F. White International

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

Assiniboine Credit Union

Bee-Clean

Best Western Charterhouse Hotel

CBS Outdoor

Cargill Limited

Dental Designs

Diversity Foods

FNP Parking

Friends of Gardens Manitoba

Green Leaf Café

HOT 103

Impark

Johnson Waste Management

Kyle's Septic Services

Lea Marc Inc.

Manitoba Health and Healthy Living

Neptune Properties

Pony Corral Restaurant

RBC

Tim Hortons

WOW! Hospitality Concepts

Zero Din Marketing Solutions

Supporters (\$500 to \$1,999)

Acryl Design

Avenue Building/Rick & Mark Hofer

Brad's Window Cleaning

cityplace Shopping Centre / Redcliff Realty Management Inc.

Dollarwise Quality Cleaners

East India Company Restaurant

Exchange District BIZ

Fido

Fort Garry Hotel

IMAX Theatre

Keep America Beautiful

Kensington Building Ltd.

Kinsmen Club of Winnipeg

Kurt Sawatzky

Lawton Partners

Lifestyles 55 Magazine

M2E

Modern Earth

Neptune Properties

Place Promenade

Radisson Hotel Winnipeg Downtown

Salvation Army Booth Centre

Shannon's Irish Pub

Shelter Canadian Properties Ltd.

Sky Waterfront Condominiums

Special T Company

SRS Signs & Service Inc.

Streetside Development Corporation

Swish Maintenance

Telenium

The FWS Group of Companies

Timbercreek Asset Management

Tripwire Media

West End BIZ

Winnipeg Children's Festival

Winnipeg Chinese Cultural & Community Centre

Winnipeg Goldeyes

WinnipegREALTORS®

Winnipeg Square

Partners (\$100-\$499)

Clayton Winter

Extreme Pita

Fresh Fridge

Globe Cinema

Green Living Show

Inlet Properties

Premier Packaging Services

Soups Sandwiches and More

Starbucks

Stella's Café

Subway

Take Pride Winnipeg!

Twist Cafe

Tourism Winnipeg

Urban Wellness Centre

Winnipeg Roller Derby League

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Craig Strike, Watch Volunteer Coordinator

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Ed Medgyes, Maintenance Coordinator





downtown
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CAN WE GET YOU ANYTHING?

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