
DOWNTOWN ON THE MAP

DOWNTOWN WINNIPEG BIZ

2012 ANNUAL REPORT

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Letter from the Executive Director and Chair

From Portage and Main, and from communities across Canada to our neighbours worldwide – people are beginning to take note of the exciting progress occurring in our city and in our downtown, revitalization efforts championed by the Downtown Winnipeg BIZ and our many downtown partners.

While we all strive to create a more liveable city – one with a better built environment, increased cultural amenities, a thriving economy, improved social well-being and feelings of safety, and sustainability for the many generations to come – we know that it is our undeniable love for Winnipeg and the heart of our city that continues to drive development forward.

That sense of community pride and optimism beats in the heart of Downtown Winnipeg, in every one of the tens of thousands of students, office workers, residents, and tourists who frequent this bustling part of the city daily. From the raw and unabashed enthusiasm of a Winnipeg Jets game, to a purchase made at one of the many local boutiques, or an evening spent out at a hip and busy eatery – some may not have discovered it just yet, but Winnipeggers are undeniably engaged in a mutual love affair with the downtown.

In fact, most Winnipeggers will agree that there is much to be proud of in 2012 in our city's vibrant core. Not only are new tools for

successful downtown renewal in place, the Downtown Winnipeg Business Improvement Zone (BIZ) remains at the forefront of best practice in program areas like safety, cleanliness, image, marketing, events, and transportation – and show no signs of stopping anytime soon.

While our BIZ Metro Enviro-Team continues to create wonderful, welcoming spaces for people to enjoy, through litter and graffiti removal – our Downtown Watch ambassador program continues to grow in size, with people from all walks of life joining the team. They walk the beat daily, and help add a friendly face and greater visibility to downtown Winnipeg. New this year, a partnership with Impark has allowed for greater Watch mobility at all hours of the day, with two sponsored patrol cars.

We continue to host dynamic events like Manyfest, downtown's biggest street party and show Canada once again that Winnipeg is the city with the brightest, most vibrant community of people, arts, entertainment, and active living. Broadway was transformed into a beautifully lit hub of activity, filled with local talent, musicians, artists and buskers. This year's Manyfest attracted record crowds of over 38,000 people.

Downtown Peggy, the BIZ's go-to gal for promoting all the wonderful things downtown continues to grow in online popularity.

And people flock downtown to take in the Marbles on Portage, a whimsical and intriguing public artwork along Portage Avenue – or to visit the newly renovated Millennium Library Park, complete with spaces to talk, to learn and to play.

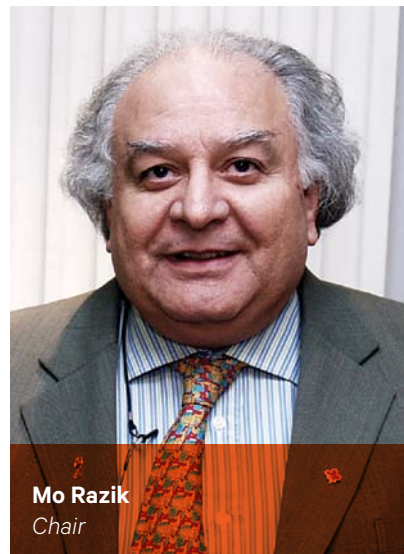
In several instances, BIZ initiatives have even garnered national recognition and praise.

Most notably, our Canada Day Living Flag photo was selected by Canada Post to be part of their Canadian Pride postage stamp series, with 10 million stamps to be issued and circulated in 2013. The photo celebrates the participation of more than 3,000 Winnipeggers who stood shoulder to shoulder, adorned in red and white and other patriotic attire, to form Canada's largest living flag. This stamp is just one of the many indicators that our city is becoming more and more world-class, and emphasizes how much Winnipeggers care about their city.

And when we care about our downtowns, our cities become more prosperous, a viewpoint validated in a groundbreaking Canadian research study *The Value of Investing in Canadian Downtowns*, commissioned by the International Downtown Association (IDA), of which the BIZ is an active member. The study reminds us that healthy downtowns are critical to the lives of all Canadians and key to a sustainable and prosperous future.



Stefano Grande
Executive Director



Mo Razik
Chair

Downtowns are economic engines that create jobs and taxes that can be reinvented and reallocated for further development.

We know what works, we have a plan, we have all of the right tools, and our downtown can become as vibrant as we hope it to be. We need to work together.

“We thank our sponsors, partners and the three levels of government who have stepped up to move downtown forward.”

With our programs, we placed a greater priority on our advocacy efforts in 2012. We worked to keep downtown on the radar, with editorials, media interviews, and linked our blogs with organizations like the Manitoba Institute for Policy Research, providing downtown insight and knowledge. We focused on youth entrepreneurship by hosting a tour of downtown’s business opportunities and a forum with downtown’s many successful young business owners. We launched a new website (www.mylaceisdowntown.com) – a one-stop

shop of information about the newest and hippest of housing options, to encourage people to consider downtown living and the excitement of an urban lifestyle. And a tour of the downtown gave provincial MLAs and members of the Premier’s Cabinet a reenergized view of the inner workings of the city centre and the BIZ – and fostered a discussion about how to truly create a vibrant and sustainable downtown.

The transition of our successful Outreach Program to 10 permanent WPS Cadets means sustained delivery of downtown safety services, related to assisting intoxicated people. The addition of 18 new WPS foot patrols this year – with a commitment of more to come – continues to be an area of advocacy for the BIZ.

A significant advocacy initiative this year was our 2nd annual CEO Sleepout, held in September to create discussion about homelessness.

Over 50 CEOs, media, and community leaders spent the night at Portage & Main, raising over \$119,000 for Change for the Better, supporting homeless employment programs. New this year was Winnipeg’s first Homelessness Awareness Week, coordinated by a coalition of Winnipeg social agency providers. Participants discussed potential solutions to homelessness, informing, discussing, and engaging with Winnipeg business leaders, government, and diverse communities wide and far.

In the midst of all this activity, it is 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.

Downtown revitalization is on a roll but there is still much work to be done. We invite you to get involved, to help advocate for accelerated change and to simply love your downtown. Together, we are closing in on our shining vision for the heart of our city.

Sincerely,

Mo Razik
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 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.



Canadian Museum for Human Rights in downtown Winnipeg, to be completed in 2014



Over 1,700 new housing units to be supported by the Downtown Residential Development Grant (DRDG) Program



emptyful at the Millennium Library Park

Photo Credit:
Valery & Tatyana Dyck



Downtown on the Move



Image and Cleanliness

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

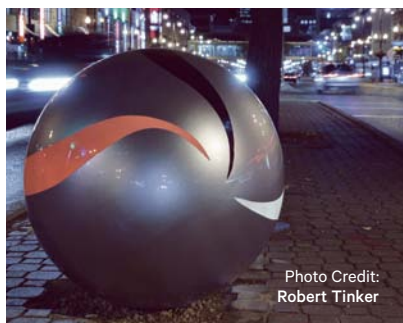
FEATURE: The Urban Canvas

Splashes of color, art, and landscape architecture has animated the urban canvas of downtown Winnipeg, with the recent opening of Millennium Library Park, and three newly added public artworks, Marbles on Portage (by Erica Swendrowski), emptyful (by Bill Pechet), and Sentinel of Truth (by Darren Stebeleksi).

Now a beautiful and inviting urban green space, the Millennium Library Park, designed by Hilderman Thomas Frank Cram and Associates, includes a Learning Commons, Urban Wetland, Millennium Plaza, and Prairie Garden. With plans to offer educational and cultural programming, in addition to recreational and entertainment events, the Millennium Library Park, with support from the BIZ, will positively

shape and re-energize the city centre, playing an important role in providing families, youth, students and kids a place to learn and play. This urban oasis is complete with intriguing and accessible artworks; emptyful, a 10-meter high stainless steel container incorporating lights, water, and fog, and Sentinel of Truth, a wall of withering steel that incorporates inscriptions of text from fiction, poetry, and non-fiction.

Marbles on Portage, a joint collaboration between the Winnipeg Arts Council and the Downtown BIZ, creates a unique and playful atmosphere within Winnipeg's historic downtown. These 20 larger-than-life marble sculptures captivate the imagination of young and old alike, and reveal how familiar everyday items can make life extraordinary.



Clean and Green

Dressed in forest green, the BIZ Metro Enviro-Team work to keep downtown clean and assist at numerous events throughout the year. The dedicated team picks up litter, vacuums sidewalks, water and weed flowers, pressure washes 58 downtown bus shelters, maintains 115 bus stops, removes graffiti and posters, repairs site furniture and clears snow in the winter. Over 400 people joined in their efforts at the annual Earth Day Clean-up, arriving in droves to make our corner of the earth a little bit greener by collecting over 1600 lbs. of litter and garbage.

Flower Power

Downtowners were delighted to see 153 beautifully arranged flower baskets along Portage Avenue, Edmonton Street, Main Street and Graham Avenue, during the summer. The flower baskets enhanced the streetscape and provided a warm welcome for all those visiting the heart of the city – designed this year by Shelmerdine Garden Centre to complement the changing flavour and spirit of our downtown.

Designing Downtown

When businesses keep in mind the importance of well-designed spaces, both patrons and our city win. The BIZ's Window Display Grant Program helped transform Bison Books, Aluminum Sound, and 284 Graham Avenue this year, with a set of distinctive, fresh, and seasonal displays – promoting downtown Winnipeg as an inviting and desirable place to shop and invest.

The BIZ also partnered with CommerceDesignWinnipeg, Storefront Manitoba, and The Winnipeg Chamber of Commerce, celebrating design culture downtown with the founding of Winnipeg's inaugural commercial design competition. With winners to be announced in 2013, the contest celebrates the exceptional quality of interior and exterior designs of businesses – demonstrating to businesses the benefits of design to their bottom line.

Pop-up Patios

Patios popped up all over downtown and sizzled with the help of the BIZ's Patio Program. There's nothing better than sitting on a patio, sipping your favourite beverage, surrounded by friends. You share old memories and have a few laughs. You bask in the sunshine. You linger into the wee hours. This year, the BIZ supported downtown businesses in their efforts to liven up the urban streetscape with patios, assisting them with design and permit applications. In 2012, we worked with: Rudy's Eat and Drink, Juss Jazz, Fame Nightclub, High and Lonesome Club, La Bamba, Booster Juice, and Green Leaf.

Under our Banner

Forty six new colourful banners positioned at downtown gateways now welcome people to the heart of the city. These banners help identify the downtown's boundaries and help foster community pride for our downtown while creating much needed vibrancy along some of Winnipeg's most prominent roads. In addition to these, 21 new street banners

celebrating the energy and vitality of the Year of the Dragon were also raised in Chinatown this year as part of the BIZ's annual Chinatown Banner Competition. In celebration of the WAG's 100th year anniversary, the BIZ helped mount 27 commemorative banners on Memorial Boulevard and Osborne Street. New district banners for Portage Avenue are on the horizon.

Broadway's Bright Lights

Thousands of participants celebrated Broadway this fall in a festive Parade of Lights, lighting up the medians with various applications of lights. People picked up candles, made their bikes glow, and walked/cycled down Broadway while lit-up dancers, musicians, and artists performed along the way. The Parade of Lights is just a taste of a larger strategy to permanently light up Broadway. In the coming year, a national competition for a permanent light-based sculpture for one of Broadway's medians will be launched, in partnership with the Winnipeg Arts Council. This sculpture will be the first of many in what is envisioned as an array of unique, artist-designed sculptures that will liven the Broadway medians for years to come.

Da-dada-da! Metro Enviro-Man!

This fall, the BIZ put a new face to the efforts to keep downtown clean! Metro Enviro Man now appears on advertising around the downtown and online on the BIZ's Facebook page, sharing 101 reasons not to litter with the community and encouraging people to pledge not to litter for a chance to win prizes! We look forward to seeing more of him in 2013.

Community Safety

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



FEATURE: Downtown BIZ Now Mobile

After a night out downtown at a sold-out Jets game or restaurant, Winnipeggers will be happy to see Watch ambassadors zooming around the downtown in two new sponsored vehicles, as part of a partnership between Impark and the BIZ. This mobile fleet focuses on providing greater public visibility for our 23-32 Downtown Watch ambassadors who provide SafeWalks, public information,

and help reduce property and car vandalism. As more and more visitors come downtown in the evenings, the BIZ continues to demonstrate the business community's leadership in improving downtown safety, and their commitment to providing a safe, positive experience for those frequenting the city centre.

Watch for Us Downtown

The Downtown Watch continues to be a strong presence in downtown Winnipeg. These 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. This year, over 250 volunteers helped support and strengthen the program.

Cadets Walk the Beat

The torch has been passed this year, as the BIZ Outreach Program officially transitioned its role to the Winnipeg Police Service Cadets Program. Aiding with the social issues visible downtown, 10 Outreach Patrol assisted intoxicated people, moved them to safer environments and connected them with social service providers, with average response times of 10 minutes or less. Since 2006, more than 12,000 indigent individuals have been helped off the street or supplied with socks, mittens, blankets, water and food; while freeing up important city emergency services – saving an estimated \$6 million. We are pleased that the WPS has committed to creating a safer downtown and in curbing negative safety perceptions with dedicated downtown Cadets and foot patrols.

Downtown Security Network

Now 325 members strong, the Downtown Security Network (DSN) is a Downtown BIZ-led, Winnipeg Police Service-endorsed safety initiative. The DSN allows members to share resources and communicate immediately about safety issues so that each member can take extra precautions to protect their customers, employees and property when crimes occur, as well as keep an eye out for suspects. DSN membership is free for BIZ and Crown Corporation members, with a small annual fee for others. Anyone downtown with a vested interest in public safety can become a member, including small business and property owners, building and residential property managers, and security personnel.



958-SAFE

This year, Downtown Watch ambassadors provide 1,000 SafeWalks for added reassurance for downtown workers, visitors and residents. When working late or leaving an event in the dark, some people find it intimidating to walk to their car or bus stop alone. The Downtown Watch are out on downtown's streets to assist you, and welcome any calls for SafeWalks. For a SafeWalk, call the Downtown Watch at 958-SAFE (7233) from 7:30am to 11:30pm.

A Better Way to Give

Panhandling: Where will your money go? A hot meal? Warm clothes? Shelter? Drugs? Alcohol? Cigarettes? Stop guessing. When you know the right way to help those living on the streets, you're contributing to positive, lasting change. The BIZ's Change for the Better program encourages Winnipeggers to refrain from giving spare change to panhandlers, but instead to give to programs that provide skills, training and employment.

This year, three deserving organizations – Graffiti Art Programming Inc., Red Road Lodge, and Siloam Mission's Mission: Off the Streets Team (MOST) received a combined \$94,000 – funds that were raised at the BIZ's CEO Sleepout in 2011. These partnerships have allowed people who are homeless to re-enter the workforce and supports their growth in the areas of financial capacity and stability, health, social and emotional well-being, education, and personal spirituality. Since 1992, over \$354,000 has been raised for Change for the Better, with 100% of all donations going to support homeless employment programs.



Portage Avenue Comes Alive

Street festivals, sidewalk sales, patio furniture and buskers ... the efforts of the BIZ's Portage Avenue Alive initiative have definitely not gone unnoticed! This past summer, Portage Avenue witnessed enhanced cleaning and safety, in addition to events like the Edmonton Street Festival. Since the program's inception, Portage Avenue has seen 10 foot patrols added to the downtown, which have helped improve perceptions of safety. Our goal is to continue to work with BIZ members and focus on creating a welcoming environment from Main to Spence Streets.



Events and Promotions

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



FEATURE: Movies Light Up Memorial

Downtown Winnipeg got a blast from the past, as Memorial Park became an outdoor movie theatre, getting people singing with musicals from the 30s, 70s and 80s like the Wizard of Oz and Grease! Families, kids, students, and people from all walks of life joined in on the fun,

watching movies until 11pm each night. With more people living and coming downtown, movies, music and entertainment help create that vibrancy we desire. Each screening was complemented by a pre-movie activity, including a vintage car show, up-do contest, and line dancing.



Hon. Kevin Chief, Minister of Children and Youth Opportunities, and his square dance troupe dancing on Broadway



Living Flag Becomes Canadian Stamp

Winnipeg's community pride will be forever enshrined in the hearts and minds of Canadians, as the BIZ's Canada Day Living Flag photo was selected by Canada Post as part of their Canadian Pride stamp series, to be issued January 14, 2013. The chosen photo showcases the participation of more than 3,000 Winnipeggers who stood shoulder to shoulder, adorned in red and white t-shirts and other patriotic attire, to form Canada's largest living flag.

Downtown's Biggest Street Party

More than 38,000 people took over the streets by jiving, walking, cycling and shimmying their way down Broadway for downtown's biggest street party, ManyFest. ManyFest celebrates community, arts, entertainment, and healthy living on the streets of downtown Winnipeg, beneath Broadway's beautiful elm trees. From Osborne Street to Donald Street, this three-day outdoor festival featured a Giant Movie in the Park, Lights on Broadway Parade of Lights, Taste of Downtown Wine & Cheese Festival, Big Dance on Broadway, Farmers' and Artisans' Markets, Ciclovía, MiniFest Kids' Zone, Zumbathon and the Winnipeg 10 + 10 + 5 Race – and a multicultural backdrop of local talent, musicians, artists, and buskers. ManyFest is just another opportunity for Winnipeggers to celebrate and be proud of our city and what it has to offer.

Many Events

2012 proved that there's no shortage of festivals and fun in downtown Winnipeg. From our Out to Lunch summer concert series, Portage Avenue Busk-off, Yoga and Zumba in the Park, Let's Do Lunch restaurant promotion, and our Edmonton Street Festival – the city centre was a hub of activity this summer, that saw numerous activities fill the streets. And with thousands of people coming downtown daily, we're putting our best foot forward, making our downtown fun, vibrant and a hip place to enjoy and visit.



Photo Credit:
Dan Harper

Communications and Marketing

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

FEATURE: Downtown Living Options Emerge

Imagine if your commute to work/play was only five minutes. What would you do with your morning? Downtown residents, office workers and visitors now have an abundant resource at their fingertips, as the official Downtown Living website (www.mylaceisdowntown.com) was launched this year. Conceptualized and developed by the Downtown BIZ, CentreVenture and the Exchange BIZ, this website is a one-stop-shop of information about the newest and hippest of housing options.

"It's all about awareness – there are so many great things happening downtown, it's just a matter of letting people know," said Joseph Ranseth, downtown resident. He adds: "The downtown I live in now is much different from the downtown than I remember 15

years ago. The more awareness we raise about all the great new places to live, things to do and how convenient it is to live just blocks away from work and play, the more people will see that living downtown is not only a viable option but an incredibly appealing one. Besides, I'm looking for more friendly neighbours!"

To help showcase the plethora of downtown properties listed on this new website, the BIZ and RBC have been hosting Work/Live Downtown Housing Tours all summer and will run more in 2013 in order to encourage downtown workers to consider options just around the corner.



Downtown Peggy, our Go-to Gal

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. She's won several awards, including a Tourism Winnipeg Award this year, and featured as a guest speaker at many conferences. 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.



Downtown Winnipeg Magazine 2.0

The Downtown Winnipeg Magazine refreshed its look and feel with a unique partnership with Sandbox Magazine, a Winnipeg-based publication that announced the end of its 2-year run earlier this year. The collaboration saw Sandbox taking over the fashion department of our spring/summer issue. Launched in 2010, Downtown Winnipeg Magazine is an eye on all things downtown. Look for stories and features on downtown shops, restaurants, issues, entertainment and events. The magazine, with 40,000 copies printed and distributed bi-annually, is available at Winnipeg MLCC Liquor Marts across the city, as well as in stores, restaurants, hotels and entertainment venues and in the downtown walkway system.



Up, Close, and Personal

What better way to reach tech-savvy downtowners than through social media? The BIZ's Facebook page has over 2,300 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.

The BIZ's website continues to grow – this year receiving 11% 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 – redesigned in 2010 to be more user-friendly – sends downtown events and news weekly to over 10,000 subscribers.

Transportation, Parking and Transit

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



FEATURE: Cyclists Put Pedal to the Metal

To continue our efforts to provide increased cycling amenities downtown for Winnipeg's growing cycling community, the Downtown BIZ and Exchange District BIZ installed 50 new and elegant bicycle racks this year. Purchased thanks to the City of Winnipeg's Active Transportation funding, these bicycle racks have a strong, yet artful cast aluminum flat ribbon frame and can hold two bicycles each – providing those biking to, from and around the downtown a much easier, more enjoyable, and safe experience.

This year, cyclists came downtown to participate in the BIZ's search for Winnipeg's Fastest Cyclist, in anticipation of Ciclovía, an eco-friendly, healthy-lifestyle festival and active transportation initiative

that saw car-free streets from Assiniboine Park to the Forks, with the north side of Broadway closed from Osborne to Main Street for festival activities. In its fourth year, Ciclovía encouraged cyclists, runners, pedestrians and more to make their way over to Broadway to enjoy activities like: bike polo, bike tune-ups, a farmers' and artisans' market, live music, downtown garage sale, live art, yoga and zumba, a soap box derby, and more! Cyclists also decorated their bikes with lights and joined group rides from various Winnipeg neighbourhoods, taking part in our inaugural Parade of Lights on Broadway.

Free Spirit

Downtown Spirit Bus riders were in for a treat this year during the sixth annual Spirit Week. Riders were entertained during the week-long event with local entertainment, free goodies, and prizes. One lucky winner won a Spend a Day Downtown giveaway that was approximately \$1,000. The BIZ encourages business folks and the public to take advantage of the free Spirit Bus as it takes them all throughout downtown Winnipeg. From restaurants to retail shops, the Spirit Bus stops at some of Downtown Winnipeg hotspots such as The Bay, Portage Place, The Forks and Broadway.

Looney for Blue Loonies

A number of downtown organizations have taken advantage of the Blue Loonie Grant Program. The program encourages and assists people travelling to the heart of the city and benefits downtown Winnipeg during their visit. The Grant allows groups to be awarded up to 200 Blue Loonies that can be used for various types of transportation such as a full bus fare, \$1 off street parking and parkades, and other great benefits.

32,000 Parking Spots to Choose From

The increase to on-street parking costs in high demand areas has been received favourably by many of our BIZ members – business owners who want their customers to find convenient parking near their businesses without having to circle the block a dozen times. Issues of car congestion around the MTS Centre during events and concerts were flagged as an issue over 6 years ago, and consensus was formed, that parking rates and times need to evolve to keep up with the growing demand.

Advocacy and Solution Building

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

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 that 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.



FEATURE: \$119,000 Raised for Homeless Employment Programs

Over 54 Winnipeg CEOs and community leaders spent one night at Portage & Main to raise awareness about homelessness and poverty issues in our city – and together, they helped raised \$119,000 to employ our city's homeless.

"This is just the start of real change happening in our city," said Marilyn McLaren, President and CEO of Manitoba Public Insurance, a participant who helped fundraise over \$18,000 to support the cause. "People from all walks of life need to work together to help address homelessness and create solutions."

It was all part of Winnipeg's 2nd annual CEO Sleepout, an event that supports Change for the Better, a program that helps people who are homeless get off the street into permanent paid employment and a healthier environment. CEOs and the business community also had the opportunity to get engaged and informed on homelessness issues during Winnipeg's first Homelessness Awareness Week, coordinated by a broad-based coalition of social agency providers and supported by the BIZ (www.endhomelessnesswpg.com).

Moving Downtown Forward

An interactive tour and dialogue of our downtown gave provincial MLAs a reenergized view of the inner workings of the city centre and the BIZ. During this tour, the BIZ had an opportunity to engage and get input from MLAs and Ministers about their vision for our downtown and the needs of their neighbourhood stakeholders. Their constituents come downtown to work, play, be entertained, shop – and the health of a city is judged by its downtown and the dynamics of its people. Understanding the needs of our downtown and implementing services and initiatives is more critical today than ever before.

Getting the Word Out

The BIZ worked to keep downtown front and centre for the public and decision-makers this year. Through over 300 editorials, letters, meetings, presentations to government officials, blogging and media interviews, we draw attention to issues facing downtown. Key topics included downtown renewal, written in the Winnipeg Free Press, Winnipeg Real Estate News, Lifestyles 55 and Downtown Winnipeg Magazine. Downtown BIZ Executive Director Stefano Grande also blogs every week about critical downtown issues, with each blog averaging about 500 visitors.

The Young and the Ambitious

Over 150 young people are now equipped with essential tools needed to open up a business downtown, having learned valuable information at the BIZ's 'Young Entrepreneurs Take Downtown' event, presented by Royal Bank of Canada. Fostering an entrepreneurial spirit in our youth is part of a larger vision of the BIZ in wanting to connect young people and our downtown together – the BIZ wants to see more young people opening businesses downtown.

Youth participants attended workshops organized by groups like the Aboriginal Chamber of Commerce, Canadian Youth Business Foundation, Women's Enterprise Centre, Winnipeg Chamber of Commerce, Business Development Bank of Canada and Canada/Manitoba Business Service Centre. Participants also took a tour of downtown's business opportunities and attended a forum where young business owners shared their success stories and offered advice.

The BIZ also showed its commitment to young entrepreneurs by establishing the Downtown BIZ Kevin Donnelly Bursary in Business and Economics at the University of Winnipeg. The bursary recognizes the importance of young entrepreneurs and their contribution to the economic vitality, growth and revitalization of our downtown.

Downtowns Key to City Prosperity, Study Confirms

While many people already believe that downtowns are essential for a sustainable and vibrant city, this viewpoint is now validated in groundbreaking Canadian research study *The Value of Investing in Canadian Downtowns*, commissioned by the International Downtown Association (IDA), of which the BIZ is an active member. This innovative collaboration examined 10 Canadian cities, including Winnipeg, to assess changes in attitudes, perceptions, functionality and performance of our Canadian downtowns over time.

For downtowns to thrive, as indicated in the study, there needs to be partnerships between different levels of governments and the private sector, whether it is in making key strategic investments or in tackling the challenge of urban poverty and homelessness.

Healthy downtowns are critical to the lives of all Canadians and key to a sustainable and prosperous future. They are economic engines that create jobs and taxes that can be reinvented and reallocated for further development. Research like *The Value of Investing in Canadian Downtowns* help remind us of this and urge us to move forward.

Areas of Advocacy Identified as Priorities by the BIZ Board:

- More police presence / foot patrols
- WPS Cadets
- Downtown cameras
- Housing First, for the homeless
- TIFs / tax development policy(s) and district planning, e.g. SHED
- Retail strategy for downtown
- More downtown housing
- Rapid Transit / Transit Oriented Development (TOD) and the Downtown Parking / Transportation Strategy
- Expansion of the Winnipeg Convention Centre
- Portage Avenue Lighting Strategy
- Eliminate surface parking lots



Downtown BIZ by the Numbers

Image and Cleanliness

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

- 12 full-time and 2 part-time Metro Enviro-Team members, cleaning downtown weekdays, weekends and evenings
- 153 flower baskets
- 4 Streetscape Crew members in the summer, caring for site furniture and vegetation
- 15 businesses received flower planters
- 39 bistro sets provided attractive seating on sidewalks in front of downtown businesses
- 46 new downtown gateway banners
- 40 pieces of site furniture sponsored for Millennium Library Park
- 400 Earth Day Clean-up participants and 1600 lbs. of litter collected
- 10 new cigarette butt receptacles
- 12 art & architecture tours

Community Safety

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

- 250 Watch volunteers, 45 of whom are Aboriginal
- Over 14,000 volunteer hours logged in 2012
- 33 Downtown Watch ambassadors (peak season)
- 6 Customer Service reps
- 10 Bike Patrol staff in the summer
- 18 Watch moved on to careers in law enforcement
- 325 Downtown Security Network (DSN) members
- Over 100 Change for the Better donation boxes at businesses
- Over 20,000 Change for the Better brochures distributed

Events and Promotions

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

- Over 38,000 people danced, cycled and strolled down Broadway for ManyFest

- 3,400 people showed their national pride at the Canada Day Living Flag, with its promo video totaling 57,533 views on YouTube
- 23 restaurants participated in Let's Do Lunch Downtown
- Over 200 attended the Downtown Living Mixer
- 60,000 parade lovers at the Santa Clause Parade
- 7,872 raffle tickets sold at the Festival of Trees & Lights
- 2,300 moviegoers attended first ever Movies on Memorial

Communications and Marketing

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

- 138,088 visits to the BIZ website annually, up 11% from 2011
- Over 5,000 visits to Downtown Peggy's website during peak months
- 2,347 BIZ Facebook fans and growing
- 5,001 Peggy Twitter Followers, up 43% from 2011
- Over 10,000 Mingle e-newsletter subscribers
- 40,000 Downtown Winnipeg magazines distributed, twice in 2012
- 25 billboards and 20 bus ads promoting Downtown Peggy

Transportation, Parking and Transit

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

- 30 new bike racks on downtown sidewalks, 19 new bike racks at Millennium Library Park
- 31 square blocks downtown surveyed for pedestrian patterns
- 3,000 blue loonies handed out to help people travel downtown
- 94 surface parking lots & 6 parkades surveyed to address safety, maintenance and cleanliness
- 25,000 downtown parking guides distributed
- 7,500 weather protected walkway guides distributed
- 8,222 Downtown Spirit riders

Downtown BIZ Website Visits

2009	2010	2011	2012	▲ Up 11% From 2011
71,612	110,140	123,863	138,088	

Downtown Peggy Twitter Followers

2009	2010	2011	2012	▲ Up 43% from 2011
963	1,521	3,490	5001	

Watch Staff Levels (at peak season)

2009	2010	2011	2012	▲ Up 18% from 2011
12	18	28	33	

DSN Members

2009	2010	2011	2012	▲ Up 16% from 2011
167	219	280	325	

Downtown Crime Stats (Source: CrimeStat)

2009	2010	2011
637	579	533

Recent WPS web-based crime stats show downtown crime has been decreasing.

The reality is, downtown is the second lowest area of the city with respect to overall crimes, according to 2011 police stats.



The Downtown Winnipeg Business Improvement Zone

2011 Audited Financials

Audited by Scarrow & Donald LLP
Chartered Accountants



Statement of Financial Position

Year ended December 31

	2011	2010
Assets		
Current assets:		
Cash	\$ 445,169	\$ 466,035
Accounts receivable	227,584	196,257
Prepaid expenses	8,379	2,347
	681,132	664,639
Capital assets	124,994	166,991
	\$ 806,126	\$ 831,630
Liabilities and Net Assets		
Current liabilities:		
Accounts payable	\$ 275,115	\$ 300,743
Current portion of City of Winnipeg annual rental value adjustment	45,937	109,429
Current portion of obligation under capital lease	70,673	35,760
	391,725	445,932
Obligation under capital lease	11,620	66,172
Deferred revenue	17,605	6,941
Net assets:		
Unrestricted	-	-
Internally restricted	351,435	247,526
Invested in capital assets	33,741	65,059
	385,176	312,585
	\$ 806,126	\$ 831,630

Statement of Operations

Year ended December 31

	2011	2010
Revenues:		
Business Improvement Zone levy	\$ 1,724,934	\$ 1,429,564
Interest income	4,329	5,660
Contributions	1,486,227	1,290,351
	3,215,490	2,725,575
Expenses:		
Programs and administration	3,080,694	2,687,567
Amortization	62,205	64,215
	3,142,899	2,751,782
Difference between revenues and expenses	\$ 72,591	\$ (26,207)

Statement of Changes in Net Assets

Year ended December 31

	Unrestricted	Internally Restricted	Net assets invested in Capital assets	2011 Total	2010 Total
Net assets:					
Balance, beginning of year	\$ -	\$ 247,526	\$ 65,059	\$ 312,585	\$ 338,792
Investment in capital assets	(2,213)	-	2,213	-	-
Change in capital lease	(37,634)	-	37,634	-	-
Contributions	10,000	-	(10,000)	-	-
Internally restricted	(103,909)	103,909	-	-	-
Difference between revenues and expenses	133,756	-	(61,165)	72,591	(26,207)
Balance, end of year	\$ -	\$ 351,435	\$33,741	\$ 385,176	\$ 312,585

Statement of Cash Flow

Year ended December 31

	2011	2010
Cash flow from:		
Operating activities		
Cash receipts from BIZ levy	\$ 1,661,441	\$ 1,409,517
Cash contributions received	1,469,893	1,183,908
Cash paid to suppliers and employees	(3,112,353)	(2,575,921)
	18,981	17,504
Investing activities		
Changes to capital assets	(39,847)	(42,127)
Change in cash	(20,866)	(24,623)
Cash, beginning of year	466,035	490,658
Cash, end of year	\$ 445,169	\$ 466,035



2012 Partners in Progress

The Downtown Winnipeg BIZ levy funds core operations and programs, but strong partnerships allow us to truly make a difference downtown. In 2012, 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 2012:

Diamond (\$50,000 & up)

City of Winnipeg

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

Donations for Change for the Better

Downtown Watch Volunteers

Manitoba Hydro

Pattison Outdoor Advertising

Province of Manitoba

Winnipeg Parking Authority

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

Centre for Aboriginal Human Resources Development Inc.

Impark

Independent Wine Merchants

Investors Group

Manitoba Liquor Control Commission

Manitoba Lotteries Corporation

Manitoba Public Insurance

Metro Winnipeg

Portage Place Shopping Centre

Virgin 103.1 Radio

Worker's Compensation Board

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

102 Clear FM

92 CITI FM

AAA Alarms

Calvary Temple

CTV

Energy 106

Government of Canada

Mountain Equipment Co-op

Travel Manitoba

Winnipeg Arts Council

Winnipeg Sun

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

Ash Management

Creswin Properties Inc.

Great West Life

RBC Foundation

Sunrex Management Limited

The Forks North Portage Partnership

Tim Hortons Advertising & Promotion Fund Inc.

William F. Whyte

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

Air Canada

Bee-Clean

Canada Post

CentreVenture Development Corporation

DreamWorks How To Train Your Dragon Live Spectacular

Economic Development Winnipeg Inc.

Guppy Graphic Design

IMAX Theatre Winnipeg

Impact Security

Kyle's Septic Tank Services

Modern Earth

Neptune Properties Ltd.

Place Promenade & Fred Douglas

RE/MAX Professionals

Royal Bank of Canada

Rudy's Eat & Drink

Shelmerdine Garden Center Ltd.

Special T Shirt Company

Take Pride Winnipeg!

Tripwire Media Group Inc.

Zero Din Marketing Solutions

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

4Play Sports Bar & Grill

Assiniboine Credit Union

Best Western Charter House

Boston Pizza

Café 22

Dan Harper Photography

Diversity Food Services Inc.

Dollarwise Quality Cleaners

East India Company Pub & Eatery

Esdale Printing Co. Ltd.

Fraser Auld

FWS Group

Asper Foundation

Garbonzo's Pizza Pub

Grant Nazarko

Hermanos Restaurant

Kinsmen Club of Winnipeg

Lawton Partners

Lea Marc Inc.

Lobby on York

Manitoba Housing Authority

Shannon's Irish Pub

SRS Signs & Service Inc.

Swish Maintenance

Telenium Inc.

The Current

The Keg

The Palm Restaurant

The Pony Corral Restaurant

The Rib Room

The Sign Source

Vantage Studios Inc.

Partners (\$100 to \$499)

Arkadash Bistro & Lounge

Cake-ology

Fenton's Gourmet Foods

Globe Cinema

Hy's Steakhouse

Juss Jazz

Leif Norman

McDonald's

Moxie's Classic Grill

Salvation Army

Starbucks

Subway

Swish Model Management

The Bay Downtown

The Ground Floor

Twist Café

Winnipeg Roller Derby League

Yoga Public

2012 Downtown BIZ Management Board, Committees and Staff

Management Board



Mo Razik
Chair
Fenton's Wine Merchants



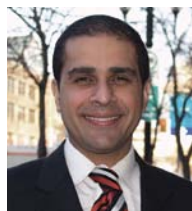
Dave Stone
Vice Chair
Portage Place
Shopping Centre



Ken Berg
Secretary (To August 2012)
Mountain Equipment Co-op



Terence Tsoi
Treasurer
Royal Bank, Chinatown



Sachit Mehra
Member at Large
East India Company
Pub & Eatery



Angie Pfeifer
Member at Large
Investors Group



Calvin Polet
Past Vice-Chair
Neptune Management Ltd.



Jenny Gerbasi
City of Winnipeg Rep.
Councillor's Office



Darren Downey
FNPP Parking



Desiree Blackmore
(To June 2012)
The Bay Downtown



Eileen Kirton
People First HR



Ivan Holloway
Darcy and Deacon



Steven Paulus
*Avison Young Commercial
Real Estate*



Barbara Nepinak
FNPDC Foundation



Cindy Bale
*Weppler Chartered
Accountants*



Paul Surette
Place Louis Riel All Suite Hotel



Ari Driver
Perfume Paradise

Committee and Staff Members

Image and Cleanliness Committee

Dave Stone
Chair

Portage Place Shopping Centre

Eileen Kirton
Vice Chair

People First HR

Ed Cuddy
Millennium Library

Doug Peever
City of Winnipeg-PP&D

Frances Cholakis
Fairmont Real Estate

Heather Cram
Hilderman Thomas Frank Cram and Associates

Janice Shott
Weddings with Janice

Helen Delacretaz
Winnipeg Art Gallery

Tricia Wasney
Winnipeg Arts Council

James Houldsworth
City of Winnipeg-Public Works

Tom Ethans
Take Pride Winnipeg!

Stacy Dyck
Number TEN Architectural Group

Heather Anderson
Number TEN Architectural Group

Leona Herzog
Manitoba Hydro

Rev. Donald McKenzie
Holy Trinity Anglican Church

Transportation, Parking and Transit Committee

Ken Berg
Chair

Mountain Equipment Co-op

Darren Downey
Vice Chair
FNP Parking

Calvin Polet
Neptune Management Ltd.

Anders Swanson
One Green City

Colin Stewart
Winnipeg Parking Authority

Gisele Champagne
Champagne Law Office

Heather Power
Contact Lens Services

Jessie Klassen
Green Action Centre

Jonathan Borland
Winnipeg Transit

Paul Webster
The Forks North Portage Partnership

Rennie Zegalski
CB Richard Ellis Chartier and Associates

Bert Treller
Imperial Parking Canada

Scott Malabar
Harlequin Costume

Lori Garet
City of Winnipeg-Public Works

Susanne Dewey-Povoledo
City of Winnipeg-PP&D

Ian Marcil
Colliers Pratt McGarry

David Patman
MMM Group

Jairo Viafara
Transport Institute

Communications/Marketing and Events/Promotions Committee

Desiree Blackmore
Chair
The Bay Downtown

Sachit Mehra
Vice Chair
East India Company Pub & Eatery

Ari Driver
Perfume Paradise

Clare MacKay / Chelsea Thomson
The Forks North Portage Partnership

Rick Walker
Millennium Library

Rennie Zegalski
CB Richard Ellis Chartier and Associates

Trisha Hogue
Portage Place Shopping Centre

Chuck Davidson / Christine Ens
Winnipeg Chamber of Commerce

John Zajic
TellPay Inc.

Loretta Martin
CentreVenture

Tracey Lachaine
Redcliff Realty Management

Cody Chomiak
Tourism Winnipeg

Henry Traa
Winnipeg Convention Centre

Finance Committee

Terence Tsoi
Chair
Royal Bank, Chinatown

Cindy Bale
Vice Chair
Wepler Chartered Accountants

Steven Paulus
Avison Young Commercial Real Estate

Doug Tesch
Marlborough Hotel

Portage Avenue Alive

Dave Stone
Chair
Portage Place Shopping Centre

Angie Pfeifer
Vice Chair
Investors Group

DSN

Calvin Polet
Chair
Neptune Management Ltd.

Darren Downey
Vice Chair
FNP Parking

Panhandling and Homelessness Committee

Ivan Holloway
Chair
Darcy and Deacon

Barbara Nepinak
Vice Chair
FNPDC Foundation

Mo Razik
Fenton's Wine Merchants

Ari Driver
Perfume Paradise

Paul Surrette
Place Louis Riel All Suite Hotel

Terence Tsoi
Royal Bank, Chinatown

Leanne Peters
Siloam Mission

Mike Duerksen
Siloam Mission

Jino Distasio
University of Winnipeg Institute of Urban Studies

Nominating Committee

Angie Pfeifer
Chair
Investors Group

Eileen Kirton
Vice Chair
People First HR

Mo Razik
Fenton's Wine Merchants

Calvin Polet
Neptune Management Ltd.

BIZ Awards Committee

Mo Razik
Chair
Fenton's Wine Merchants

Steven Paulus
Avison Young Commercial Real Estate

Ari Driver
Perfume Paradise

Paul Surette
Place Louis Riel All Suite Hotel

ManyFest Planning Committee

Mo Razik
Fenton's Wine Merchants

Anders Swanson
One Green City

Dominic Lloyd
Winnipeg Arts Council

Ken Berg
Mountain Equipment Co-op

Dave Stone
Portage Place Shopping Centre

Rachel Mundy
Winnipeg 10 & 10 + 5 Race

Rob Kristjansson
City of Winnipeg

Sachit Mehra
East India Company Pub & Eatery

Kathy Turner
Winnipeg 10 & 10 + 5 Race

Kevin Walters
Manitoba Homecoming

Ciclovia Planning Committee

Jessie Klassen
Green Action Centre

Kevin Nixon
City of Winnipeg

Amy Tibbs
Winnipeg Regional Health Authority

Christine Hayward
Winnipeg Regional Health Authority

Dave Elmore
Green Action Centre

Steven Strothers
Tweed Ride

Stephanie Jeffrey
Manitoba Fitness Council

Lisa Scharf
Heart & Stroke Foundation of Manitoba

Howard Skrypnik
Province of Manitoba

Brian Goods
Bike to the Future

Hannah Godfrey
Ace Art

Currie Gillespie
Manitoba Cycling Association

Anders Swanson
One Green City

Daniel Gravenor
Health in Common

Jennifer Bisch
Dalnavert Museum

Main Street Advisory Committee

Terence Tsoi
Chair
Downtown Winnipeg BIZ

Wins Bridgman
Bridgman Collaborative Architecture

Kurtis Kowalke
City of Winnipeg-PP&D

John Courtney
Youth for Christ

Marileen Bartlette
Aboriginal Centre of Winnipeg

Marcella Poirier
Bridgman Collaborative Architecture

Jeff Hnatiuk
Sport Manitoba

Christine Rickard
Winnipeg Regional Health Authority

Richard Walls
ADI DesignWorks

Ross McGowan
CentreVenture

Paula Mitchell
Mitchell Fabrics

Connie Walker
United Way of Winnipeg

Desmond Burke
BLOS Architecture

Loretta Martin
CentreVenture

Mike Wolchock
Neon Factory

Claudette Leclerc
Manitoba Museum

Brittany Shewchuk
CentreVenture

Glenn McLennan
Winnipeg Regional Health Authority

Staff

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Executive Director

Jason Syvixay
Public Relations Coordinator

Stephanie Voyce
Project Manager, Image
& Transportation

Chyan Dumas
Assistant, Safety & Development

Ron Enns
Director of Finance

Signy Gerrard
Manager, Marketing and
Communications

Rose Dominguez
Project Assistant

Ed Medgyes
Maintenance Coordinator

Debra Tomiski
Human Resources Coordinator

Kristen Lourie
Marketing & Design Coordinator

Rick Joyal
Manager, Safety and Development

Tina Gow
Administrative Assistant

Tricialynn Morgan
Coordinator, Business
Services & Events

Craig Strike
Volunteer Coordinator



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