



Annual Report
2021

DOWN
TOWN
WINNIPEG BIZ

Moving forward toward a bright future downtown

We are stronger together.

It's been more than a year since we were told to wash our hands more often, wear masks, limit private gatherings and stay physically distant. For so many of us, these things have become routine – you probably don't even think about using hand sanitizer upon entering a new space or your mask-washing schedule. It's the distance that's been harder to get used to.

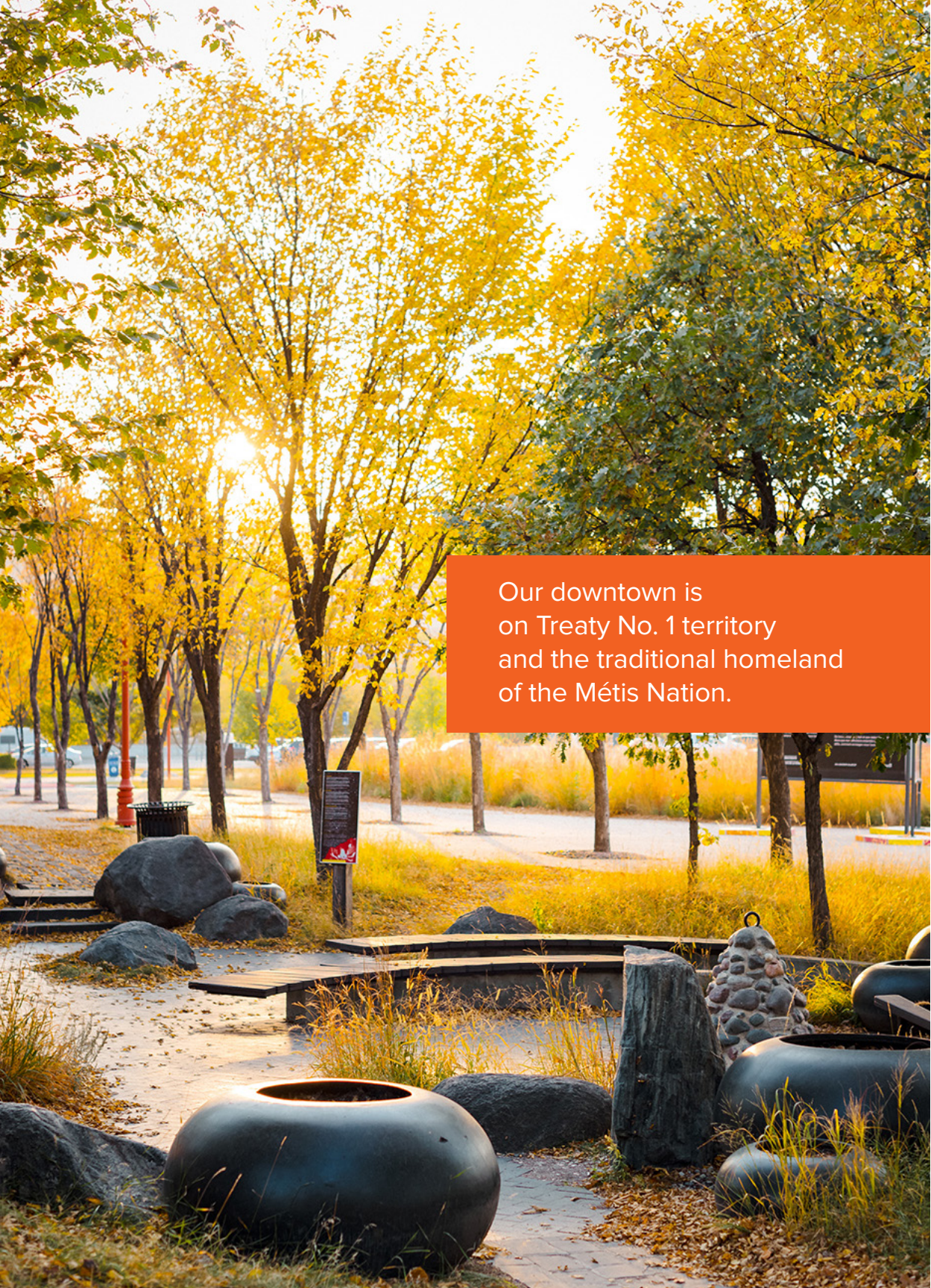
While keeping us apart, the pandemic has brought us closer together. As an organization, we've forged stronger relationships and partnerships with other, like-minded organizations. We've coordinated resources with others to meet the needs of the downtown community. This strengthened collaboration will eclipse the pandemic as we work toward our collective goals for a bright downtown future.

The road to economic recovery in 2022 and beyond will be a long one but we're here to support our members every step of the way. We are committed to listening to, advocating for and responding to our members' needs to achieve great things for the downtown community.

We can do this, together.

Mission

We promote, care and advocate for a vibrant and inclusive downtown where business thrives and people are drawn to work, live, shop and explore.



Our downtown is
on Treaty No. 1 territory
and the traditional homeland
of the Métis Nation.

Message from the Chair and CEO

There is no instruction manual or playbook for anything that has happened in the last year. Let's face it, the pandemic has been hard for everyone, including businesses and entire communities. Thriving through a pandemic is difficult, and sometimes surviving is all we feel we can do. Everything is new and unexpected, and our work to deliver the goals in our strategic plan can sometimes seem daunting and hard. But we also know that we can do hard things. No matter what, the Downtown Winnipeg BIZ team is focused on what members need, finding ways to provide value even through difficult times, and on being here for the downtown community as a whole.

Over the past year and a half, there were days when the streets were quiet, and the parking lots and offices were empty. When it looked like nobody was downtown, the Downtown Winnipeg BIZ team was there. Whether it was an Ambassador checking in on a member business, an Enviro Team member cleaning the area, or an admin staff member out to grab a quick lunch between virtual meetings, the Downtown Winnipeg BIZ team has always been downtown.

“The Downtown Winnipeg BIZ team is focused on what members need, finding ways to provide value even through difficult times, and on being here for the downtown community as a whole.”

The team's work exceeded our expectations as they continued to watch, listen and adapt to the needs of the downtown business community. They took a downtown parking lot and turned it into a place where people could safely work and meet outside of the virtual realm. They executed the Connect Grant that not only supported two members with each grant, but also helped build community connections that may not have been possible otherwise. They created a brand-new event with Patio Fest that took a simple idea and generated a huge amount of excitement amongst Winnipeggers. Behind the scenes, they were on top of rapidly-changing information and consistently sent members timely, relevant updates about everything from public health order changes to available government supports.

In addition to the many initiatives executed this year, we recognized that trying to create a plan for a bright downtown future without solid research would be like going on a road trip without a map. In collecting the necessary information and data, the Downtown Winnipeg BIZ continued to be recognized as a leader in information about downtown Winnipeg.

You can't make great things happen without a great team. This is a group of people committed to what they do and passionate about downtown Winnipeg's success. Their dedication shone through every aspect of their work. Thank you to our staff for all you do and to our volunteer Board for your guidance and strategic oversight throughout this challenging time.



Moving into the future and building on the momentum created in 2021, the Downtown Winnipeg BIZ staff and Board will continue to work on downtown recovery through collaborative action.

The downtown community is alive and vibrant, and the Downtown Winnipeg BIZ can't wait to help carry it to its full potential.


Kate Fenske CEO


Dawn Haus CHAIR

Board of Directors

Dawn Haus CHAIR True North Sports + Entertainment	Aiden Kahanovitch Cushman & Wakefield Stevenson
Ben Gillies VICE CHAIR Winnipeg Trolley Company/ Fools & Horses	Julie Kiernan 24-7 Intouch
Michelle Young TREASURER Kum Koon Garden	Nigel Mohammed Assiniboine Credit Union
Amelia Laidlaw SECRETARY Tandem Collaborative	Sherri Rollins City of Winnipeg Councillor
Louise Blanchard Birch Wellness Center	Shane Solomon Republic Architecture Inc.
Stella Gu Fairmont Winnipeg	Shameel Thakrar IG Wealth Management
Pamela Hilderman MLT Aikins LLP	

Senior Management Team

Kate Fenske CHIEF EXECUTIVE OFFICER	Ri Forrest DIRECTOR OF HUMAN RESOURCES
Ken Berg DIRECTOR OF OPERATIONS	Pamela Hardman DIRECTOR OF MARKETING, ENGAGEMENT AND COMMUNICATIONS
Ron Enns DIRECTOR OF FINANCE	Rhiannon Hayes INNOVATION AND DEVELOPMENT STRATEGIST

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Making and measuring progress



Not long ago, or so it seems, we mapped out our three-year strategic plan. Looking to our mission and values to drive the process, we created a list of goals to guide our work and provide an outline for how to measure our progress.

Then, the COVID-19 pandemic hit. It upended life around the world, spread through local and global economies and forced everyone to change their plans.

Our strategic plan has served as an anchor through the unexpected. The details of our plans had to change, but our goals remained the same. Now, we are heading into the final year of our 2020-2022 strategic plan. We are proudly and optimistically looking toward the future.

As you read through this report, you can follow along with us while we highlight our 2021 achievements as they align with our strategic plan goals:

MEMBER SERVICE AND VALUE



Downtown Winnipeg BIZ members are diverse in terms of geography, business type and size; these diverse businesses directly fund our activities. We must understand their priorities and deliver value on their investment.

ENHANCE DOWNTOWN



Tens of thousands of people come downtown every day. We want them to stay longer, enjoy more of what downtown has to offer, spend more with our member businesses – and bring their friends and family.

ADVOCACY AND INFLUENCE



Downtown businesses are critical to Winnipeg's economy. A strong downtown generates economic and social benefits for our entire city. We want members and partners to view us as a proactive and effective advocate for downtown.

ORGANIZATIONAL ALIGNMENT



To successfully execute our plans on behalf of members, the Downtown Winnipeg BIZ must have a strong team, with the capacity and alignment to deliver.



Downtown Recovery: how it started, where we are and what's next?

When businesses had to close their doors at the start of the pandemic, we had no idea what the road ahead would look like. But it didn't take long to realize that closures, restrictions and lost revenue meant that we would need a solid plan to help downtown recover and to help our neighbourhood build momentum again. It wouldn't be as easy as flipping a switch.

2021 was spent supporting our members in the ways we always have, but we also focused on downtown recovery post-pandemic, something we've never done before.

We formed a Downtown Recovery Strategy working group with CentreVenture Development Corporation, Tourism Winnipeg, Exchange District BIZ, West End BIZ and the City of Winnipeg. We started by determining the impacts of the pandemic to date. Surveys were conducted as well as consultations with stakeholders in more than 20 roundtable discussions and interviews. These consultations included 110 individuals across 90 organizations. Then, we used these learnings to inform and create a framework, that includes a coordinated action and investment plan to kick-start downtown recovery post-pandemic.

DOWNTOWN RECOVERY FRAMEWORK

The three principles:

Before we jumped into the “what”, we identified the three key principles to help guide the framework. These principles have helped to inform the actions in the strategy and will provide a foundation for measuring success.



The five strategy streams:

1

REVITALIZING PLACES

Create and revitalize public spaces that attract people to live, work and explore downtown.

Tree planting

—

Sidewalk repair

—

Lighting

—

Increasing accessibility

—

High impact infrastructure projects

—

Wayfinding

—

Community clean-up events

—

and more

2

ENERGIZING SPACES

Attract downtown engagement in new and imaginative ways.

Establish a “Downtown Events Fund” to help fund new and existing events and festivals

—

Establish a “Pop-Up Spaces Program” to help activate underused spaces and create new reasons to visit and experience downtown

—

Launch a “Spend Downtown” marketing campaign

3

SUPPORTING PEOPLE

Contribute to creating a more supportive downtown community.

Expand community outreach

—

Secure sustainable funding for 24-hour safe spaces

—

Adopt a harm-reduction approach and provide safe amenities such as public washrooms and drinking water

—

Establish connections between downtown businesses and community-based groups to help reduce stigma and deepen understanding

4

LIVING DOWNTOWN

Create housing options to ensure that downtown is a vibrant and inclusive place to live.

Initiate 1,500 new mixed-income downtown housing units

—

Augment affordable housing initiatives

—

Develop a marketing plan to match students with downtown living options

—

Advocate and support efforts to increase international immigration to Winnipeg

5

BUILDING BUSINESS

Welcome workers back downtown and build business investment and momentum.

Develop a campaign to encourage companies to bring workers back downtown and attract new companies to locate downtown

—

Establish a robust incubation strategy to match new businesses with empty downtown storefronts

—

Implement a façade improvement program

—

Replenish CentreVenture’s gap financing fund in support of challenging revitalization projects, including surface parking lot redevelopment

The five strategy streams include high impact action items that will be implemented by different downtown agencies (including the Downtown Winnipeg BIZ). Each stream works together with the others to maximize the impact and increase the return on investment.

What's next?

A Downtown Action Team will be formed to include our Recovery Strategy working group as well as representatives from poverty reduction and community support agencies and members from the arts and cultural sectors. Together, we will work on:

- Conducting further consultation on the detailed design of the actions proposed in the framework.
- Collaborating and co-designing the implementation of the actions with the organizations, experts and communities impacted by the actions.
- Taking accountability for the strategy's actions to ensure alignment and coordination.
- Establishing outcome measures.
- Providing consistent public reporting.
- Working collectively to address policy barriers and opportunities through implementation.

To help in the economic and social recovery of our downtown post-pandemic, a total investment of \$90 million is being requested from the three levels of government, that will generate more than \$300 million in private sector investment.

The vision for the next three years is to create a cleaner, safer and more prosperous downtown that builds the local economy, achieves greater social inclusion and reinvigorates downtown as the centre of arts and culture in Winnipeg.

To read the full Downtown Recovery Framework, visit downtownwinnipegbiz.com.





Cherry Lin
Impression Delight

Direct BIZ member support through grant programs

We know our members have needed and continue to need support to get through this challenging time. With the support of generous funders, we awarded over \$650K in grants to member businesses this year.

In late 2020, we launched the Connect Grant, which matched 57 downtown businesses with downtown service providers who specialize in areas like graphic design, business strategy, HR, legal services and more. The grant is designed to help recipients grow, sustain or adapt their business and stay afloat through the pandemic.

The Connect Grant not only benefits the recipients, but it supports the downtown service providers who do the work. It also creates community and connections along the way.



Kelly Oxelgren
2 Kelly's Café

Mark Reimer
Tétro

“With the support of generous funders, we awarded over \$650K in grants to member businesses this year.”

Downtown Winnipeg BIZ member, Mark Reimer of Tétro was one of the service providers who was matched with grant recipients. He says that he found many commonalities with the businesses they were matched with and as a small family-run business themselves, found the Connect Grant brought them work during a challenging time.

Tétro worked with 2 Kelly's Café to create the restaurant's first website, a redesigned menu, and new signage. Kelly Oxelgren, BIZ member and owner of 2 Kelly's Café says that the grant helped her business grow, introduced her to another amazing downtown business and helped her build a connection with her downtown neighbour.

In May, we awarded \$1,000 micro-grants to 129 downtown businesses to help with expenses like rent, advertising costs, repairs and other business needs.

In September, we launched another intake of the Connect Grant that will support over 25 recipients and their service-providers.

Both the micro-grant and Connect Grant programs were developed as a response to the immediate need for support through the pandemic. In 2022, our focus will be on developing a grant program that will both contribute to downtown recovery and that we will continue to offer year after year as part of our support of Downtown Winnipeg BIZ members.

MEMBER SERVICE AND VALUE

- Over \$650K in grants for BIZ members
- 57 downtown businesses received a Connect Grant
- 129 downtown businesses received a \$1,000 micro-grant



Amelia Laidlaw & Larissa Peck
Tandem Collaborative



Bill Liu
CL Chartered Professional
Accountant Ltd.



Rom & Gina Wildeman
Human Bean Coffee & Tea



Welcoming you downtown

If you've ever been to one of our Signature Events, you've been greeted by a downtown Ambassador. Immediately recognizable by their bright orange uniforms, they are the face of the Downtown Winnipeg BIZ. They can recommend a great place to grab a bite, assist with getting around downtown or help riders find the right Winnipeg Transit bus.

Downtown Ambassadors help promote and care for a successful downtown by providing excellent customer service. This team plays a crucial role in connecting our member businesses with the correct resources and collecting data on everything downtown. They touch every single Downtown Winnipeg BIZ project and initiative.

This year we grew our team of Ambassadors so we could offer extended service. A larger team meant we could begin adding service in the evenings and in May, we added shifts on weekends. Seven days a week, the team is out gathering information, supporting our members and providing excellent customer service to downtown residents and visitors.

Now, with triple the number of Ambassadors, our team can provide more timely support to our members. As workers return to their downtown offices, we will also have more Ambassadors to provide valuable services like our Courtesy Walks. In the future, the team is also looking forward to hosting presentations to provide office workers with all the safety resources and community information they need to have a memorable, enjoyable workday downtown.

“This team plays a crucial role in connecting our member businesses with the correct resources and collecting data on everything downtown.”



MEMBER SERVICE AND VALUE

- **3027 member check-ins*** completed.
- **91 Courtesy Walks*** fulfilled with downtown visitors and community members.
- **66 Ambassador greeting stations*** set up and operated at various downtown events.
- **330 trips to sanitize the Winnipeg Indoor Walkway System*** (also known as the Winnipeg Skywalk).
- Supported **55 Downtown Winnipeg BIZ events and 14 other events*** downtown.
- **Welcomed four student interns** to offer them work experience and enhance their learning.
- **Refurbished five used bicycles** to equip the team with faster, eco-friendly transportation around downtown.

*REPORTING PERIOD: JANUARY 1, 2021 – OCTOBER 1, 2021





Sparking community connections

The pandemic has highlighted the importance of quality, public, outdoor spaces. It has kept us physically distant which, in many ways, has brought us closer together. Bringing outdoors to life — and bringing life outdoors — provides a venue for friends to meet and strangers to greet one another.

It's not just about adding decoration. It's about imagining what we could have and using what we do have around us to create engaging, memorable spaces. It's filling a need, sparking curiosity, encouraging exploration and fostering community connection.

MEMBER SERVICE AND VALUE



- Downtown Winnipeg BIZ created **Winnipeg's first-ever Patio Fest**, inviting guests downtown to enjoy a weekend of live music performances and food & beverage specials. The three-day event had **24 featured musicians play on 20 downtown patios**.
- We installed and maintained **24 designated curbside pick-up locations** at various locations around downtown.
- After a brief pause, we brought back in-person tours with the **Patio and Mural Tour and the Downtown Winnipeg Ghost Tour** in which attendees explored downtown sights and spent time enjoying downtown restaurants.

ENHANCE DOWNTOWN



- In winter, we created **There's Snow Place Like Home — seven snowfa (snow sofa) sculptures** located close to the Winnipeg Foundation Centennial River Trail and unique downtown spots. For this, we worked with Festival du Voyageur to give artists an opportunity to showcase their work. We also commissioned **one sculpture to commemorate the opening of Qaumajuq**, the innovative new Inuit art museum.

- Together with the Downtown Community Safety Partnership, we held a **National Day for Truth and Reconciliation** event at Air Canada Park to honour survivors of residential schools and those who never made it home. The event had a moving and reflective speech from DCSP's Mitch Bourbonniere, a prayer song from Elder John Houle, and a drumming circle by Southern Thunderbird Medicine Drum followed by snacks. The event was open to everyone.
- In partnership with APTN, we planted the **seventh annual Indigenous Garden at Air Canada Park**. It showcased a variety of plants significant in Indigenous culture, complete with on-site signage giving all visitors a chance to learn more about the plants and their importance to Indigenous life and culture. Working with Elder Carolyn Moar and facilitator Carole Frechette, we hosted **two lunchtime learning sessions**, offering participants a deeper understanding of the plants and their significance.
- We launched **RE: Workspace**, an outdoor office space for students and workers to hold meetings or work solo in a safe, productive, central location.
- With the Winnipeg Chinese Cultural & Community Centre, we held our annual design challenge. The **Chinatown Banner Competition 2021: Year of the Ox** received a total of 46 entries. We printed and installed **18 banners** around Chinatown.
- Working with Synonym Art Consultation, we **provided funding for five new panel murals** in the Wall-to-Wall Mural & Culture Festival, adding beauty and vibrancy to downtown.
- In partnership with Tweed Collective, we continued our native planting project, with a **focus on more long-term, sustainable options** by choosing perennial prairie plants native to our province. These plants help promote biodiversity and provide nectar for pollinators like bees and butterflies.
- We worked with local artist Kal Barteski to have **art posters installed on boarded up storefront windows**.





Hue Nguyen
Hue Shoe Repair

Engaging our community

Downtown is full of unique local businesses offering a variety of cuisines, products, events and opportunities. We love sharing all the interesting things our member businesses have to offer and all the inventive ways they've continued to serve their customers through the pandemic.

Last year, like many others around the world, we had to hit pause, regroup and find new ways of doing things. This year, we built on the innovative ways we supported our members through this challenging time. We ramped up our member promotions and returned to offering the in-person tours and events that give people even more reasons to explore downtown.

MEMBER SERVICE AND VALUE



- We've **shared 16 different member spotlights** to showcase the variety of unique downtown businesses and help spread the word about our members. These member spotlights have been shared on social media and in our Mingle e-newsletter.
- We provided our members with up-to-the-minute information on COVID-related government supports and regulations. From January 1 to October 1, we sent **more than 30 e-newsletters** with helpful resources to our member businesses.
- We are stronger together. Just in time for the holiday shopping season, we created the **Downtown Gift Card which shoppers can use at a variety of downtown shops, restaurants and service providers.**

ENHANCE DOWNTOWN



- To welcome people back downtown and highlight the variety of downtown businesses, we launched [Downtown Sounds v2.0](#). The heartwarming video featured music by local artist JP Hoe and included the message, “We’ve missed you. Welcome back.” The video is still online for folks to enjoy, and it’s had more than **11,000 views** on social media.
- To promote Downtown Sounds v2.0, we ran a social media contest that offered staycation packages so the winners could enjoy a downtown vacation. **The prizes directly supported four downtown hotels, five downtown restaurants and at least three other BIZ members.**
- We launched a brand-new **tour app featuring the Best Furry Friends “BFF” Tour** — a guided tour of dog-friendly downtown businesses and spaces narrated by Global Winnipeg’s Kahla Evans — and the **Downtown Winnipeg Ghost Ride**, a self-guided tour filled with ghost stories about downtown buildings.
- Downtown Peggy continued to engage followers with **behind-the-scenes tours, downtown restaurant features and a Support Local Bingo**. Downtown Peggy also took to Twitter after hearing about a member business in need of support. The tweet received **351 likes and more than 270 retweets.**



- Our signature events attract folks to our city’s core, and engage those who live, work and spend time downtown. Our events team kept up with current public health regulations, adapted when necessary and continued to offer a variety of activities throughout the year.
 - We safely brought back our springtime Earth Day CleanUp Downtown event and **86 people formed 12 different teams** to pick up litter around downtown. This year we also offered free kits for individuals and **100 CleanUp kits were distributed** from our office.
 - Fitness in the Park offered free physically-distanced fitness classes instructed by Downtown Winnipeg BIZ members **five days a week.**
 - The Downtown Winnipeg Farmers’ Market attracted over **11,000 visitors*** both indoors at Cityplace during the cold months and outside at True North Square in the summer. It featured an average of **20 vendors**, selling fresh and local produce, baking, jewelry and other local artisanal goods.
 - An average of **50 guests per show** came to listen to the live Downtown Sounds Concert Series that featured **11 different performances**, with a focus on performers of diverse backgrounds, in different locations throughout downtown – Workers Compensation Board Plaza, the Chinese Gardens, and True North Square.
- Our e-newsletter designed to promote downtown events, the Mingle, continued to greet a **list of roughly 5,000 subscribers** weekly to keep them up to date on downtown news and events.

*REPORTING PERIOD: JANUARY 1, 2021 – OCTOBER 21, 2021

Would you like to receive the MEMO, our member e-newsletter?

Email info@downtownwinnipegbiz.com to be added to the distribution list.

Would you like to stay up-to-date on downtown news and events?

[Sign up to receive](#) the Mingle newsletter through our website, downtownwinnipegbiz.com.



The voice for downtown

We collect data not only to help inform where we place focus and attention, but to help build our knowledge as the subject matter experts for our downtown. The more we know about downtown, the more effective we are at advocating for the things that matter. Here's what we did this year to help better understand the issues affecting downtown:

- Conducted biannual member surveys to better understand member priorities and help us determine where to focus our resources.
- Participated in three Probe Research omnibus surveys to better understand remote work and downtown office workers.
- Together with the Downtown Recovery working group, administered:
 - Public engagement survey: open to all Winnipeggers to find out what they want to see downtown post-pandemic.
 - Storefront member survey: to better understand how the pandemic has affected revenue and customer traffic for downtown storefront businesses.

ADVOCACY AND INFLUENCE



- **Downtown Recovery Strategy**
 - It wasn't long after the pandemic began that we knew we would have to focus on advocating for specific support for downtown recovery. Getting buy-in and the financial support needed to implement the strategy is critical. In addition to forming the Downtown Recovery Strategy working group to do the work, we met with city councillors, and shared the work with all levels of government and the public.

→ COVID supports for businesses

- As part of the Downtown Recovery Strategy work and information sharing, we consistently advocated for ongoing COVID supports and have indicated that these supports need to continue well into the future.
- In October, with the expiration of the federal government's Canada Emergency Wage Subsidy (CEWS), Canada Emergency Rent Subsidy (CERS) and Lockdown Support expiring, the government announced the introduction of two new, targeted support programs and are proposing to extend them well into next year.
- We continued to work with the City of Winnipeg and the Exchange District BIZ to keep **complimentary one-hour parking on weekdays** to encourage more visitors downtown during the pandemic.
- We installed additional **curbside pick-up locations** to help businesses provide quick, physically distant service to their customers.
- Working with multiple partners and stakeholders, we continued to **advocate for the development of public washrooms** at the Main and Henry Community Corner.

Return to work

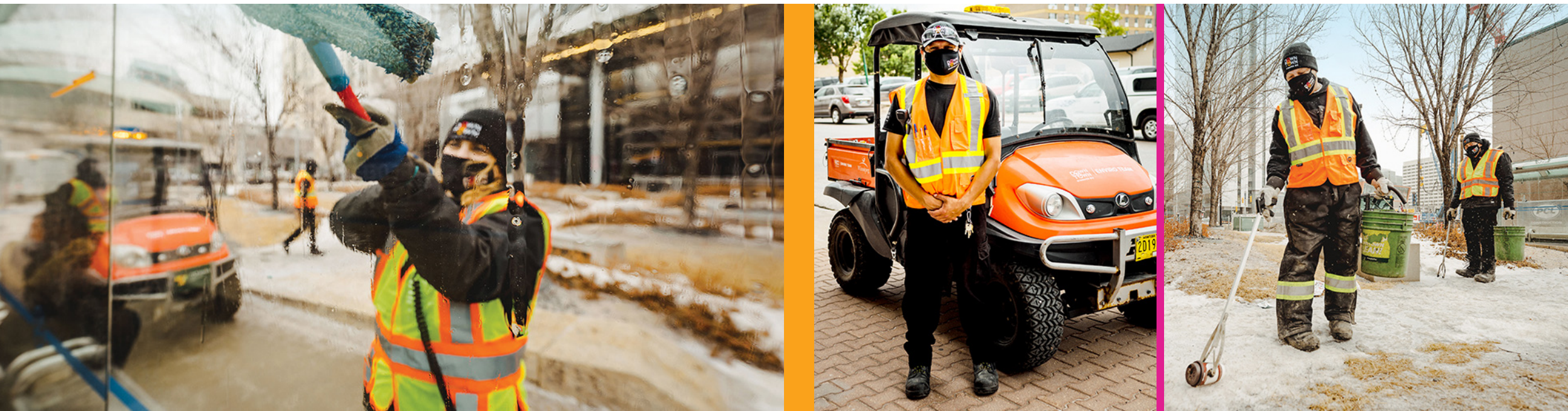
In September, 24 per cent of those who were working downtown every day pre-pandemic were back downtown every day. While this is an increase from earlier in the year (20 per cent in March), it's still not high enough to support downtown businesses who rely on downtown workers spending time here every day.

Earlier this year, we met with large downtown employers to stay on top of their plans for bringing their workers downtown and help assist where possible. We launched RE: Workspace, an outdoor workspace to try and encourage folks to come back downtown to work independently or have meetings.



Helping to make downtown beautiful

The closure of key public spaces that offered the unsheltered population warmth in the winter months pushed many people to find alternative places to avoid the cold. The reality of poverty became more visible as folks searched for places to warm up. Unsheltered folks are a part of our community. Our Enviro Team did an excellent job of respecting those seeking shelter from the cold while maintaining their work to keep areas clean.



From winter sidewalk snow-clearing to summer plant-watering, our Enviro Team works to clean and beautify downtown streets, sidewalks, storefronts, and public places. Seven days a week, team members remove graffiti, pick up litter, water plants, clean bus shelters, and clean downtown sidewalks of snow, dirt and debris.

Every summer, thanks to support from the Province of Manitoba, we hire extra staff to help keep downtown cleaner and greener. These positions are offered exclusively to students to help ensure young Manitobans can find work over the summer months.

To do our part to help stop the spread of COVID-19, the team continued additional cleaning of high-use spaces such as transit shelters and benches, indoor walkways and cigarette butt receptacles.

ENHANCE DOWNTOWN

30,431
pails of litter picked by hand.

3,763
graffiti tags removed.

964
sidewalks ploughed.

560
posters removed.

6,131
transit shelters cleaned.

90
hanging flower baskets installed.*



*REPORTING PERIOD:
JANUARY 1, 2021 – OCTOBER 1, 2021



A safe, connected downtown community

The Downtown Community Safety Partnership (DCSP) contributes to community wellness by providing non-emergency response, outreach and intervention to those experiencing complex issues in Winnipeg's downtown. By focusing on a person-centered approach, the teams provide services that deliver long-term solutions for the entire downtown community.

In short, the DCSP helps the downtown community by connecting people looking for assistance with the resources, services, and outreach they need while also offering a proactive presence on the street 24/7.

As a founding partner, we continue to collaborate with the DCSP to find solutions for both our members and downtown's unsheltered population. Through this partnership, we continue to play a crucial role in making downtown safer, more inclusive and more welcoming.

The DCSP teams

The DCSP has three distinct, highly trained teams. This year, they expanded to begin offering a 24/7 visible presence in the downtown community.

The CONNECT team provides frontline assistance and referral for all members of the downtown community.

The Mobile Assist and Connect (MAC247) team provides outreach services to the downtown community as required to best serve individual needs.

The Community Outreach Advocacy Resource (COAR) team provides outreach, intervention and assistance, working with partner agencies in housing, addictions treatment, education, mental health support, and other resources.

Measuring success

In 2021, the DCSP [launched its website](#) and a free public safety app with resources to enhance personal safety for everyone in the downtown area. Included in the resources are contact numbers, maps and guides for downtown services and amenities and a “Friend Walk” function that allows a friend to track your walk in real time and trigger an emergency call if needed.

The DCSP partnered with 211 Manitoba which is a free, confidential, 24/7 service that connects individuals to government, health and social services. Folks who are looking to find the right community or social resource but don’t know where to start, can call 211 to be connected with the DCSP or another organization who can help.

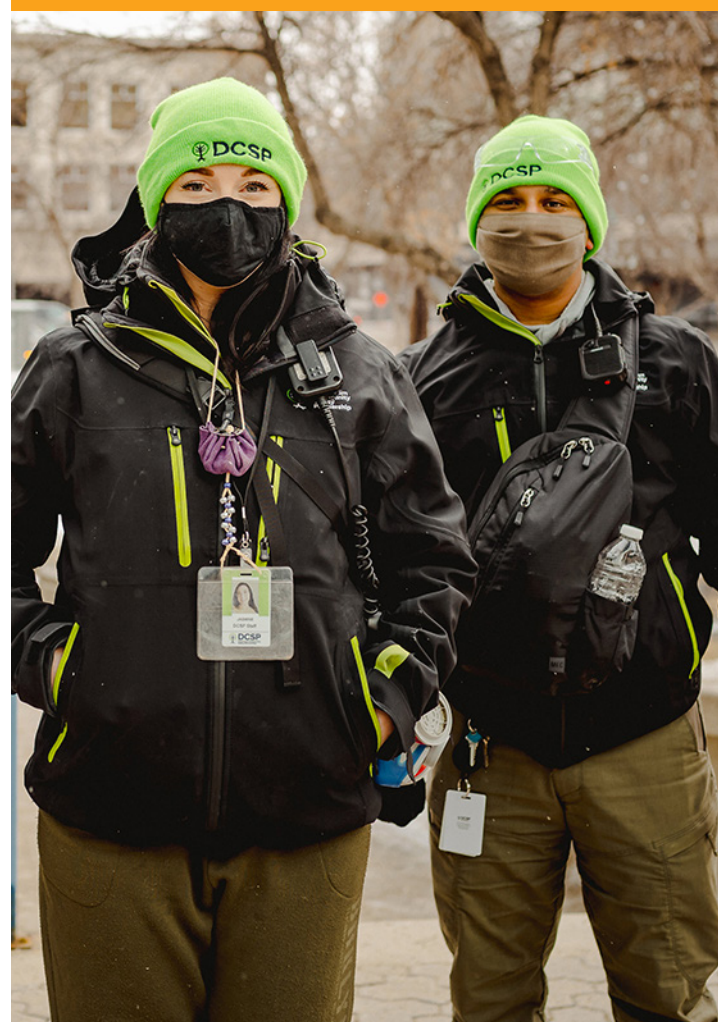
Recognizing that building awareness of the DCSP, what they do and how we’re involved in downtown safety are priorities, we produced co-branded Downtown Winnipeg BIZ and DCSP posters, tent cards and window decals that were distributed to members and throughout downtown.

Already this year, the DCSP has provided:

- 97 medical emergency interventions.
- 453 transports.
- 202 courtesy/safety walks.
- 762 housing referrals.
- 934 case management meetings.
- 153 individuals assisted with getting an ID.*

*REPORTING PERIOD: JANUARY 1, 2021 TO OCTOBER 1, 2021

The DCSP can be reached by phone at 204-947-3277.



Finance and governance

The Downtown Winnipeg Business Improvement Zone (BIZ) is governed and administered by a board of individuals who are a proprietor, director or employee of a member business, and one member appointed by Council. The Downtown Winnipeg BIZ is primarily funded by zone levies collected by the City of Winnipeg based on an Annual Rental Value (ARV) of a business operating within the designated downtown Winnipeg zone. During 2021, The Downtown Winnipeg BIZ worked with an annual operating budget of **over \$4.4 million. Over \$3.1 million** is funded through the levy and more than **\$900,000** is funded through non-levy contributions including sponsorships, grants and partnerships. Funds are focused on initiatives aimed to provide a downtown that is clean, safe, and well-connected, where businesses can thrive, and everyone feels welcome.

PROGRAM HIGHLIGHTS*

\$1.3+ million

Safety, Outreach and Engagement

\$1.1+ million

Clean, Green and Connected

\$150,000+**

Business Development, Advocacy and Research

\$600,000+

Promotion and Engagement

* ADDITIONAL OPERATING EXPENSES NOT SHOWN INCLUDE FUNDING RESERVES AND ADMINISTRATION COSTS (INCL: STAFFING, BUILDING LEASE, IT).

** BUSINESS DEVELOPMENT, ADVOCACY AND RESEARCH INCREASED TO \$800,000+ DURING 2021 THROUGH GENEROUS FUNDERS

Looking ahead

Through collective leadership and collaborative action, we can achieve great things. We're committed to continuing work with our stakeholders and partners so we can coordinate resources to meet the needs of the downtown community. While the road to downtown recovery in 2022 and beyond will be a long one, we are here to support our members every step of the way.

The Downtown Winnipeg BIZ is grateful to our sponsors, supporters, volunteers, stakeholders and donors who share our belief that a strong downtown is the key to a thriving city.

The success of our programs would not be possible without the generous support of our partners including Manitoba Hydro, Manitoba Liquor and Lotteries, RBC Convention Centre, Workers Compensation Board, Manitoba Public Insurance, BentallGreenOak and APTN as well as our invaluable partners at the City of Winnipeg including Active Transportation; Graffiti Control; Planning, Property and Development; Public Works; Special Events; Winnipeg Parking Authority; Winnipeg Transit; and the Mayor's Office. The Downtown Winnipeg BIZ appreciates all our program and event partners and sponsors.

Thank you for your support and collaboration. We look forward to continuing this work together.



This publication is available in alternate formats upon request. For more information, contact: info@downtownwinnipegbiz.com



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