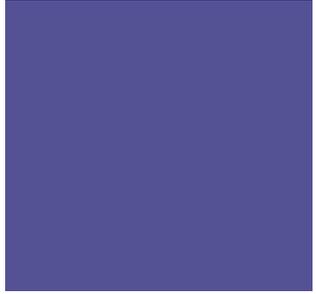




West Broadway
BIZ
2016
Annual Report

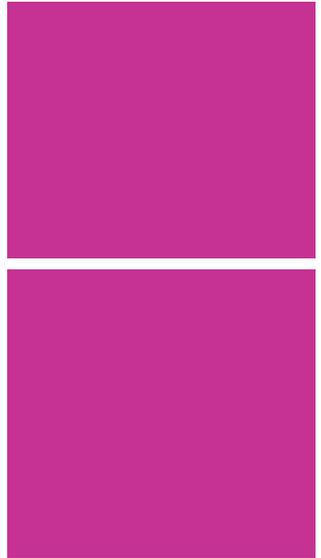
Community - Diversity - Growth





What's inside:

Pg. 4	Our Board & Staff
Pg. 5	Message from the Chair
Pg. 6	Our Mission, Values, Members & Partners
Pg. 7	Streetscaping
Pg. 8	Keepin' it Clean
Pg. 9	Active Transportation
Pg. 10-13	Marketing, Events & Public Art
Pg. 14, 15	Financials



Our Board & Staff:

Board Members:

Jennifer Diakiw Labuick
Great-West Life, Chair

Greg Evans
Evans Family Law, Vice Chair

Adam Nixon
Edward Carriere Salon, Treasurer

Grant Anderson
Stella's Café

Mischa Decter
The Handsome Daughter

Tom Monteyne
Monteyne Architecture Inc.

Hasmita Trivedi
Charisma of India

Councilor Jenny Gerbasi
City of Winnipeg

Staff Members:

Leah McCormick
Executive Director

Breanne Lucky
Marketing Coordinator





Message from the Chair

This year marks my second term as chair of the West Broadway BIZ Board. As someone who works, dines, and enjoys spending time in beautiful West Broadway, it has been exciting seeing new businesses pop up in the area, the completion of the streetscape gateway renewal project, and I look forward to what's ahead in 2017.

Many great events happened in West Broadway throughout 2016, including the Sherbrook Street Festival, two Bike Week Winnipeg stops, Nuit Blanche mural tours, "Sherbrook Street Festival Presents" shows, and more! To help promote events and happenings in West Broadway, we hired Breanne Lucky as the BIZ's part-time Marketing Coordinator. Breanne's duties with the BIZ include marketing initiatives such as the West Broadway BIZ magazine, updating social media and our website, creating the monthly e-newsletter, along with some graphic design work.

The West Broadway BIZ and the Board strive to build on the momentum of the great businesses that make the area a must-visit Winnipeg destination. Throughout my time on the BIZ Board I've seen so many great businesses thrive and help make West Broadway an energetic and happening spot. I know that 2017 will be another year for us to continue to build on this momentum and increase the number of Winnipeggers and visitors who live, work, and spend time in the area, and in turn support local businesses and organizations.

Thank you for the opportunity to be a part of this great community, and all the best in 2017,

Jennifer Diakim Labuich



About Us

Our Mission

To develop and promote the business community and enhance the neighbourhood, by focusing on the interests of businesses in the area.

Our Values

- Recognizing and embracing our reality as a vibrant inner-city neighbourhood
- Accepting of diversity and embracing individuality
- Being dedicated to improving the area through events, programming, and marketing initiatives

Our Members

We represent just over one hundred businesses in the West Broadway area, spanning from Chestnut Street to Osborne Street, and between the Assiniboine River and Broadway Avenue. Each business contributes financially through a BIZ levy collected by the City, which then funds our programs, events, and services.



FOOD & ENTERTAINMENT



HEALTH & WELLNESS



PROFESSIONALS,
SHOPS, & SERVICES

Our Partners & Sponsors

We couldn't do the work we do without help from the funding we receive from all levels of government, community partners, stakeholders, and sponsors. Many of our community events are run primarily on volunteers and supporters.



This year we completed the streetscape gateway renewal project, which was a three-year project starting with branding the district, developing a streetscape master plan document, followed by bringing the plan to life. We installed bright and bold new planters at the gateways into West Broadway, banners and sign toppers, poster kiosks, and planted 16 new trees.

We have increased our seasonal planting by over 25% in the past year and our goal is to continue to invest and improve flowers and greenery in pots, hangings baskets, and planters, to add vibrancy and enhance the pedestrian experience. Lighting also plays a valuable part in the visual quality and safety of our streets, and we continue to add more and maintain the grapevine tree lights in our many mature trees down Sherbrook, Broadway, and Maryland.

Our storefront improvement program continues to be successful, helping our local businesses to maintain vibrant and attractive storefronts that entice people to visit from across Winnipeg. This year our committee approved ten storefront improvement grants, and we anticipate high usage of the program in the coming year.



Keepin' it Clean

Our organization understands the importance of a clean neighbourhood. We are dedicated to continuing our partnerships with other local organizations in keeping our area litter and graffiti free. Over the spring and summer, thanks to the Urban Green Team program, we employed two full-time staff to pick up litter, report graffiti, and work on various street enhancement projects. In 2016, the Green Team picked up over 300 bags of garbage, and reported dozens of instances of graffiti. And in partnership with Take Pride Winnipeg, we installed four new cigarette butt receptacles.

In the winter months we partner with Resource Assistance for Youth Inc. (RaY) on a community cleaners program, which gives at risk youth employment opportunities and work experience, while keeping West Broadway clean.

We continue to partner with the West End BIZ & Exchange District BIZ on a very successful graffiti removal program, designed to keep West Broadway graffiti free. At no cost to our business membership or residents, graffiti is removed on a two-week cycle all year round. In 2016 the instances of graffiti went down which is very positive, and an indication this program is working. The TAG Team removed nearly 600 square meters of graffiti in over 130 locations.

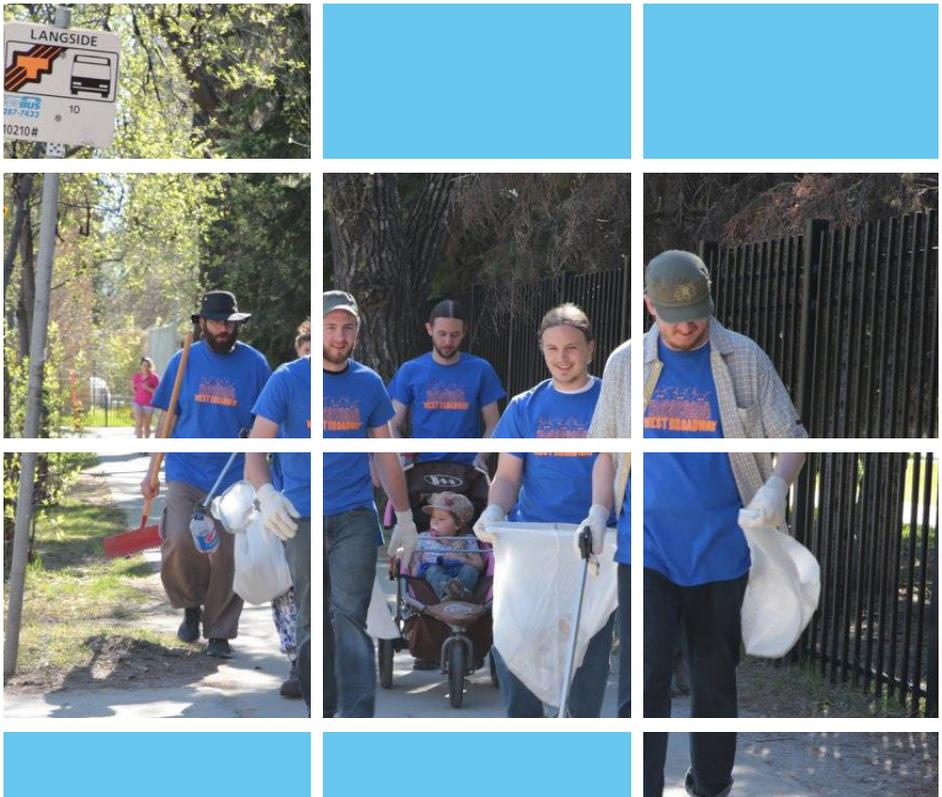
Every May, we sponsor and partake in the West Broadway Community Organization's annual event, the West Broadway Spring Clean Up, hosted by the Broadway Neighbourhood Centre. Every year hundreds of community members take to the streets in the name of community pride and clean the green spaces, river trail, sidewalks, boulevards and back alleys. It's a huge undertaking, and has an immense impact on the visual aesthetics of our streets after many months of snow. We are very fortunate to have such great community partners, like the West Broadway Community Organization, to work alongside in the betterment of this wonderful community.





West Broadway is a high-density neighbourhood, taking pride in being a very walkable area. The central location helps make active transportation a viable option, whether it's access to numerous bus routes or making use of Winnipeg's only protected bike lane. We have an emerging cycling and pedestrian culture and we are committed to continuing to work with the City and community partners to improve the cycling and pedestrian infrastructure.

In 2016, we added more bike racks along Sherbrook, and in response to a city-wide increase in bike theft, we have been actively looking for solutions to reduce instances of theft in West Broadway. We have moved bike racks to monitored and more visible areas, and have met with the Winnipeg Police Service and other communities experiencing bike theft. To help reduce the risk of theft, the BIZ has urged people who live in the area to use more than one lock if possible on their bikes.



Events & Marketing

We welcomed Breanne Lucky to the West Broadway BIZ staff as our Marketing Coordinator this year. Her background includes a communications degree from the University of Winnipeg and a Creative Communications diploma with a focus in public relations from Red River College. Breanne works full-time in the not-for-profit art sector as a social and digital media communications coordinator. She worked part-time (approximately 25 hours a month) throughout 2016 and will continue as part-time paid staff in 2017.

Hiring a marketing staff member has helped us expand our presence on social media and show Winnipeggers highlights and happenings in West Broadway as well as promote local businesses and organizations.

Breanne, alongside Marketing chair, Mischa Decter, help generate initiatives and events to promote West Broadway as a destination to Winnipeggers and visitors. New marketing initiatives are passed by the West Broadway BIZ Board.

The West Broadway BIZ Directory is one avenue for sharing events and news with the community, surrounding areas, and Winnipeggers alike. We released two editions of the West Broadway BIZ magazine this year – one in May and one in November. Each issue was distributed to homes in West Broadway and Wolseley, West Broadway businesses, community organizations, and tourism partners. Looking ahead to 2017, we will be moving away from the magazine format and trying out something new!

The proposed change from a magazine to a map highlighting art, businesses, and points of interest is currently in the works. In 2017, the Canada Summer Games will take place in Winnipeg. This is a great opportunity to draw tourists and Winnipeggers to West Broadway to shop, dine, and spend time enjoying public art. For the next year, marketing efforts and initiatives will be focused on a tourist-based approach – connecting with Tourism Winnipeg, Travel Manitoba, and hotels or bed and breakfasts. We want tourists, and Winnipeggers alike, to stop for a while and see what we have to offer!

Given the interest in and success of the Nuit Blanche mural tours, the new map project would open up for potential guided or self-led tours of West Broadway. We are looking forward to Nuit Blanche 2017 and offering more in the way of tours or other art-related activities.



Sherbrook Street Festival took place this year on September 10. Approximately 3000 people stopped by the Festival throughout the day and evening. It was a great show of community featuring local talent providing entertainment on the stages and selling handmade wares in the Merchant Village. Prior to the festival we held a “Sherbrook Street Festival Presents” show with Say Uncle! and the Joe Curtis Band. There was also a SSF fundraiser at The Handsome Daughter in March.

The BIZ also took part in a handful of other great events this year. In June we hosted two Bike Week Winnipeg events – a ride-through breakfast on the Monday of Bike Week and our Annual Bike to Work Pit Stop on the Friday. Earlier in 2016, we partnered with West Broadway Community Organization on the Annual West Broadway Spring Clean-Up and the ever-popular Snoball.

Overall, it was a great year working with businesses, organizations, and community members in West Broadway. Looking ahead, we’re excited for what 2017 holds for the area and everyone who lives, works, or spends time here. We will continue to work to make West Broadway a destination, not a just place Winnipeggers simply pass through. We know that working to bring more public art and continuing to host great events in West Broadway will contribute to making this happen!



Events & Marketing





Artistic richness abounds in West Broadway, with many community-based art programs and events. For this reason, increasing public art is one of our top priorities. Public art is a great way to raise pride and cohesion, and creates attachment to one's community. Moreover, public art helps bring visitors to the area and increases safety.

This year, in partnership with Synonym Art Consultation, one new mural and one vinyl window installation were unveiled on local businesses. As part of Nuit Blanche Winnipeg, both were featured in a mural tour, along with the numerous other stunning murals that adorn our walls.

Looking ahead to 2017, we are working towards a long-term public art strategic plan alongside Synonym Art Consultation and community partners. Public art adds so much to West Broadway, whether it's drawing people to the area to check out murals, creating a safer space, or simply adding a beautiful point of interest. Expect to see more public art popping up in West Broadway in the near future!



West Broadway BIZ Proposed Budget 2017

Revenue	2016 Approved Budget	2017 Proposed Budget
Levy	\$155,000.00	\$165,000.00
Ad Sales Revenue	\$9,000.00	
Grant/Fundraising Revenue	\$30,000.00	\$30,000.00
Wage Subsidies	\$8,000.00	\$8,000.00
Interest Revenue	\$1,000.00	\$1,000.00
Projected Over/ Underpayment	\$(2,000.00)	\$(12,000.00)
Reserve Fund	\$45,000.00	\$45,000.00
REVENUE TOTAL	\$246,000.00	\$237,000.00
Expenses	2016 Budget	2017 Budget
Meetings & Workshops	\$6,000.00	\$6,500.00
Office	\$1,000.00	\$1,000.00
Professional Fees	\$1,200.00	\$1,200.00
Staffing & Benefits	\$50,000.00	\$50,000.00
Storage	\$1,800.00	\$1,800.00
Telephone & Web/Email Hosting	\$1,000.00	\$1,000.00
Administration Total	\$61,000.00	\$61,500.00





	2016 Budget	2017 Budget
Storefront Improvement Grant	\$24,000.00	\$24,000.00
Safety Improvement Grant	\$2,000.00	\$2,000.00
Business Incentives Total	\$26,000.00	\$26,000.00
Community Support	\$2,500.00	\$2,500.00
Advertising & Publications	\$12,000.00	\$15,000.00
Community Cleaners Program	\$2,000.00	\$2,500.00
Banners & Signs & Maintenance	\$5,000.00	\$5,000.00
Board Development	\$1,000.00	\$4,000.00
Graffiti Removal	\$5,000.00	\$5,000.00
Festivals & Events	\$15,000.00	\$15,000.00
Marketing & Promotion Total	\$42,500.00	\$49,000.00
Enhanced Streetscape Renewal	\$10,000.00	
Street Furnishings	\$35,000.00	\$20,000.00
Murals & Public Art	\$6,000.00	\$10,000.00
Flowers, Planters & Holiday Décor	\$40,000.00	\$45,000.00
Tree Lights	\$20,500.00	\$20,500.00
Physical Enhancements Total	\$111,500.00	\$95,500.00
Capital Reserve Fund	\$5,000.00	\$5,000.00
Other Total	\$5,000.00	\$5,000.00
EXPENSE TOTAL	\$246,000.00	\$237,000.00





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