

West Broadway BIZ 2018 Annual Report



WEST
BROADWAY
biz

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A Letter from the Executive Director

In this annual report, we've highlighted some of the great work accomplished over the past year. The West Broadway neighbourhood continues its transformation with a surge of development projects, making it a desirable place to live, work, and play. As a result, our residential population and commercial units will continue to expand, adding to the diversity and density of this already vibrant community. With this in mind, the BIZ along with the West Broadway Community Organization developed a Background Neighbourhood Study this year. This document will assist in giving the BIZ a voice in new development, street infrastructure, active transportation, and City planning efforts.

I would like to thank the Board of Directors, members, and stakeholders for your commitment and support in 2018.

Looking forward to working with you in 2019!

-Leah McCormick



A Letter from the Board Chair

2018 marks my first year as Board Chair for the West Broadway BIZ and I have enjoyed it immensely. We welcomed several new businesses into the area this year and are excited to see signs of new mixed use development on the horizon. These changes happen by businesses working together to engage and build our community and through the Biz representing the best interests of our members, through partnership and collaboration with our businesses, organizations, stakeholders, along with all levels of government. West Broadway is a community unlike any other, offering a variety of exceptional and unique dining, shopping and services in West Broadway and continuing to attract new and exciting businesses and development to the area. We boast pedestrian and cycling friendly streets, excellent bike parking amenities, and an abundance of public art and murals. Thank you to our members for your continued support. We encourage you to connect with us. Meeting with business owners and staff is our most valuable source of learning how to continue to improve our BIZ and we welcome each and every opportunity.

-Gregory Evans



Our Team

Board of Directors

Greg Evans, Chair
Evans Family Law

Jennifer Diakiw Labuick,
Vice Chair
Great-West Life

Adam Nixon, Treasurer
Edward Carriere Salon

Mischa Decter
The Handsome Daughter

Tom Monteyne
Monteyne Architecture Inc.

Hasmita Trivedi
Charisma of India

Shelley Armstrong
Langside Grocery

Councilor Jenny Gerbasi
City of Winnipeg

Staff

Leah McCormick
Executive Director

Breanne Lucky
Marketing Coordinator

About West Broadway BIZ

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
- Dedicating resources to improving the area through events, programming, and marketing initiatives

Our Members

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

Our Partners & Sponsors

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

2018 BIZ Highlights

- Installed 50 more grapevine sphere tree lights
- Worked with the City to identify empty tree wells on our sidewalks not suitable for replanting and had them paved over
- Developed a Background Neighbourhood Study for West Broadway
- Welcomed a West Broadway Chapter of the Bear Clan
- Installed 10 new bike racks, adding 50 additional bike parking spaces, bringing our total to 375 bike parking spaces in West Broadway
- Launched a new mobile friendly website
- Collaborated with community partners to address safety concerns, in order to strategize solutions and share information on these issues



Marketing & Events





Marketing & Events

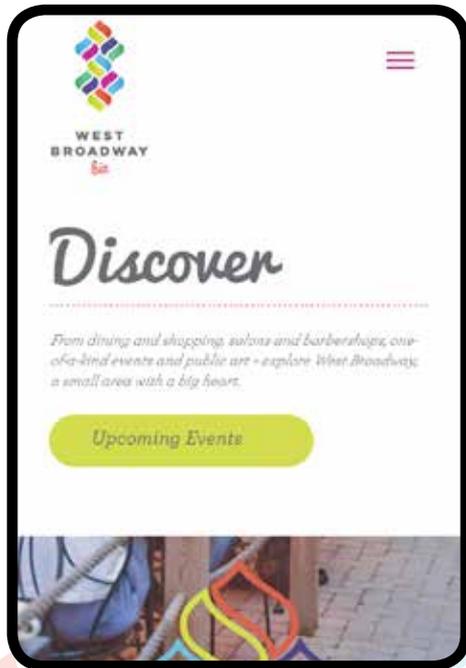
One of our top marketing priorities for this year was a revamp of westbroadwaybiz.com, creating a mobile friendly site with an updated look. We worked with the West Broadway based firm—who moved to the area this fall—Hello Digital. Do you have a special event coming up? Let us know by submitting your event to our community event calendar, we'd love to spread the word.

Sherbrook Street Festival took place on Saturday, September 8 from noon until midnight. Attendance was lower than previous years due to rain, but despite the drizzle, festival goers were in good spirits. This year's festival was primarily organized by Real Love Winnipeg, a local concert and event promotion group. Real Love will be moving ahead with the coordination of the musical line-up and logistics of Sherbrook Street Festival in 2019.

This September we hosted our third annual West Broadway Mural Tours, part of Nuit Blanche Winnipeg. West Broadway resident and tour guide extraordinaire Rob Shaw guided two tours for eager Nuit Blanche goers. Given the popularity of these tours during Nuit Blanche, and the abundance of quality murals in West Broadway, we are exploring offering summer mural and public art tours in 2019.

The BIZ took part in a handful of smaller events this year, including the West Broadway Snoball, Spring Clean-Up, and Bike to Work Day.

As of 2019, Breanne Lucky will be stepping down as the Marketing Coordinator as she has accepted a full-time job with a tech startup. We wish Breanne all the best in her future endeavors and thank her for her great work over the past many years.



Check out the new and improved, mobile friendly westbroadwaybiz.com!

Advocacy

We're working hard creating a unified voice for our business members.

Advocacy is key in West Broadway as it is currently seeing significant growth and revitalization. It creates a strong, unified voice for the community that conveys interests and concerns. This summer, as part of the creation of a Neighbourhood Background Study, we released a survey to our business members. We're listening to you!

Q: What do you think are the most important issues facing business in the neighbourhood?

"Perceptions of safety--It does not have a direct affect on my business but does impact on how clients view the neighbourhood."

“Cleanliness of the neighbourhood.”

“Parking. The availability of parking in the west lane during the hours of 7-9am needs to be addressed. Parking is limited on Sherbrook as it is, with the addition of the cycling lane (which is great), however, the restricted parking during those hours makes operating a business that is open at 7am very difficult for guests to find suitable parking...”

“Residential growth-We should focus on buildings that have a commercial space on the first floor and residential spaces above.”

The Neighbourhood Background Study document will be available to view and download at westbroadwaybiz.com

Enhancement

We're increasing the safety, cleanliness, and appeal of West Broadway!

This year we worked with a new greenhouse to grow our flowers, and we were thrilled with the results! The vibrant planters and hanging baskets along the sidewalks and gateways, enrich the urban aesthetic along high traffic streets, creating a calming and positive feel for cyclists and pedestrians along their commute.

The safety and cleanliness of our neighbourhood continues to be a top priority of our organization. We are dedicated to continuing our partnerships with local organizations in keeping our area litter and graffiti free. Our fantastic Green Team staff kept our neighbourhood looking its best this summer, through beautification projects and by addressing graffiti, litter, bulky waste, and safety hazards on a daily basis.

Other neighbourhood enhancement activities included:

- Hiring local residents to clean up the back lanes after the winter melt.
- Partnering with WBCO and other local organizations on the annual West Broadway Spring Clean-Up
- Participating in the Community Fire Prevention Partnership with the Winnipeg Fire Paramedic Service
- The TAG Team removed over 1200 square metres of graffiti in more than 200 locations.
- We welcomed a West Broadway Chapter of the Bear Clan.



West Broadway BIZ Proposed Budget for 2019

In 2019, we will continue to explore new and relevant opportunities that showcase the diversity of West Broadway. With an increase in safety, homelessness, and drug-related concerns in our community, the need for a safer, cleaner, and well-presented public realm has become a major priority. We will invest in safety, streetscape, and asset maintenance; continue our flower program, mural program, and support initiatives aimed at creating a better sense of community. We will continue to build our connection with our business members, the residential community, and key stakeholders involved with contributing to the success of West Broadway.

Revenue	2018 Approved Budget	2019 Proposed Budget
Levy	\$165,000.00	\$180,000.00
Grant/Fundraising Revenue	\$30,000.00	\$34,000.00
Wage Subsidies	\$8,000.00	\$9,000.00
Interest Revenue	\$1,000.00	\$500.00
Projected Over/ Underpayment	\$(500.00)	\$(9,500.00)
Reserve Fund	\$36,000.00	-
REVENUE TOTAL	\$239,500.00	\$214,000.00
EXPENSES	2018 Budget	2019 Budget
Meetings & Workshops	\$6,500.00	\$6,500.00
Office	\$2,000.00	\$4,000.00
Professional Fees	\$1,600.00	\$2,000.00
Staffing & Benefits	\$50,000.00	\$50,000.00
Storage/Rent	\$6,000.00	\$6,000.00
Telephone & Web/Email Hosting	\$6,000.00	\$1,000.00
Administration Total	\$72,100.00	\$69,500.00

	2018 Budget	2019 Budget
Storefront Improvement Grant	\$15,000.00	\$15,000.00
Business Incentives Total	\$15,000.00	\$15,000.00
Community Support	\$2,500.00	\$2,500.00
Advertising & Publications	\$15,000.00	\$10,000.00
Community Cleaners Program	\$5,000.00	\$5000.00
Banners & Signs & Maintenance	\$5,000.00	\$2,000.00
Board Development	\$4,000.00	\$1,000.00
Graffiti Removal	\$5,000.00	\$4,000.00
Festivals & Events	\$15,000.00	\$15,000.00
Marketing & Promotion Total	\$51,500.00	\$39,500.00
Street Furnishings	\$10,000.00	\$5,000.00
Murals & Public Art	\$10,000.00	\$10,000.00
Safety Program	\$20,000.00	\$15,000.00
Flowers, Planters & UGT supplies	\$45,000.00	\$45,000.00
Tree Lights	\$10,900.00	\$5,000.00
Physical Enhancements Total	\$95,500.00	\$80,000.00
Capital Reserve Fund	\$5,000.00	\$10,000.00
Other Total	\$5,000.00	\$10,000.00
EXPENSE TOTAL	\$239,500.00	\$214,000.00

Financials statements

WEST BROADWAY BIZ Statement of Financial Position December 31, 2017

	2017	2016
ASSETS		
CURRENT		
Cash	\$ -	\$ 57,174
Term deposit (Note 3)	57,490	56,447
Accounts receivable	35,220	-
Goods and services tax recoverable	9,788	16,867
Prepaid expenses	<u>8,250</u>	<u>7,930</u>
	\$ 110,748	\$ 138,418
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LIABILITIES		
CURRENT		
Bank indebtedness (Note 4)	\$2,861	\$ -
Accounts payable and accrued liabilities	7,218	18,653
	10,079	18,653
NET ASSETS		
Net assets	<u>100,669</u>	<u>119,765</u>
	\$ 110,748	\$ 138,418
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WEST BROADWAY BUSINESS IMPROVEMENT ZONE
Statement of Revenues and Expenditures and Changes in Net Assets
Year Ended December 31, 2017

	Budget (Unaudited)	2017	2016
REVENUE			
City of Winnipeg grants			
Operating grant (Note 5)	\$ 165,000	\$ 162,739	\$ 144,655
Streetscaping enhancement funding (Note 6)	30,000	34,920	-
Bike racks grant	-	2,373	-
	<u>195,000</u>	<u>200,032</u>	<u>144,655</u>
Other grants			
Grant revenue - Other	-	-	7,000
	<u>-</u>	<u>-</u>	<u>7,000</u>
Other revenues			
Wage subsidies	8,000	9,193	8,966
Interest	1,000	1,150	351
Advertising	-	5,650	7,110
	<u>9,000</u>	<u>15,993</u>	<u>16,427</u>
	<u>204,000</u>	<u>216,025</u>	<u>168,082</u>
EXPENDITURES (Schedule 1)	232,000	235,122	171,080
NET DEFICIENCY OF REVENUE OVER EXPENDITURES			
	(28,000)	(19,097)	(2,998)
NET ASSETS - BEGINNING OF YEAR	-	119,766	122,763
	<u>-</u>	<u>119,766</u>	<u>122,763</u>
NET ASSETS - END OF YEAR	\$ (28,000)	\$ 100,669	\$ 119,765



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