



WEST
BROADWAY
biz

ANNUAL REPORT

2023

NOTE FROM THE BOARD CHAIR

As a longtime member of the West Broadway business community, I was excited to begin my term as returning Chair of our BIZ's Board.

This report offers you a glimpse of the work our BIZ did in 2023. We've been hard at work supporting our local businesses with initiatives ranging from neighbourhood beautification, to grant incentives, to direct marketing support.

Here are a few of my highlights:

- We developed an innovative partnership with Resource Assistance for Youth. We provided work opportunities for community-members who face barriers to regular employment, while keeping trash off our streets.
- We launched two new grant programs to provide direct support to member businesses. Our *Safety & Security grant* funds upgrades like cameras and lighting, while our *Business Development program* offers broad funding to help your business chart new directions.
- Our longstanding community event, the *Sherbrook Street Festival*, took on a successful new format as the *Maryland Music Fest*. These changes allowed us to support an exciting new business-led annual event, the *West Broadway Pride Block Party*.

I'm looking forward to even more exciting projects in 2024: Our Board is working to make our summer landscaping programs more sustainable and climate-conscious. We're also developing unique new public art projects with Art City and looking to open a new BIZ office.

Above all, our board is here to represent you and to help develop the business community in beautiful West Broadway.

Best regards,

Greg Evans

K.C. Evans Family Law Corporation



ABOUT US

Our Mission

To develop and promote the business community while enhancing our neighbourhood, by focusing on the interests of businesses in the West Broadway 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 approximately one hundred businesses in the West Broadway area, spanning from Chestnut Street to Osborne Street, from Broadway to the Assiniboine River. Each business contributes financially through a BIZ levy collected by the City, which funds our programs and services.

Our Executive Director

I'm looking forward to another year working with Winnipeg's finest, funkiest neighbourhood.

Remember: The BIZ is here to support your business. I want to hear your success stories and I want to help solve your struggles. I'm here to be an advocate for your exciting ideas and difficult situations.

You can reach me any time by calling or texting 204-779-4100, or by emailing director@westbroadwaybiz.com.

Thank you for choosing to be a part of our wonderful West Broadway community!

Eric Napier Strong



OUR TEAM IN 2023

Board of Directors

Chair

Greg Evans, K.C. Evans Family Law Corporation

Vice-Chair

Jennifer Diakiw Labuick, Canada Life

Treasurer

Stacey Rohm, Assiniboine Credit Union

Members

Shelley Armstrong, Langside Grocery

Eric Neumann, Realty Executives First Choice

Amy Plett, Monteyne Architecture

Karen Brizuela, Northway Pharmacy

Hasmita Trivedi, Charisma of India (ex-officio)

Sherri Rollins, City Councilor

Staff and Support

Executive Director

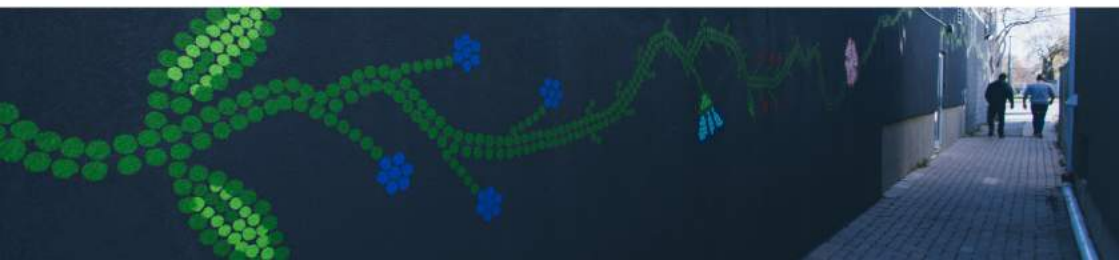
Eric Napier Strong

Social Media

Tinneke Buiskool-Leeuwma

Bookkeeper

Leah McCormick



WEST BROADWAY BIZ IN 2023 BY THE NUMBERS

100

**BUSINESS
MEMBERS**



376

**TAGS REMOVED
(749M OF GRAFFITI)**



3

**SUMMER
STAFF**



\$11,497

**IN GRANTS
TO MEMBERS**



337

**FLOWER
PLANTINGS**



91

**BIKE
RACKS**



STREETSCAPING

Streetscaping includes important activities like community beautification and placemaking to support our neighbourhood's unique character. This committee works to ensure that our streets are meeting the needs of businesses and encouraging Winnipeggers to shop locally.

Some notable projects from 2023 include:

- Refreshing BIZ-branded banners along Sherbrook & Broadway to attract passing drivers.
- A new partnership with Winnipeg Trails to build durable, low-cost bike racks right here in West Broadway.
- Planting flowers along main streets in our zone. This year we also delivered pots directly to businesses.
- Working with the City of Winnipeg to update sidewalks along Broadway to improve accessibility and appearance.
- Employing local youth through RaY's *Building Opportunities* program to keep litter off the streets.

Our team of Green Team students spent the summer caring for flower plantings, cleaning up litter and removing old posters. We stayed active throughout the year remediating graffiti across the community.

Did you know?

You can contact the BIZ to have graffiti removed from your business for free.



MARKETING & EVENTS

We work to promote our members with direct marketing through our digital newsletter and extensive social media presence. Don't forget to send us your promotions and tag @WestBroadwayBIZ in your posts!

Our longstanding community event, the *Sherbrook Street Festival*, took on a new form as the *Maryland Music Fest*. Focusing on West Broadway's strengths as an arts-hub, we turned the parking lot of our local Food Fare into one of Winnipeg's hippest concert venues for one night & welcomed hundreds of visitors.

We were excited to present the *West Broadway Pride Block Party* as a new annual event. Queer-owned businesses across Sherbrook took music, drag performances, special food and retail sales to the street to celebrate our neighbourhood's diversity.

We also sponsored a variety of events with our community partners. In February the *West Broadway Snoball* winter carnival made a triumphant return for the first time since 2020, with hundreds of local kids enjoying games and snacks from BIZ members.

Our annual effort to control litter kicked-off with the *Spring Cleanup*. This event sees dozens of volunteers fan out across West Broadway to collect trash, with the support of many local organizations and businesses.



MARKETING & EVENTS

We were happy to support Youth Employment Strategies Manitoba as they hosted a career & resource fair, helping to connect youth in our neighbourhood with employment opportunities and supports.

The *Central Bike Loop* is an ongoing marketing partnership between 6 BIZ zones. Signage & maps were posted across central Winnipeg to promote shopping, eating & more using the bike infrastructure in our area. 60% of our members are located right beside a bike lane on this route.

We also continued our partnership with Misericordia Health Centre to host an award-winning pitstop on *Bike to Work Day!* BIZ members are always invited to promote their wares to the crowd of commuters riding from Wolseley.

Do you have an idea for an event or marketing initiative that would help your business? Drop us a line!

Did you know?

The BIZ has professional social media support available. We can help you produce content and develop your presence.

We even have a *Business Development Grant Program* that could help you build your online brand.



NEW GRANT PROGRAMS

This year we introduced two exciting new grant programs to help our members grow. Visit our website to apply today.

SAFETY & SECURITY PROGRAM

Up to \$5,000 towards:

- Exterior lighting
- Motion lighting
- Security cameras
- Locks & safes
- Rockglass or window films

BUSINESS DEVELOPMENT PROGRAM

Up to \$3,000 towards:

- Marketing
- New equipment
- Staff training & PD
- Consulting & professional services
- Physical improvements to customer spaces

STOREFRONT IMPROVEMENT PROGRAM

Up to \$5,000 towards:

- Exterior painting
- Awnings & signage
- Doors & windows
- Landscaping & entryway improvements



COMMUNITY SAFETY & HARM REDUCTION

Our BIZ helps to support the West Broadway Community Organization's *Harm Reduction Outreach Program*.

Their team has been walking throughout West Broadway three times a week since May. They visit encampments and other spots where people are known to be living on the streets. They check-in to distribute supplies and work with individuals to help connect them to supports for things like housing, income, and healthcare.

Since the team began their walks in May, they have engaged in regular needle collection, reversed eight overdoses and interacted with over 1,600 people.

They've also distributed:

- 1,398 bottles of water;
- almost 1,500 fresh & healthy meals;
- 510 safer sex kits & 395 hygiene kits;
- 812 Naloxone kits & 2,367 safer drug use kits;
- 517 pairs of socks, along with water, blankets, boots & winter jackets;

Did you know?

BIZ members can book a Safety Assessment with the *Community Wellbeing and Safety Coordinator*.

They'll provide recommendations for improvements that could be funded under the BIZ's *Safety & Security Grant Program*.

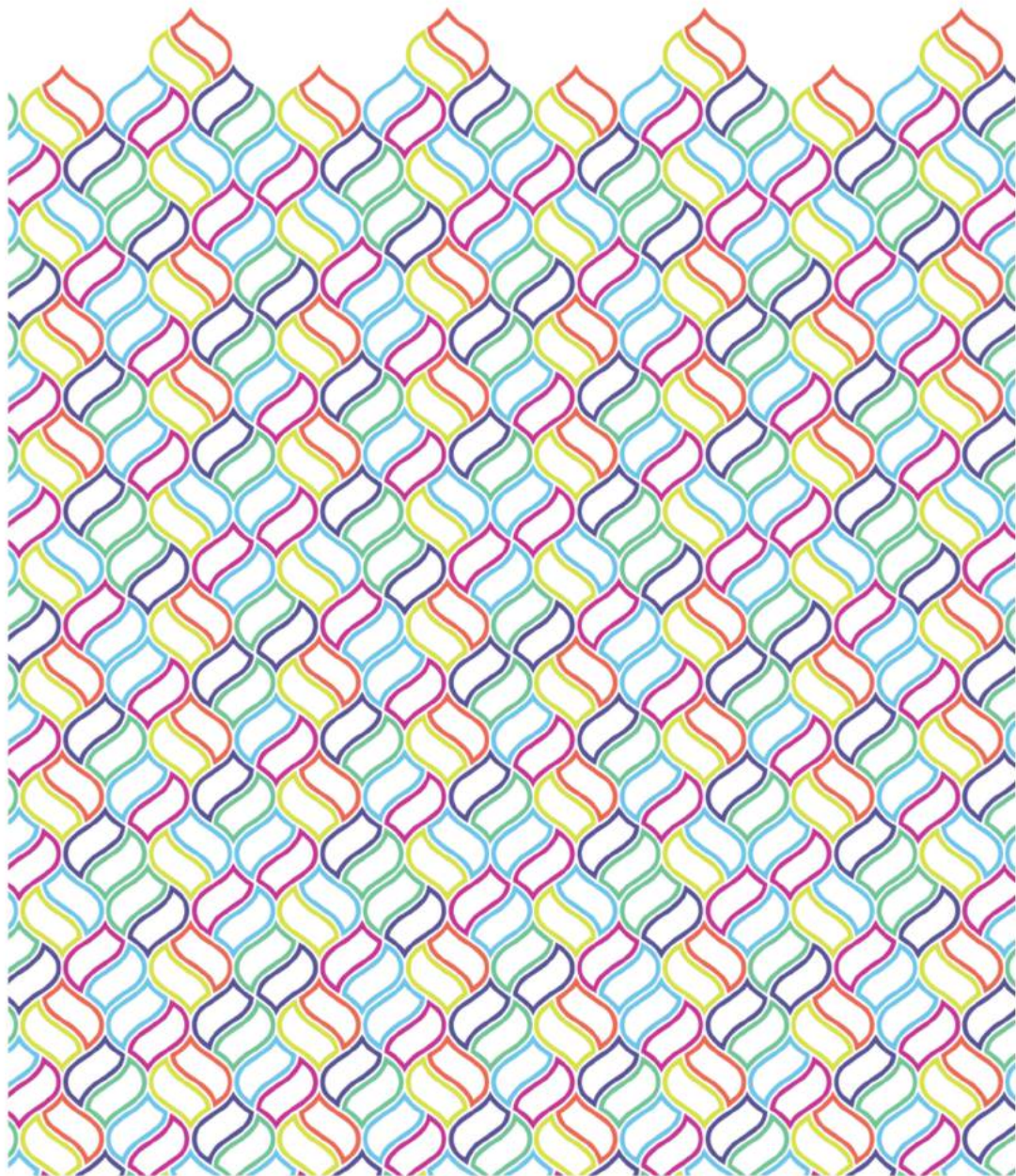


2024 BUDGET

WEST BROADWAY BIZ

2024 Budget

Revenue	2023 Budget	2024 Budget
BIZ Levy	\$ 210,000.00	\$ 220,000.00
Grants - City of Winnipeg	\$ -	\$ 6,000.00
Grants - Other	\$ 5,000.00	\$ 2,500.00
Interest Revenue	\$ 150.00	\$ 500.00
Projected Over/Underpayment from Prior Year	\$ (500.00)	\$ 9,000.00
Sponsorship	\$ 1,000.00	\$ 2,000.00
Fundraising/Miscellaneous	\$ 6,000.00	\$ 3,000.00
Transfer from Reserve Fund		\$ 20,000.00
REVENUE TOTAL	\$ 221,650.00	\$ 263,000.00
Expenses	2023 Budget	2024 Budget
Bank Service Charges & Interest	\$ 200.00	\$ 150.00
Board Development	\$ -	\$ -
Meetings & Workshops	\$ 3,500.00	\$ 3,750.00
Membership Dues and Licenses	\$ 535.00	\$ 550.00
Miscellaneous costs	\$ 1,000.00	\$ 1,000.00
Office maintenance and supplies	\$ 750.00	\$ 3,000.00
Professional Fees/ Annual Audit	\$ 2,500.00	\$ 2,600.00
Professional Development & Training	\$ -	\$ -
Staffing & Benefits	\$ 56,000.00	\$ 59,500.00
Storage/Rental Space	\$ 3,000.00	\$ 9,000.00
Telephone & Web/Email Hosting	\$ 1,700.00	\$ 1,800.00
Administration Total	\$ 69,185.00	\$ 81,350.00
Business Development Grant	\$ 10,000.00	\$ 6,000.00
Storefront Improvement Grant	\$ 10,000.00	\$ 7,500.00
Safety Improvement Grant	\$ 7,500.00	\$ 10,000.00
Business Incentives Total	\$ 27,500.00	\$ 23,500.00
Advertising, Promotions & Publications	\$ 2,500.00	\$ 2,500.00
Banners, Signs & Maintenance	\$ -	\$ 2,000.00
Miscellaneous	\$ -	\$ -
Strategic planning and Special projects	\$ 9,000.00	\$ 25,000.00
Events	\$ 20,000.00	\$ 24,000.00
Transportation, Parking, and Transit	\$ 250.00	\$ 250.00
Website / Social Media	\$ 500.00	\$ 10,000.00
Marketing & Promotion Total	\$ 32,250.00	\$ 63,750.00
Enhanced Streetscape Renewal	\$ -	\$ -
Equipment & Supplies Rental	\$ 1,500.00	\$ 2,500.00
Holiday Décor	\$ -	\$ -
Supplies	\$ -	\$ -
Graffiti Removal	\$ 4,800.00	\$ 5,200.00
Landscaping	\$ 45,000.00	\$ 48,000.00
Murals/ Art Programs	\$ 10,000.00	\$ 5,000.00
Safety Programs	\$ 10,000.00	\$ 7,500.00
Street Furnishings - Bike Racks, kiosks, benches	\$ 6,000.00	\$ 6,000.00
Street Maintenance	\$ 2,000.00	\$ 8,000.00
Street Lighting (other lighting)	\$ 5,000.00	\$ 10,000.00
Other Initiatives and Miscellaneous	\$ 5,000.00	\$ 1,000.00
Physical Enhancements & Maintenance Total	\$ 89,300.00	\$ 93,200.00
Contingency Fund -Over/Under allocation	\$ -	\$ -
Capital Reserve Fund	\$ -	\$ -
Other Total	\$ -	\$ -
EXPENSE TOTAL	\$ 218,235.00	\$ 261,800.00
NET INCOME (LOSS)	\$ 3,415.00	\$ 1,200.00



Questions? Comments? We're always happy to hear from you.

Call or text **204 779 4100** | Email **director@westbroadwaybiz.com**

westbroadwaybiz.com

  /westbroadwaybiz

