



WEST
BROADWAY
biz

ANNUAL REPORT

2025

NOTE FROM THE BOARD CHAIR

With my term as Chair coming to an end, I'm reflecting on the years of work I've seen this Board do to develop our community. West Broadway is truly a unique place: A diverse and welcoming destination for people of all backgrounds, and a special environment which allows independent businesses to thrive. Our work hasn't always been easy, but I'm proud looking back on what we've accomplished together.

The BIZ's mandate is to support local businesses and economic development with initiatives like neighbourhood beautification, special events and marketing. We also provide grant incentives to help our members grow, and advocate with government for our community's needs. This annual report provides an overview of the projects we've completed over the past year.

One of the most exciting additions is a new illuminated 'gateway' to our zone. Drivers passing along Sherbrook Street can't miss the fact that they're entering a unique and exciting neighbourhood, with an overhead arch of lights that transitions into our distinctive lamp posts wrapped with rainbow lights.

We also continued our mission to become the most climate-conscious and sustainable BIZ in the City. By expanding our focus on native plants for street beautification, we're using your levy dollars more efficiently while reducing our environmental impact.

Partnership is another cornerstone of our approach, because a small BIZ like us can't do everything alone. By working with local organizations, we're able to magnify our impact while supporting people in our community who need it.

While my time on the Board may be over, I look forward to watching West Broadway grow bigger and better while maintaining its unique character and independent spirit.

Greg Evans

Evans-Pollock 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
- Celebrating 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

This beautiful West Broadway community wouldn't be what it is without business owners like you. Thank you for supporting our mission to build the most unique neighbourhood in Winnipeg! 2025 saw steady growth in our community, with the promise of even bigger & brighter things to come on the horizon.

The BIZ's purpose is to support your business, amplify your ideas, and work to address your concerns. Feel free to reach out any time if we can help you. We're always happy to hear ideas for new events, marketing initiatives, or ways to improve our neighbourhood

You can connect with me by calling or texting 204-779-4100, or by emailing director@westbroadwaybiz.com.

Eric Napier Strong



OUR TEAM IN 2025

Board of Directors

Chair

Greg Evans, Evans-Pollock Family Law Corporation

Vice-Chair

Amy Plett, Monteyne Architecture

Treasurer

Stacey Rohm, Assiniboine Credit Union

Members

Jennifer Diakiw Labuick, Canada Life

Andrew Chipman, Chip's Vintage

Olena Kozel, Public General Store (*partial term*)

Walter Spooner, Waltz On In (*partial term*)

Sherri Rollins, City Councilor

Staff and Support

Executive Director

Eric Napier Strong

Social Media

Tineke Buiskool-Leeuwma

Bookkeeper

Leah McCormick



WEST BROADWAY BIZ IN 2025 BY THE NUMBERS

110
BUSINESS
MEMBERS



202
TAGS REMOVED
(575M OF GRAFFITI)



4
SUMMER
STAFF



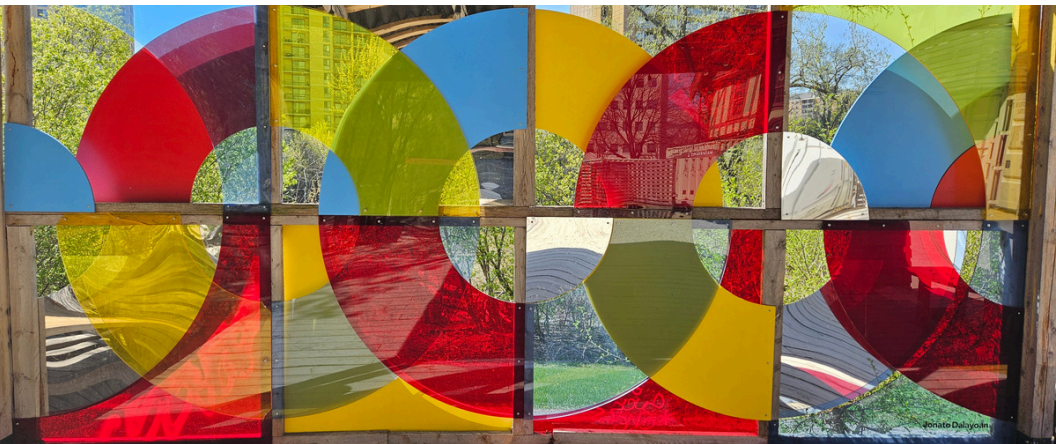
\$8,612
IN GRANTS
TO MEMBERS



272
FLOWER
PLANTINGS



129
BIKE
RACKS



STREETSCAPING

Streetscaping is one of the BIZ's primary roles. We work to ensure that our streets are meeting the needs of businesses and encouraging Winnipeggers to shop, relax and play in West Broadway. This includes activities like community beautification and placemaking to support our neighbourhood's unique character.

This year we continued our important focus on minimizing our environmental impact with efficient landscaping, while beautifying and illuminating our streets. The change to locally adapted plants also helped us keep our flowers looking beautiful on the street into autumn.

Funding from the Province of Manitoba's *Urban Green Team* program allowed us to hire four staff, who dedicated their summer to keeping West Broadway beautiful and clean. We continued our successful partnership with RaY's *Growing Opportunities* program. This year's partnership provided 468 hours of casual employment for 67 local youth, who helped keep litter off our streets from Spring to Fall. We also planned a future partnership with N'dinawemak's *Community Care Team*, who will be picking up litter and sharps in our area year-round.

Support from Take Pride Winnipeg & a sponsorship from Dulux Paints allowed us to create a new mural, painted by a young Indigenous artist who lives in our neighbourhood and participates in programming at RaY.



STREETSCAPING

This fall we partnered with Misericordia Health Centre to install an exciting new illuminated gateway to the neighbourhood. Drivers crossing the Maryland Bridge will be welcomed by overhead lights as they turn onto Sherbrook St. Funding from the City of Winnipeg helped make this project possible. We also maintained our popular rainbow lamp post lighting, and undertook a major maintenance run to replace our tree-mounted grapevine lights across the zone.

We continued our mission to provide theft-resistant 'Made in West Broadway' bike racks on every block. If your business needs a bike rack, or if you notice a gap where more parking is needed, let us know! More than 60% of West Broadway residents don't use a car regularly, so active transport is an important part of business in our community.

This year we saw a major decrease in the amount of new graffiti in the area, with nearly 60% fewer tags reported than in 2024. We worked to restore several vandalized murals, and we tested new concepts for even more artistic lighting on our streets that we plan to debut in 2026.

Did you know?

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

You can also apply for funding towards cameras, lights and other security enhancements through the BIZ's Safety & Security Grant Program.



LEADERS IN CLIMATE ACTION

In 2024, we worked with a company called *Beez Please* to naturalize our large gateway planters with prairie plants and create *micro-meadows*. They aren't just beautiful: These spaces provide habitat and food for critically-endangered pollinators in our urban environment.

They grew back so successfully that we expanded the project to plant perennial & self-seeding native plants in our seasonal plastic pots. These flowers require less water than typical annuals and they don't need any chemical fertilizer – which is a major contributor to waterway pollution and algae in our lakes. We're testing a new wintering technique to help them grow back next year. This could reduce our recurring landscaping expenses even further and free up funds for more permanent projects. The next step is investing in self-watering pots to save more fuel, water & staff time.

Supporting the environment and doing our part to fight the climate change crisis is just good business.

This innovative initiative has now been copied by neighbouring BIZs and earned us front-page coverage in the Free Press Community Review, distributed to approximately 100,000 homes across West Winnipeg.



Photo: Emma Honeybun, Winnipeg Free Press

MARKETING & EVENTS

A key focus in our marketing plan is to transform West Broadway into a hub for unique events, to help attract new visitors and customers. Local kids enjoyed games and snacks from BIZ members at the *West Broadway Snoball* winter carnival, while the *Spring Cleanup* saw over 100 volunteers collecting trash in our neighbourhood.

This year we launched *Pride Week in West Broadway*, starting June off with a full week of events celebrating diversity and culminating in our popular *Pride Block Party*. We also started a new event series called *Sunday Funday*, where we promoted neighbourhood-wide events on the second Sunday of each summer month. We hosted two pit stops during *Bike Week* and a public event to promote the Central Bike Loop that passes through our neighbourhood.

The *Maryland Music Fest* saw tremendous attendance and good media attention. We closed down Westminster Ave for a street market with 43 vendors organized by Luckygirl Popups, and hosted a full day of music in partnership with Food Fare, Shorty's Pizza, Good Neighbour Brewing & The Handsome Daughter.

We also distributed a new handout on paper filled with wildflower seeds, to promote our zone while eliminating litter. It's printed with a QR code that leads people to our online business directory, along with self-guided mural and architecture tours.

Did you know?

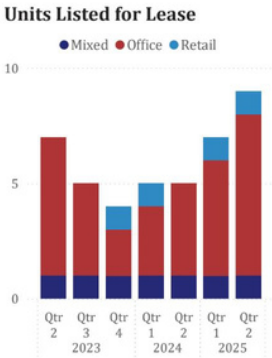
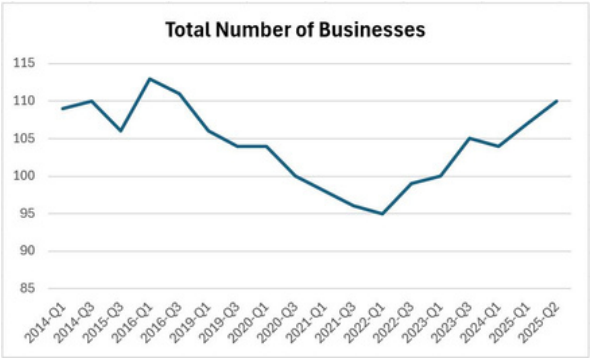
Our expert social media staff can provide you or your team with training to help build your online presence – for free!



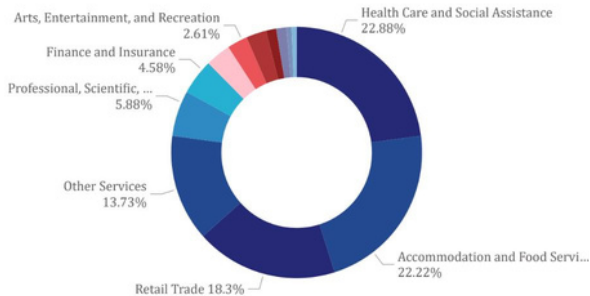
ECONOMIC DEVELOPMENT

The BIZ collects and analyzes economic data to understand trends in our neighbourhood and inform our projects. We work to influence upcoming developments so that they will increase our area’s commercial potential. Here are a few key points:

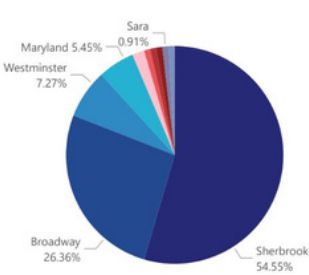
- 5 new mixed-use developments are planned or in progress, bringing 423 new rental units and new commercial spaces to West Broadway in the future.
- We began tracking and advertising commercial spaces for sale & lease in our area.
- We published information online about BIZ membership & services, to help attract new businesses.
- Retail space vacancies remain very low, while there is a greater amount of available office space.
- The number of businesses has continued to rebound from a low of 95 during the pandemic. At 110, we are approaching the historic high of 113 reached in 2016.



Business Share by Industries

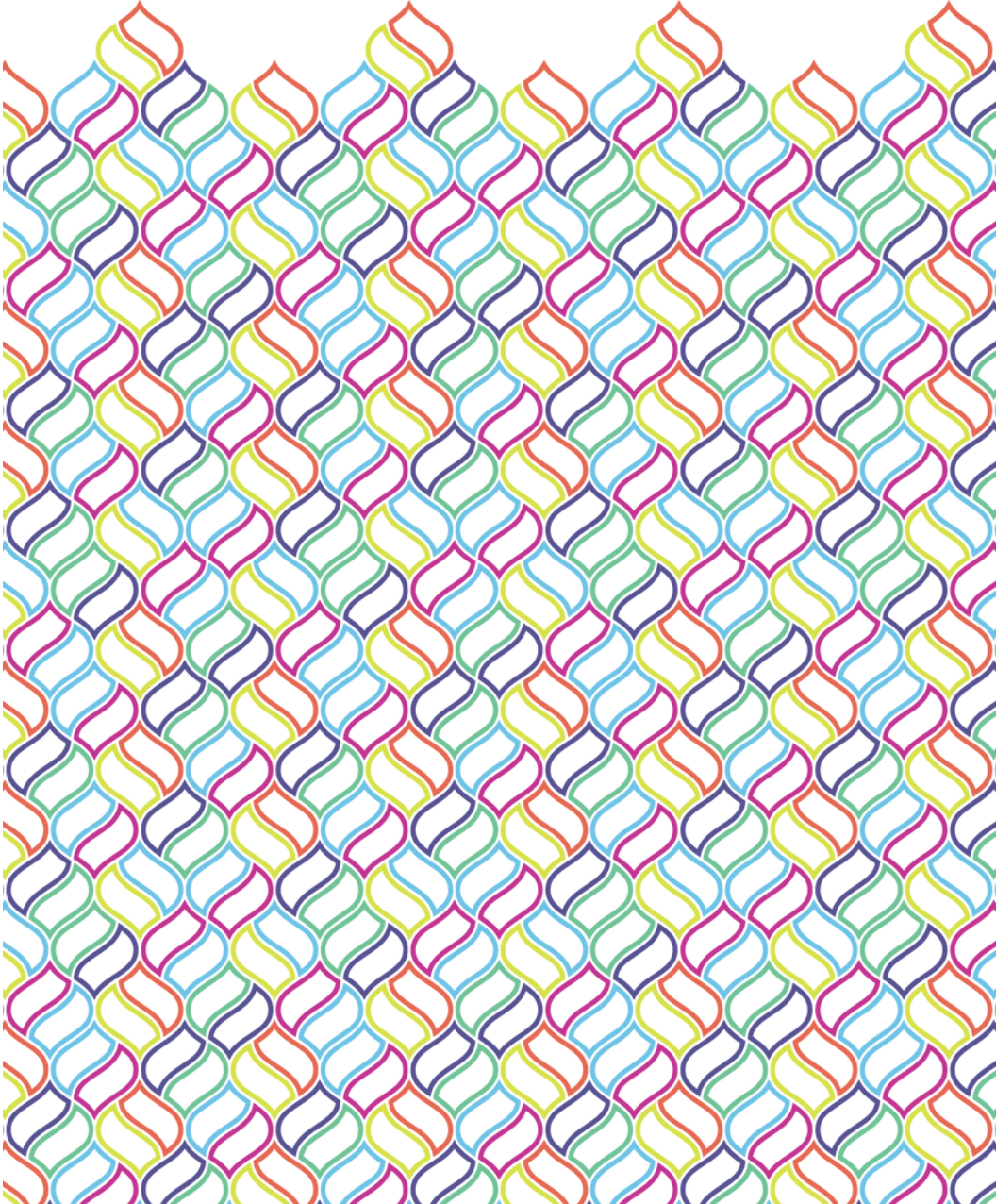


Business Share by Street



2026 BUDGET

Revenue	2025 Budget	2026 Budget
BIZ Levy	\$ 265,000.00	\$ 265,000.00
Grants - City of Winnipeg	\$ 15,000.00	\$ 38,000.00
Grants - Other	\$ 2,500.00	\$ 48,684.50
Interest Revenue	\$ 2,500.00	\$ 3,000.00
Projected Over/Underpayment from Prior Year	\$ -	\$ 5,000.00
Sponsorship	\$ 2,500.00	\$ 2,500.00
Fundraising/Miscellaneous	\$ 8,000.00	\$ 3,000.00
Transfer from Reserve Fund	\$ -	\$ 20,000.00
REVENUE TOTAL	\$ 295,500.00	\$ 385,184.50
Expenses	2025 Budget	2026 Budget
Bank Service Charges & Interest	\$ 150.00	\$ 150.00
Board Development	\$ -	\$ -
Meetings & Workshops	\$ 3,750.00	\$ 4,000.00
Membership Dues and Licenses	\$ 600.00	\$ 600.00
Miscellaneous costs	\$ 1,000.00	\$ 500.00
Office maintenance and supplies	\$ 1,500.00	\$ 2,500.00
Professional Fees/ Annual Audit	\$ 3,000.00	\$ 3,000.00
Professional Development & Training	\$ 5,000.00	\$ 5,000.00
Staffing & Benefits	\$ 78,500.00	\$ 93,500.00
Storage/Rental Space	\$ 6,000.00	\$ 6,360.00
Telephone & Web/Email Hosting	\$ 1,800.00	\$ 2,000.00
Administration Total	\$ 101,300.00	\$ 117,610.00
Business Development Grant	\$ 6,000.00	\$ 6,000.00
Storefront Improvement Grant	\$ 7,500.00	\$ 7,500.00
Safety Improvement Grant	\$ 11,000.00	\$ 7,500.00
Business Incentives Total	\$ 24,500.00	\$ 21,000.00
Advertising, Promotions & Publications	\$ 5,000.00	\$ 10,000.00
Banners, Signs & Maintenance	\$ 3,500.00	\$ 3,000.00
Miscellaneous	\$ -	\$ -
Strategic planning and Special projects	\$ 1,500.00	\$ 25,000.00
Events	\$ 27,000.00	\$ 35,000.00
Transportation, Parking, and Transit	\$ 250.00	\$ 250.00
Website / Social Media	\$ 10,000.00	\$ 10,000.00
Marketing & Promotion Total	\$ 47,250.00	\$ 83,250.00
Enhanced Streetscape Renewal	\$ -	\$ -
Equipment & Supplies Rental	\$ 2,000.00	\$ 1,500.00
Holiday Décor	\$ -	\$ -
Supplies	\$ -	\$ 500.00
Graffiti Removal	\$ 11,000.00	\$ 6,100.00
Landscaping	\$ 35,000.00	\$ 69,500.00
Murals/ Art Programs	\$ 5,000.00	\$ 6,500.00
Safety Programs	\$ 5,000.00	\$ 42,684.50
Street Furnishings - Bike Racks, kiosks, benches	\$ 2,000.00	\$ 5,000.00
Street Maintenance	\$ 21,000.00	\$ 15,000.00
Street Lighting (other lighting)	\$ 35,000.00	\$ 15,000.00
Other Initiatives and Miscellaneous	\$ 1,000.00	\$ 1,000.00
Physical Enhancements & Maintenance Total	\$ 117,000.00	\$ 162,784.50
Contingency Fund -Over/Under allocation	\$ -	\$ -
Capital Reserve Fund	\$ 5,000.00	\$ -
Other Total	\$ 5,000.00	\$ -
EXPENSE TOTAL	\$ 295,050.00	\$ 384,644.50
NET INCOME (LOSS)	\$ 450.00	\$ 540.00



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

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

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