



West End BIZ

Envision the Future

2010 Annual Report



Winnipeg's West End - All we need is you!

Chair and Executive Director Comments

I need to offer a big thanks and congratulations to our current management board and office staff. We have had another incredibly busy year in the West End with many projects coming to completion and the start of some great new initiatives. We have every reason to be proud!

Just one example is the Saigon Park area at Balmoral and Ellice, the entrance to the West End, that was in disrepair. The International Village Gateway Feature on this site is now almost completed and on its way to becoming a major landmark in the West End, welcoming visitors to our ethnically diverse and vibrant communities and business districts. The now attractive space improves the area's image and signifies the International Village concept, planned for Ellice and Sargent Avenues.

We on the Board are proud of the area we work and live in. Four-star restaurants, an array of unique shops and services, world class recreation and educational facilities and great value! We want to get the message out to the rest of the city, this is where you want to be! Our exciting marketing push, our first ever campaign is helping us do just that through TV, Radio and newspapers. Like our tagline says, "All we need is you!"



Shane Storie, Chair

Recently, in response to a Free Press article we felt did not fairly portray the reality of the West End, the BIZ submitted a letter to the Editor which they featured as letter of the day.

We said you cannot describe the West End through media headlines alone. These words came from our members. We know the West End as a cultural gem, a diverse, dynamic, thriving family-oriented community filled with unique and welcoming shops, services, restaurants and world class recreational and educational facilities. The West End is where many new Winnipeg families start their stories and to where many Canadians can, to this day, trace back their roots. The West End is filled with businesses, organizations and people who choose to be here. Many of our business are Winnipeg icons, favourites of the entire city. They have invested in this community and continue to do so.

We also know that over the past few years property values are up, many tripling or more in value, and reported crime has gone down 27%. The West End is evolving and offers excellent value for business and residential development. Yes, there are still some challenges here, there always will be...as there are in every community, every city. But like our businesses, we choose to continue believing and investing in the area because we can see the positive results of doing so.

Our 2010 Annual Report offers an exciting overview of our programs and accomplishments over this past year, including the formal introduction of our new "brand" and our first ever West End marketing campaign. These initiatives happened because of you, our valued members, stakeholders and partners. Collectively we effect change so we can not only envision the future we want, but realize it. The renewed interest in the West End is real and for good reason.

This is your BIZ and your ongoing input is crucial. There are many ways for you to get involved - work with a committee, become a board member or perhaps a program sponsor. We want to work with you and for you. Come by the office or call anytime, I would love to talk to you.



Gloria Cardwell-Hoepfner
Executive Director

The West End BIZ was established in 1991 and is geographically the largest BIZ zone in Winnipeg. Directed by a Management Board, elected by businesses at the Annual General Meeting, the BIZ operates programs to enhance and promote the area and advocates as needed on their behalf. Every retail, commercial and professional business in the zone automatically becomes a BIZ member.

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Street Enhancement Committee



All we need is you!



Street Enhancement Committee

The **Street Enhancement Committee** focuses on projects that enhance the appearance of the BIZ environment. The committee meets approximately six times per year.

Storefront Improvement Grants

The BIZ offers grants to assist area business owners in improving the external appearance of their businesses. BIZ members can apply for reimbursement of 1/3 of their total project costs up to a maximum grant of \$1,000.00. 11 grants were awarded to West End businesses in 2010 for projects that included exterior painting, new signage, awnings, landscaping and other improvements. This generated \$51,000 in exterior improvements, with the BIZ contributing \$10,000.

International Village Gateway Feature

As part of the International Village Project designed to enhance Ellice and Sargent Avenues, the gateway feature serves as a true West End landmark. Located on Ellice, between Balmoral and Spence, the global-themed entranceway welcomes visitors to the multicultural West End. Elements include decorative paving, colourful metal flags offering “welcome” in 16 languages, banners and enhanced landscaping along the median.

The adjacent Saigon Park is incorporated into the gateway feature and is also receiving a facelift. Improvements include refreshed wood chips, wooden posts and the removal of diseased trees. New street furniture and an updated sign will still be added to complete the look and create a truly welcoming environment.

A launch will be held for the Gateway Feature once the work has been completed, inviting everyone to explore the shops and services of the multicultural West End. The International Village Project was made possible by funding from the **Winnipeg Partnership Agreement** and the **City of Winnipeg**. The design and project management were overseen by the McGowan Russell Group.

Information Kiosks

The BIZ Information Kiosks (bulletin boards) that were installed in the Spence neighbourhood in 2009 continue to provide on-street space for area businesses and residents to post information related to product sales, service promotions and upcoming community events. The kiosks have been shown to provide a valuable alternative to the practice of posting notices on hydro poles, which damage the paint and contribute to an unsightly appearance. The BIZ Patrol and maintenance staff regularly remove outdated information.

The kiosks are located at:

Ellice Ave & Langside St
In front of 637 Maryland St
Notre Dame Ave & Maryland St
Portage Ave & Maryland St
In front of 555 Spence St

Sargent Ave & Balmoral St
Sargent Ave & Furby St
Sargent Ave & Maryland St
Sargent Ave & Sherbrook St
Sargent Ave & Spence St

Street Enhancement Committee

Banners

Four new banner designs were created and hung on light standards along major West End streets. They replaced the former “We are the World” banners. These new designs highlight one of four phrases related to our area’s assets: **Commerce, Community, Cuisine and Culture**. The BIZ website address is also prominently displayed on the blue and green banners.

An additional set of banners hang around the perimeter of Central Park and promote the park as a West End attraction. They feature an image of the newly refurbished Waddell Fountain on them. Their production was co-sponsored by **Councillor Harvey Smith**.

Finally, new banners were also included as part of the International Village Gateway Feature, with a design complimenting the feature.

These new designs augment the gateway banners already installed along Portage Avenue, where the West End and Downtown meet, and those highlighting the multicultural Central Market in Central Park.

All banner designs contain cohesive elements to them, but serve to distinguish unique areas with a fresh look and message.

Central Park Rejuvenation

A grand opening for the rejuvenated Central Park took place on August 26. The official ceremony celebrated the monumental changes at this historical and important site. Speeches from many of the groups and local politicians involved in the park’s makeover were shared. Multicultural entertainment and music were also part of the festivities. Making their grand debut were the children’s splash park, playground, soccer pitch, slide hill and the restored historic Waddell fountain, turned on for the first time in many years. The West End is proud to have the historic Central Park in our zone.

Sweep Off

On May 14, 2010 more than 160 students and teachers from General Wolfe School and Daniel McIntyre Collegiate swept up sand and litter along Ellice and Sargent Avenues, Erin and Wall Streets. Members from SSCOPE, a local community-based employment service who provides supportive employment and training for individuals with mental health issues, joined in to clean up Notre Dame Avenue. All participants were outfitted with t-shirts, gloves, masks and equipment. The BIZ later provided SSCOPE and the schools with an honorarium in appreciation of their work.

This year’s event sponsors included West End businesses and stakeholders **Encore Musical Instruments**, the **Winnipeg Parking Authority**, **Triple D Electric** and **JS Furniture & More**. **Take Pride Winnipeg!** provided garbage bags and the **City of Winnipeg Public Works** department picked up the filled bags at the end of the day. **Herzing College** donated bottled water, **McDonalds** donated food vouchers and **Safeway** provided refreshments for the participants.

Street Enhancement Committee

Floral Displays

Hundreds of curbside planters and 50 hanging baskets filled with hearty grasses and plant varieties were on display over the summer, adding brilliant colour to the West End. Under this program the planters are owned by the BIZ and placed in front of businesses at their request. Others are distributed throughout the area.

In previous years the BIZ offered a wide variety of options for businesses regarding the planting and maintenance of the planters under their care. This year participants were advised of some necessary changes to the program. These changes meant that BIZ members with a planter who wanted the BIZ to plant and maintain a display all summer long, including removal in fall, would now pay a flat fee of \$35.00 per planter per year. Those that wanted to plant and maintain their own planters were welcome to do so and would not be subject to the fee.

However, as a number of planters still remain unplanted each year by businesses who state that they will plant their own, a comprehensive program review was undertaken, resulting in an updated planter strategy. To effectively add colour, vibrancy and a sense of warmth to the West End's streets, no planter should remain unplanted. Unplanted planters are scheduled for removal and reallocation to another area of the BIZ zone where they can have the greatest visual impact. Contact with the business is made prior to removal.

Given the cost and challenge of ensuring all planters are planted, the BIZ is no longer distributing additional planters to businesses. Instead, businesses interested in having floral displays in front of their property are being encouraged to apply for a storefront improvement grant to purchase a planter suited to their needs.

Beautification and Maintenance Programs

This summer a team lead oversaw the work of four maintenance technicians. One of these students was sponsored by the YMCA Summer Work Student Exchange Program over a six week period. This program offers French and English speaking high school students the chance to spend part of their summer working in a different province, while practicing their second language skills.

Together, the maintenance team worked to ensure that the West End looked its best. They planted and maintained floral displays, picked up litter, made minor repairs and assisted with graffiti removal as needed. They also created balloon animals, painted faces and hosted childrens activities at the Ellice Street Festival and the Sargent Street Fest.

Thank you to the **Province of Manitoba's Urban Green Team** program for their grant which allowed these students to be hired. Additionally, **Take Pride Winnipeg's Green Wave** program provided students to assist with litter removal services on a part-time basis through July and August.

Support from the **City of Winnipeg's Parks and Open Space Division** facilitates our area clean-ups and maintenance until the end of October. Thanks to the **City of Winnipeg's Graffiti Control department** for the use of a vehicle and to **Brent McNaught Automotive Centre** for allowing us to park our BIZ maintenance and graffiti vehicles in their space.

Street Enhancement Committee

MOST (Mission: Off the Streets Team) and Street SSCOPE Partnerships

The BIZ continues its partnership with **Siloam Mission's MOST** program which assists individuals in learning work and life-related skills. Participants earn wages by working on beautification projects, collecting litter, shovelling snow and sweeping streets. This year's MOST team assisted the BIZ during the summer and fall months.

As part of a new partnership with **SSCOPE**, an organization supporting mental health recovery in Winnipeg, individuals were provided with supportive employment and training. They earned wages while collecting litter and sweeping sidewalks along Notre Dame Avenue during the summer and fall months.

Graffiti Removal

This year saw some exciting changes to the year-round graffiti removal program with the launch of the newly formed **TAG Team** - Teaming up Against Graffiti - on July 21. The **West End BIZ and the Exchange District BIZ** joined forces to better equip and expand our individual graffiti removal services. Pooling resources allows us to have a greater impact in our own communities and in other high profile areas. Staff, resources and supplies are being shared to maximize efficiency, response times, the effectiveness of graffiti removal and related maintenance issues. Staff work together and coordinate work year-round, but in the fall and winter months when staffing levels decrease, the partnership enables staff to continue to work in teams. This increases personal safety as well as productivity. A new logo and uniforms were designed to better recognize and promote the TAG Team partnership. The van used in the removal of graffiti was also decal wrapped to promote the program and its sponsors.

Five other BIZ groups contributed to the partnership in exchange for graffiti removal services for their business members. These included the Academy Road, Corydon Avenue, Mosaic Market, Osborne South and West Broadway BIZ groups.

Between January and October, 2010, crews attended 1,730 logged sites to remove 7,957 square meters of graffiti.

The Graffiti Removal program received assistance over July and August from **Andrew Swan's office, MLA for Minto**. Two high school students were hired and tasked with the responsibility of logging graffiti tags and collecting signed waivers from affected properties in the Minto constituency, prior to graffiti removal. These employees also acted as ambassadors for both organizations by providing information to members, residents and visitors. In total, over 5,700 home and business visits and 928 follow-up visits were attempted. Actual contact was made with 2,218 property owners and 441 signed waivers were collected. Waivers continue to come in.

Our sincere thanks to the **City of Winnipeg Graffiti Control** department for their continued support of the graffiti removal program and the provision of a vehicle over the summer. Thank you also to the **Daniel McIntyre/St Matthews Community Association** for funding an additional graffiti removal technician over the summer.

Street Enhancement Committee

Fine Option Program

The Fine Option program is funded by the provincial government. It allows people who have been fined for a legal offense the opportunity to perform unpaid community service hours in lieu of their fine. Participants choosing the BIZ as a work placement assist us in tackling graffiti and maintenance concerns. Eight individuals participated in this program with the BIZ in 2010, contributing a total of 739 hours.

Mural Mentorship

Three new murals were completed under this summer's award-winning Mural Mentorship program. The program sees a university student hired to work with area youth, teaching them basic painting skills and art techniques while creating a piece of public art.

Two mural mentors, Red River College graphic design students Michelle and Roberta, worked together on the murals. They were accompanied by more than 80 enthusiastic youth from community programs who learned to transform a blank wall into a colourful mural. In addition to contributing to their community, the youth learned basic painting skills and art techniques and contributed ideas for incorporation into the final designs.

On August 11 the West End BIZ unveiled "**Nostalgic Notre Dame**," located at 710 Notre Dame Avenue, on the western wall of Roy's Florist. This mural depicts a whimsical, historical perspective of Notre Dame Avenue. Images featured in the streetscape include the one-time Winnipeg General Hospital, along with many others features iconic to the avenue. The mural was co-sponsored by **HRSDC** and the West End BIZ, with the wall space contributed by **Roy's Florist**.

On August 25 the West End BIZ unveiled "**Life on Langside**," painted on panels which hang on the west side of the West End BIZ office at 581 Portage Avenue. Three smaller panels contain elements representative of life on Langside Street, shown hanging from a clothesline. A larger panel depicts a street scene of the area's recent revitalization and residents enjoying amenities, including the University of Winnipeg student residence, neighbourhood homes and MERC spray park. A final panel has the word "welcome" depicted in various languages on welcome mats. The mural was co-sponsored by **HRSDC**, **Take Pride Winnipeg!** and the West End BIZ.

The final project, "**International Cafe**," was unveiled on September 21. Painted on the east side of **A Taste of India** at 510 Sargent Avenue, the mural depicts a fictional cafe and vibrant streetscape. It pays tribute to the West End's multicultural community which includes a wide variety of cuisine options, many portrayed in the piece. This mural was commissioned by the West End BIZ and co-sponsored by **HRSDC**.

At the respective unveilings that were held, the artists spoke to the concepts behind the murals and their experience working alongside the youth, many of whom were also in attendance.

Street Enhancement Committee

A Walk of Art

The second annual “A Walk of Art” project involved a partnership with two classes of grade 10 students from **Daniel McIntyre Collegiate Institute**. They planned and painted 11 unique window murals under the theme of “*My West End, My Home.*” The student artists expressed what they love most about the community they live and study in. Recognizable area landmarks include scenes depicting their schools, favourite restaurants, the CBC radio building on Portage and the Arlington Street bridge.

The pieces are now hanging in the windows of properties at 543, 546 and 551 Sargent Avenue, as well as at the former West End library site at 823 Ellice Avenue. The murals complement the already established West End BIZ mural program by adding a different type of attraction for area visitors and commuters to enjoy.

An unveiling for “A Walk of Art” was held on June 2 at X-Cues Billiards & Café, across the lane from where some of the murals are displayed. 25 students who contributed to the murals were in attendance, along with their supervising teachers. They were served a light lunch and took part in a condensed version of a mural tour along Sargent Avenue. Several media were also present for the event.

The BIZ is grateful to each of the student artists who contributed to the murals and their supervising teachers, as well as **X-Cues Billiards & Cafe**, the **City of Winnipeg** and **Paul Dhillon** for their donation of window space. Thanks also to **Trevor Thiessen of Reno Rite Contracting** for his assistance with the installation of the mural panels.

“The West End BIZ and its members work tirelessly to improve the quality of life for everyone in one of the most diverse neighbourhoods in Canada. Their commitment to important programs such as creating award-winning murals, offering community tours and partnering with the University on safety patrols makes this a more liveable and attractive community for residents, students and visitors.”

- Dr. Lloyd Axworthy, President and Vice-Chancellor, University of Winnipeg

Safety Committee



Partners in Prevention



Crime Prevention & Safety Awareness for Businesses



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Safety Committee

The **Safety Committee** addresses safety concerns through advocacy and programming. The committee meets six times per year.

Night Light Grants

Safety is a top priority for many area business owners, that of their customers, employees and property. Lighting up back lanes and parking lots with extremely bright exterior lights is part of the solution. In its eighth year, the Night Light Grant program provides West End businesses and non-profits with free dusk to dawn light fixtures. These night lights include photo sensors and break-proof lexan shields. A night-time audit is first performed by the BIZ Patrol to determine how many lights each business requires to create a safer environment. After receiving the lights, businesses are then responsible for their installation and continued maintenance. This program is making a significant difference in the area as recipients experience a noted decrease in the amount of vandalism around their premises once they've installed the lights. 29 night lights were granted in 2010 to 11 BIZ area businesses and non-profit organizations.

Safety Grants

The Safety Grant program assists West End businesses with the implementation of safety measures that help their staff, premises and inventory become more secure. The BIZ cost-shares these initiatives on a 50/50 basis with the business, to a maximum of \$500.00. Nine grants totalling \$4,100.00 were paid out by the BIZ for video surveillance systems, steel doors, alarms and security shutters. These grants contributed to an additional \$18,651.21 worth of safety improvements by the recipient businesses.

Partners in Prevention: A Crime Prevention & Safety Awareness Guide for Businesses

Produced in house, this helpful guide was recently reprinted and distributed to all West End businesses via the fall newsletter. Since the first edition was released in 2008, many West End businesses have benefitted from its use. It has also been adapted for use by other business improvement zones within Winnipeg and the United States. Business owners are encouraged to review the material contained within and then share the information with their staff, keeping it handy as a reference for future use.

Working in partnership with the **Winnipeg Police Service**, the West End BIZ created the guide as an additional safety tool for businesses. It provides useful information to help prevent businesses from becoming victims of crime. The guide includes excerpts from the Winnipeg Police Service CounterAction Handbook, as well as information on West End BIZ safety programming, initiatives and important "who do you call" numbers. On September 22 the West End BIZ introduced the guide to the public with a launch at the BIZ office, in conjunction with the daily WPS media brief.

The West End BIZ extends its sincere appreciation to **Chief McCaskill of the Winnipeg Police Service** for supporting the guide and to **the Community Relations and Crime Prevention units** for providing assistance during the creation process. The guide was sponsored in part by **Manitoba Public Insurance** and **SI Alarms & Wireless**.

Safety Committee

Coin Boxes

Several coin boxes are placed at businesses throughout the West End to help support the BIZ Patrol. Donations are regularly emptied by the Patrol and are used to fund additional training and equipment. If your business is interested in assisting the Patrol by placing a box at your location, please contact the BIZ office. Your participation is appreciated.

BIZ Patrol

The West End BIZ Patrol operates with two full-time patrollers and one part-time patroller during the fall and winter months. During the busy summer months this increases to four full-time patrollers. A small group of volunteers work alongside the staff patrollers as their schedules allow.

Acting as additional eyes and ears for the Winnipeg Police Service, the Patrol continues to be a great asset. The Patrol picks up litter, removes outdated posters, provides “safe walks” when requested, performs vehicle and property safety audits, conducts public relations visits and presentations and reports area safety concerns.

The Patrol operates Monday through Saturday, alternating between daytime, evening and weekend shifts. In addition to cell phones, the Patrol is radio equipped and connected to the University of Winnipeg network. They are also in contact with Manitoba Housing via a separate radio.

This year the BIZ Patrol members sported new winter jackets in our new BIZ colours. Their bright green outerwear with blue accents makes them hard to miss. This new look adds further recognition to the Patrol program and allows those with safety concerns to better recognize the patrollers on the streets. The jackets feature all the latest technologies and are heavy enough to withstand our famous Winnipeg winters. The jackets were custom made by **Pine Falls Clothing**. **Councillor Harvey Smith** contributed funds towards their purchase.

Our sincere appreciation to **Brian Timmerman of the Exchange District BIZ** for providing valuable training for the Patrol and to the **University of Winnipeg** for providing the BIZ with radio units. **Manitoba Housing** financially sponsored the program and **Winnipeg Transit** provided the Patrol with free transportation on its buses within the West End.

“The West End BIZ Patrol has been a great asset to our staff and customers with their friendly presence around the store during the day and in the evening for various events that we have had. At times our neighbourhood struggles with how it is perceived, so it is great to have the Patrol so readily available.”

- Jeremy Epp, Independent Jewellers

West End World

Winnipeg's West End - All We Need is You!



SUMMER 2010



International Village Gateway Feature

The International Village Gateway Feature is nearing completion! Located on Ellice Avenue between Spence and Balmor Street, the globe-themed entranceway welcomes visitors into the West End. Elements include decorative paving, fountains with music flags offering "welcome" in 16 different languages, banners and landscaping along the median that include coloured rubber mulch and a center planter for annuals.

As part of these improvements, the adjacent Calgon Park is also getting a facelift. Changes include refreshed wood chips, wooden posts and the removal of diseased trees. New street furniture will also be added to create a welcoming environment. The Gateway Feature will serve as a true West End landmark, inviting everyone to explore the shops and services of the multicultural West End.



- To do:**
- 👉 Take kids on mural tour ↙
 - 👉 Reservations → West End restaurant
 - 👉 Soccer at Central Park

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All we need is you!



Communications Committee

The **Communications Committee** focuses on member communication, advocacy, area profile and promotion of the West End. The committee meets six times per year.

West End World Newsletter

The West End World newsletter is published three times per year. The winter, summer and fall issues provide West End businesses with information on BIZ programming, available grants, a listing of new businesses to the area and other important information related to the West End.

An electronic newsletter is e-mailed biweekly to over 600 businesses and other interested parties. Different from the print newsletter, the e-newsletter contains regular updates on BIZ activities, community events and important need-to-know information. Don't miss out on this valuable resource. Call the BIZ office to add your e-mail address to the list. We make the sign-up process and the reading quick and easy.

Marketing Campaign

August saw the launch of the highly anticipated West End BIZ marketing campaign. Professionally created for the BIZ by Tripwire Media Group, the 6-week campaign featured radio, television and newspaper ads and taxi toppers. The resulting media blitz showcased many of the area's unique amenities and businesses, promoting the West End as the place to be.

Ads were cost-shared with participating West End businesses. Half the space was used to promote the West End and the other half was used to promote the participating business. Versions of the TV ads that aired are available for viewing on our website (www.westendbiz.ca).

Simultaneously the BIZ also formally launched our new branding: colours, banners, logo, and tagline "Winnipeg's West End – All We Need is You!" A new awning reflecting these changes is in place at the BIZ office.

2011 will see a continuation of the marketing campaign with a specific focus on the mediums that saw the greatest interest from businesses.

West End BIZ Website

The West End BIZ website received a much needed overhaul this year. The updated site went live in conjunction with the launch of our Marketing Campaign in August. The site now provides visitors with a more functional and accessible experience that includes more content, visuals and exciting new features. The site aims to be the source for information about the area's many assets, businesses and services. Thank you to **Awesome Co.**, one of the West End's innovative business members, for donating their time and services in the design and implementation of the updated website.

Communications Committee

Restaurant Guide

The West End's "Taste the World" restaurant guide will be released in 2010, with an initial distribution of 2,000 copies. The guide will feature a listing and accompanying descriptions of the area's restaurants and specialty food stores. It will be targeted at tourist centres and hotels.

Mural Tours

This summer Dana, our Mural Tour Guide, led our award-winning guided walking tours. The tours showcased 28 of the area's 58 murals by following routes along Sargent and Ellice Avenues. Tours ran Monday through Saturday and lasted two hours each, with flexible start times available during the day or evening. A refreshment stop at a West End restaurant was also included in the price of the tour. The cost was only \$5 for adults and \$2 for children under the age of 12. Groups of two to fifteen participants were accommodated.

Tours allowed participants to experience the unique history and culture of the area, by providing them with information about the murals, historical facts and entertaining stories about the West End. Many of the area's eclectic shops and ethnic restaurants were also highlighted as part the engaging narrative.

For the first time, bus tours were also made available to interested parties. Two groups of residents from retirement communities chose this option, providing their own bus and driver. These tours followed a prearranged route that included several murals not viewed during the walking tours. The bus tours were aimed at making the murals more accessible to everyone.

All tour participants were asked to fill out a survey about their experience at the conclusion of their tour. In exchange, they were entered in a draw to win a gift certificate to a mural tours sponsor of their choice. Once more, much of this year's feedback spoke to the knowledge and enthusiasm of our tour guide, as well as the quality of the information that was shared about the murals themselves.

Thank you to the 20 local businesses along Ellice and Sargent who sponsored this year's tours: **A&C Pawn, Abbi's Payfair, A Taste of India, Black Sheep Diner, Ellice Cafe & Theatre, Hungover Empire & This Cafe, Homer's Restaurant, Luso Mart, Mija's Fashions, Nhu Quynh Restaurant, Prairie Stained Glass, rasoi: The Kitchen, River City Wholesale, Shawarma Time, Sorrento's, Thanh Huong Restaurant, The Old House Revival Company, University of Winnipeg Wesmen, Viva Restaurant, and X-Cues Billiards & Cafe.**

Mayor's BIZ Awards

The 2010 Mayor's BIZ Awards at City Hall on May 14 saw His Worship Mayor Sam Katz distribute awards to deserving individuals and organizations that were nominated by each of Winnipeg's 15 business improvement zones. Charles Tizya, former member of our Graffiti Removal program, was recognized with the 2010 Mayor's BIZ Award for his significant contributions to the West End. Members of the West End BIZ Board and staff were also in attendance.

Communications Committee

Educational Grants

Boosting training and developing skills for business owners and their staff members helps our businesses succeed. New in 2010, the BIZ offered qualifying businesses the opportunity to receive reimbursement (to a maximum of \$50) of the fees associated with a staff member attending a pre-approved seminar. Education that was eligible for grant consideration and determined to be of benefit to our business members included training in CPR & First Aid, Workplace Health & Safety, Human Resources, Business Finance, Management, Marketing and Business Development.

Community Events - Skates and Badges

On February 24, the **Winnipeg Police Service Patrolman Hockey Team**, West End BIZ and **Central Neighbourhood Development Corporation** co-hosted the first ever Skates and Badges event. Inner-city youth and families learned to skate alongside police officers at Central Park. Donated skates were available for their use. Participants received complimentary touques and gloves. Refreshments and hot chocolate were also served. Skates and Badges helped further relationships between the WPS, the community's youth and residents. This event could not have been possible without the contributions of the many organizations, individuals and volunteers that stepped forward to make it happen. These include **Diane Kingma (Coldwell Banker Real Estate)**, **Ellice Cafe & Theatre**, **Encore Musical Instruments**, **High Tea Bakery**, **Mitchell Fabrics**, **SRS Signs & Service**, **Stacey Erlendson (Federated Insurance)**, **The Forks North Portage Partnership**, **The Sons of Italy**, **Tim Hortons** and **Wal-Mart**.

Community Events - Ellice Street Festival

The 11th Annual Ellice Street Festival took place the weekend of June 4 and 5, at the intersection of Ellice and Sherbrook. Organized by the West End Cultural Centre, Friday night included a concert and music lessons. Saturday featured live local entertainment on stage, a barbeque, community information tables, crafts and activities for all ages. BIZ summer staff were on hand to help with face painting and balloon animals. The BIZ Patrol assisted with event security.

Community Events - Central Market

Central Market, an open-air global market in Central Park was a great place to enjoy locally grown food, imported goods and handcrafted items this summer. Services like henna body art and hair braiding were also offered, alongside children's activities, live music, entertainment and dancing. Central Market banners provided by the BIZ and installed along Edmonton helped draw attention to the annual event. The market itself was held each Saturday afternoon throughout the summer. Fiesta Fridays, a miniature version of the market, took place each Friday evening. The BIZ Patrol included the market as part of their regular patrol route.

Communications Committee

Community Events - Sargent Street Fest

On June 19 Sargent Avenue was closed to traffic between Sherbrook and Langside Streets to accommodate the many activities planned for Sargent Street Fest. An Italian “piazza” served Italian coffee to customers while students from Patal Vocational School cooked up bison burgers, stew and bannock. Other assorted foods and beverages were also sold at minimal cost. A professional DJ kept the tunes playing, with a number of people dancing along. Local band 2Suite performed their own repertoire of music and traditional Aboriginal dancers and drummers performed on stage. African drumming and Filipino dancing demonstrations also added to the day’s entertainment. Dedicated fans in team colours gathered in front of large screens inside X-Cues Billiards & Cafe to take in live World Cup soccer action. The kids in attendance were entertained by skateboard demonstrations from a professional team, a chalk art display, crafts (including the painting of birdhouses donated by Mayor Katz’s office), face painting, games and a children’s hip-hop dance class. The Winnipeg Fire Paramedic Services and WPS mascots made an appearance and a dunk tank made a big splash during the day. Monies raised will be used to send a West End youth to camp. The West End BIZ and **X-Cues Billiards & Cafe** co-hosted Sargent Street Fest. Thank you to the many volunteers and event sponsors who made the day possible: **2Suite, A&C Pawn, Better Business Bureau, Boom Done Next, Councillor Harvey Smith, Hair on Broadway, KEPSCO Construction Services, Mayor Sam Katz, Nakina Electronics, Patal Vocational School, Prairie Stained Glass, S&J Construction, Smack Pet Food, Sorrento’s, Take Pride Winnipeg!, The Sons of Italy and Valu Lots.**

Community Events - Santa Claus Parade

The annual Santa Claus Parade took place on November 13. Entertainment and fireworks were held at the Forks afterwards. Once more, thousands of Winnipeggers lined the curbs of Portage Avenue and Main Street. The West End BIZ sponsored the event by welcoming VIPs to our office to gather prior to the parade. Mascots also used the BIZ office to change into their costumes. The BIZ Patrol assisted with barricade security before and during the parade. The event was sponsored by Manitoba Hydro’s Power Smart campaign and the Winnipeg Jaycees.

Community Events - Christmas Eve Feast

X-Cues Billiards & Cafe will host the annual Christmas Eve Feast on December 24. This event is open to 300 residents and recent immigrants who have been recommended by community agencies. They are provided with a hot meal, complete with live music, a visit from Santa and gifts. The Christmas Eve Feast is sponsored by **Sorrento Pizza, The Sons of Italy, West End BIZ and X-Cues Billiards & Cafe.** BIZ staff work alongside volunteers at the event and the BIZ Patrol provide a safety presence.