

West End World

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

FALL 2010

West
End *biz*
BUSINESS IMPROVEMENT ZONE



Waddell Fountain

Central Park

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 rejuvenation were shared. Multicultural entertainment and music were also part of the festivities. Making their 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 park and event were both a hit with the community. Central Park is proudly part of the West End Business Improvement Zone.

West End BIZ: 581 Portage Ave, Winnipeg, MB R3B 2G2
tel. 954-7900 • fax. 772-8604 • www.westendbiz.ca

TAG Team Launched

On July 21 the West End BIZ and Exchange District BIZ groups launched the newly formed TAG Team (Teaming up Against Graffiti). The launch took place outside the West End BIZ office. A new portable sprayer, used to remove graffiti quickly and easily in tight spots, was also showcased and demonstrated for the first time at the launch.

The goal of achieving a graffiti-free environment for area businesses and residents is a priority shared by both BIZs. Teaming up makes better use of our individual resources, equipment and personnel. This exciting partnership therefore allows both organizations to remove an even greater number of graffiti tags and do so in a timelier manner, with less duplication and more effective overall spending.

This idea of working cooperatively may be used as an example for other business improvement zones. Exchange District BIZ Executive Director Brian Timmerman and West End BIZ Executive Director Gloria Cardwell-Hoepfner were invited to present on the unique TAG Team partnership at October's International Downtown Association (IDA) conference in Fort Worth, Texas.



Portable Sprayer Demo



TAG Team Members

Partners in Prevention

Our “Partners in Prevention: Crime Prevention & Safety Awareness for Businesses” guide was recently reprinted. Since it was first 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.

Working in partnership with the Winnipeg Police Service, the West End BIZ created this guide as an additional safety tool for businesses. It provides useful information to help prevent you and your business from becoming a victim 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.

“This piece is a simple straightforward guide that can help prevent an individual or business from becoming a victim of crime, and even prepare you if a crime does not happen. As a business owner, I consider it a valuable tool for my frontline staff. Every store should have one and everyone should read it,” adds Shane Storie, Chair of the West End BIZ Management Board and owner of SRS Signs & Service, a proud West End business.

On September 22 the West End BIZ introduced the guide to the public with a launch at the BIZ office in conjunction with the WPS' daily 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 MPI and SI Alarms & Wireless.

A copy of the 2010 guide is included with this newsletter. Please take the time to review it and share the information with your staff. Also, keep it handy as a reference for future use.

Mural Additions

Three public art pieces were completed under this summer's award-winning Mural Mentorship program. Two mural mentors, Red River College graphic design students Michelle and Roberta, worked together on the murals. They were accompanied by enthusiastic local youth and community groups who learned to transform a blank wall into a colourful work of public art. In addition to contributing to their community, the youth learned basic painting skills and art techniques and shared their ideas for incorporation into the final mural designs. At the respective unveilings that were held, the artists spoke to the concepts behind their murals and their experience working alongside the youth, many of whom were also in attendance.

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, iconic to the avenue, along with many others. 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 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 all of these 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.



Nostalgic Notre Dame



Life on Langside



International Cafe

Marketing Campaign

August saw the launch of the highly anticipated West End BIZ marketing campaign! Professionally created for us by Tripwire Media Group, the 6-week long campaign featured radio, television, newspaper ads and unique taxi toppers. This exciting 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 West End businesses, with half the space used to promote the West End and the other half 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 change is in place at the BIZ office at 581 Portage Ave. In addition, the BIZ revealed its brand new website (www.westendbiz.ca), professionally created and sponsored by a proud West End business, Awesome Co, located at 905 Ellice Avenue.

Annual General Meeting

WEST END WORLD FALL 2010

Have questions about BIZ programming?

Interested in how your contributions to the BIZ levy are being spent?

Want your voice to be heard?

We invite you to attend the West End BIZ Annual General Meeting! Share your feedback. This is a great opportunity to contribute to the exciting changes taking place in our West End!

This year's AGM will take place on November 17 at 12:00 noon at De Luca's (950 Portage Avenue). Registration will open and refreshments will be served from 11:30 am onwards, with the meeting beginning promptly at noon.

At the AGM, we will review BIZ programming, members will vote on the 2010 budget and the 2011 BIZ Management Board will be elected. The West End BIZ Star Awards will also be awarded to deserving businesses.

West End business owners, non-profit organizations, area stakeholders and partners are encouraged to attend. Attendees will be entered in a draw for a \$100 gift certificate to their choice of West End business and a special door prize.

Register by calling 954-7900, to assist with our meeting preparations. We look forward to seeing you on the 17th!

Staffing Changes

Farewell Marli Sakiyama – After three years with the West End BIZ, Marli is moving on to a new position with United Way. A recent graduate of the University of Manitoba's Masters in City Planning program, Marli's work with the BIZ provided her with a great work experience in her chosen field. Her contributions included public art and street enhancement projects, events and problem solving assistance for business. Her engaging enthusiasm will be missed. We wish her the very best in her new position and know our paths will cross again. Good luck Marli!

Welcome Ryan Malec – Ryan joined us as a new staff member in August in the role of Maintenance Operations Coordinator. Ryan brings with him years of experience and a multitude of skills and abilities. He will be overseeing the graffiti removal and maintenance programs that ensure the West End is well presented for businesses and residents, as well as visitors and customers to the area. Ryan can be reached via e-mail at ryan@westendbiz.ca or by calling the office at 954-7900.

Save the Date

Santa Claus Parade – November 13, 2010 at 5:00 pm.

West End BIZ Annual General Meeting – November 17, 2010 at 12:00 noon. Doors open at 11:30 am.

Member Appreciation Reception – December 16, 2010 from 1:00 - 3:00 pm.

Safety Seminar: Non-potables with the WPS Community Relations unit – January 27, 2011 at 12:00 noon.

New to the West End - Welcome!

Ability Transport

749 Wall St ph. 632-5612

Dynamic Cellular & Computer

559 Portage Ave ph. 415-7444

Evolution Presentation Technologies

971 Wall St ph. 775-6662

Firefly Juice & Shisha Bar

594 Ellice Ave ph. 786-1544

Gooch's Bicycle & Hobby Shop

1046 Portage Ave ph. 956-6570

Hot Pot House

2-510 Sargent Ave ph. 786-6789

Litza's Cafe

999 Sargent Ave ph. 779-9400

MG Express

591 Notre Dame Ave ph. 772-9191

Myrdal Orthopedic Technologies

837 Sargent Ave ph. 475-3799

Natural Wellness Chiropractic Centre

104-912 Portage Ave ph. 783-1880

Pho Hoang Vietnamese Restaurant

5-794 Sargent Ave ph. 415-6893

Pho Hoi An

7-510 Sargent Ave ph. 786-8989

Project Neecheewam Inc

605 Wall St ph. 775-9240

Winnipeg Beauty Supply

693 Sargent Ave ph. 951-6868

Winnipeg Building & Decorating

1586 Wall St ph. 942-6121