

West End World

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



Spring is Just Around the Corner!

Revamped Planter Program. In past years, the Planter Program has added colour, vibrancy and a sense of warmth to our West End neighbourhoods. Flowers help make an area feel more welcoming and well cared for, as they create natural beauty for visitors, workers and residents to enjoy.

Many West End businesses participate by planting arrangements of their own or paying the BIZ to do so on their behalf. Because of the large size of our zone and the need to coordinate planting and maintenance services most effectively and affordably, changes are being made to the program. The new program will ensure that the BIZ is able to continue providing the same level of service, but will also allow us to expand the program.

Implementing the changes will mean that BIZ members with a planter will now pay a flat fee of \$35.00 per year. For most, this translates into a significant reduction in fees, but for some a small increase in costs, offset by a big increase in service.

The flat fee will include the preparation and top-up of soil, provision and planting of beautiful flowers, weekly watering and fertilization, biweekly deadheading and weeding and an eventual removal of plant material at the end of summer.

If you are interested in continuing to plant your own flowers, you are very welcome to do so. Your intent will be noted and your business will be removed from the maintenance list. However, if your planter goes unplanted, the BIZ reserves the right to reallocate its placement. There is currently a waiting list of businesses wanting planters.

On the other hand, if your business is interested in receiving a free planter, please contact us. Availability is limited each year by the expenses involved in purchasing and placing the planters.

Thank you for your participation, whatever form it takes!

**West
End** biz
BUSINESS IMPROVEMENT ZONE

Report: Annual General Meeting

The newly renovated West End Cultural Centre hosted our 2009 West End BIZ Annual General Meeting on November 16. Business members and community partners attended the noon hour meeting. Following refreshments, an overview of the year's programs and activities and a review of the associated financials, was given. The 2010 board was also elected, with new members George Ingram (Ingram Consulting) and Gord Partridge (Spectrum Health Centre) joining the team.

Awards were presented under five new "West End World Stars" categories to the following recipients:

- Rising Star - Hungover Empire
- Lifetime Star - Prairie Stained Glass
- Block Star - rasoi: The Kitchen
- Shooting Star - SRS Signs & Service
- Community Star - Daniel McIntyre / St Matthews Community Association

The following awards were also presented:

World of Thanks - Brian Gagnon and John Salgueiro, departing Board Members

BIZ Patrol Volunteer Appreciation - Don Freese

Annual reports were distributed to each attendee and a slideshow and display unit provided visuals to coincide with the presentation. The BIZ office has additional copies of the report on hand. If you are interested in receiving one, please contact us.

The 2010 Board of Management members are Stacey Erlendson, Scott Gair, George Ingram, Melanie Matheson, Brent McNaught, Gord Partridge, Joe Putaro, Gary Stevenson, Shane Storie, John Unger and Rennie Zegalski. Councillor Harvey Smith sits on the board as the City of Winnipeg appointee and Martin Pasieczka serves as the City BIZ Liaison Officer.



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 also received touques and gloves, and refreshments and hot chocolate were 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. Thank you!

Banner Designs

Four new banner designs have been created and are waiting for warmer weather to be hung on light standards along major West End streets. They will replace the former "We are the World" banners. These new designs highlight one of four phrases related to our area's assets: Commerce, Cuisine, Culture and Community. The BIZ website address is also prominently displayed on the blue and green banners. An additional set of banners will promote Central Park and will feature an image of the newly refurbished Waddell Fountain on them. All banner designs contain cohesive elements to them, but serve to distinguish unique areas with a fresh look and message.

These new designs augment the gateway banners already installed along Portage Avenue, where the West End and the Downtown neighbourhoods meet, and those highlighting Central Market in the vicinity of Central Park, where the market is held during summer weekends.



International Village & Gateway Feature

The **International Village** project showcases the strong multicultural presence in the West End community. Funded by the Winnipeg Partnership Agreement, the project offered a cost-shared storefront enhancement grant to West End BIZ members along Sargent and Ellice Avenues. Eligible thematic storefront enhancements and improvements that portrayed a broad cultural representation were supported.

The latest addition to the International Village is a **Gateway Feature**, a colourful global-themed

entranceway that will welcome visitors to the West End's international avenues. Under construction on Ellice Avenue between Spence and Balmoral Streets, the feature will also encompass Saigon Park. Planned elements include paving, landscaping, flagpoles with metal flags offering "welcome" in 16 different languages, banners, benches, a center planter and shrub bed, and areas for annuals and sod. Piles for the flagpoles have been installed and the rest of the project will progress as planned in the spring. The Gateway Feature will be a beautiful landmark piece when completed.

Central Park Rejuvenation

A **partnership** between public and private sectors is contributing to some significant changes at Winnipeg's historic Central Park, a West End gem. The park is bordered by Cumberland, Carlton, Edmonton and Ellice and is located in one of the city's most densely populated and diverse neighbourhoods. The \$5.6 million project is seeing the five-acre space completely redone,

with an artificial turf soccer field, toddler play area, the construction of Winnipeg's largest splash park and a summer slide hill. In winter the hill will transform into a toboggan run and an outdoor skating rink will also be featured. The project began with the restoration of the park's Waddell Fountain and will be fully completed by August, 2011.



Waddell Fountain

Kiosk Locations

Just a reminder that the BIZ information kiosks (bulletin boards) are available for your use. Businesses and residents are encouraged to use the kiosks to promote a special sale or service being offered, or an upcoming community event. The kiosks are located at:

Ellice & Langside
637 Maryland St
Notre Dame & Maryland
Portage & Maryland
555 Spence St

Sargent & Balmoral
Sargent & Furby
Sargent & Maryland
Sargent & Sherbrook
Sargent & Spence

BIZ Safety Patrollers Kylene and Tricia



Website Update

The **West End** BIZ website is receiving an overhaul! We are very excited about the changes and anticipate the updated site going live in conjunction with the launch of our Marketing Campaign later this year. We want to provide our site visitors with a more functional and accessible experience that includes more content, visuals and exciting new features. The aim is 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.

Patrol Uniforms

Look for our BIZ Safety Patrol members to be sporting their new winter jackets around the West End. Outfitted in our new BIZ colours, their bright green outerwear with blue accents will make them hard to miss! This new look will add further recognition to the Patrol program and allow 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**, a proud West End BIZ member.

Seeking Blank Walls for Transformation

Add a colourful mural to your building's exterior!

The Mural Mentorship program is just around the corner and the BIZ is seeking a business to donate the needed wall space. Murals are a great asset to the neighbourhood as they add beauty, virtually eliminate the incidence of graffiti on walls that feature murals, attract visitors to the area (ex. via mural tours), instill a sense of community pride, educate the public about the mural's subject matter and liven up formerly blank walls.

As part of the program, the BIZ hires a student over the summer months to mentor local youth in painting a public piece of art in the form of a mural. This highly successful program is entering its eighth year. The BIZ mural program is award-winning and internationally recognized. Be part of the excitement!

If you are interested in learning more about this program, including wall criteria, please contact Marli at the BIZ office for more information.

New Educational Seminars Grant

The West End BIZ is now offering grants for Educational Seminars to its members. These new grants provide reimbursement of the fees associated with attending a pre-approved seminar. Decide which seminar could benefit your business, fill out the application form and submit it to the BIZ office for approval.

Once approved, register, pay your fee and attend. When your seminar is completed submit a copy of your receipt and proof of attendance to the BIZ. We'll then process your reimbursement.

Business members (anyone who operates a business within the BIZ boundaries and pays business tax) can apply for this grant. The maximum allowable grant per seminar is \$50 with each business eligible to apply for a grant every six months.

Seminars that are eligible for consideration will have been promoted by the BIZ (for example, through our e-newsletter), or are offered by another organization but determined to be of benefit to our business members. This includes seminars, courses or workshops that provide training on: Workplace Health & Safety, Human Resources, Business Finance, Management, Marketing, Business Communications or Business Development.

Consider applying for a grant today – for yourself or one of your staff members! This is an excellent opportunity to boost training and develop skills in your business. Applications are available through the West End BIZ office, via e-mail, fax or the postal system. Call us at 954-7900 for more information.

Available Grants

The BIZ is here to help your business succeed. We offer grants that could help improve the safety of your premises, staff and customers, or enhance the curb appeal of your storefront. These improvements benefit qualifying businesses, but also the larger community, as they collectively improve the area and attract more customers to visit.

We make the grant process easy. You need just two pricing quotes and a description of your planned renovations. All grants are accepted and approved at regular committee meetings on a first come, first served basis.

You may be eligible for the following grants:

Storefront Improvement - The BIZ will cover 1/3 of your project costs, up to a maximum grant of \$1,000. Consider replacing or installing awnings or signage, painting your business exterior, or adding decorative elements and patio seating.

Safety - The BIZ will cover 1/2 of your project costs, up to a maximum grant of \$500. Consider installing door alarms, security shutters, video surveillance systems or deadbolt locks.

Night Light - The BIZ will provide your organization with free dusk to dawn exterior lights, complete with photo sensors and break-proof shields. Consider installing some on your business to light up dark exterior areas and parking lots.

Applications are available through the West End BIZ office, via e-mail, fax or the postal system. If you have a renovation project in mind, let us help you get started!

New to the West End

21CRM Systems

201-1335 Erin St ph. 480-9772

A & H Painting

1149 St. Matthews Ave ph. 955-0780

Bill Knight Carpet & Upholstery Cleaning

923 Wall St ph. 287-8006

Bollywood Bazaar

6-510 Sargent Ave ph. 415-6034

Care Mechanical

587B Clifton St ph. 261-9619

Creative Display

379 Notre Dame Ave ph. 957-7050

DOJ Construction

8-1079 Wellington Ave ph. 775-4996

FTP Fast Toys Performance Auto Parts

646 Erin St ph. 955-4896

Garrick Insurance

105-696 Portage Ave ph. 783-1458

Giant Pizza

6-794 Sargent Ave ph. 783-2255

Gordon Contract

644 Portage Ave ph. 989-2146

Harman's Cafe

570B Sargent Ave ph. 774-6997

Heather Sarna and Associates

301-570 Portage Ave ph. 954-7600

K&K Pub

103-912 Portage Ave ph. 775-0444

Kaah Express

524 Sargent Ave ph. 415-1137

Kendall Machine Co

1364 Clifton St ph. 694-2994

MRD Enterprises & Autobody

1355 Richard Ave ph. 786-6613

Millad's Supermarket

396 Notre Dame Ave ph. 947-9558

Modern Man Screen Printing

1270 Notre Dame Ave ph. 299-5881

Pearly Whites

959 Portage Ave ph. 415-1084

Preferred Automotive Group

1149 St. Matthews Ave ph. 783-3737

Ronin Ryu School

441 Sherbrook St ph. 783-0123

SET Transport

208-1080 Wall St ph. 219-5787

Sky 9

925 Wall St ph. 786-6979

Slick Dog Customs

1482 Wall St ph. 772-3678

St James Tree Service

1330 Clifton St ph. 888-1968

Student's Photocopy & Business Ctr

528 Sargent Ave ph. 415-6879

The Afashionados

3-825 Erin St ph. 772-2354

Valley Fashions

945 Notre Dame Ave ph. 661-8548

Wealth in Motion

875 Notre Dame Ave ph. 777-1616

Zax Drive Inn

1184 Portage Ave ph. 786-0908

Marketing Campaign

The BIZ is embarking on a major Marketing Campaign to coincide with this summer's Manitoba Homecoming activities. The campaign will promote the West End's many assets and amenities. A variety of mediums will be used, including television, radio, print and bus ads.

The aim of the campaign is to capture the interest of prospective business owners, customers, residents and visitors to the area. To introduce the West End as an appealing place to set up shop, visit, work and live in. The West End is where you want to be.

2009's preliminary work included the creation of new BIZ colours, a logo and catchy tagline: "Winnipeg's West End...All We Need is You!"

Opportunities to cost-share advertising are available to our businesses! Promote your business. Contact our office to see how.

Special Offer!

The Manitoba Restaurant & Foodservices Association (MRFA) presents a special offer for West End BIZ businesses!

If your business is in the restaurant or food service industry we have good news for you! The West End BIZ has partnered with MRFA to offer you a special 50% discount introductory offer for first time members.

Membership in the MRFA offers many benefits to West End BIZ businesses including:

- Preferred rates on Credit Card handling
- Preferred rates on restaurant insurance
- Preferred pricing on office supplies
- 10% discount on selected items purchased at RONA
- Information and advocacy re. your industry issues
- And more!



Visit www.mrfa.mb.ca or contact MRFA at ph. 783-9955 for more information. Don't forget to tell them that you are a BIZ member!

West
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biz
BUSINESS IMPROVEMENT ZONE

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