

# West End World

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



SUMMER 2011

Maintenance Operations Coordinatrор Ryan Malec

## Got Graffiti?

The West End BIZ offers a **FREE** year-round graffiti removal service! West End businesses and residents must first sign a waiver which gives the BIZ permission to remove the graffiti from their property. Waivers are available for download from our website, or call the office at 954-7900 to have us email or fax one over to you. You have the option of renewing your waiver on an annual basis or having your waiver remain valid indefinitely, until a change of ownership takes place. If your property is ever tagged, we can quickly remove it. If we haven't spotted it, simply call the BIZ office to report the incident and have our team come out to have it removed. Quickly and consistently removing graffiti helps reduce negative activity and deter crime, but also improve the perception of safety and the physical image of the community. We are working together to keep the West End looking its best!

The TAG Team (Teaming up Against Graffiti) partnership continues to work great with the West End BIZ and Exchange District BIZ pooling our resources and working together to have the greatest impact in our communities. Several other BIZ zones have joined the program as partners and now see the TAG Team remove graffiti in their areas. Our team is also in the process of repainting all City and private company-owned garbage bins, to freshen up their look and cover up any graffiti.

For a second consecutive year, our Graffiti Removal program is getting a helping hand with waiver collection over the summer, courtesy of Andrew Swan, Minto's MLA. Two area students have been hired and are responsible for logging graffiti tags and spreading the word about the program and the need for waivers. Our goal is to make the West End graffiti free!

# Available Grants

The BIZ is here to help your business succeed! One of the ways we do that is to offer grants to help you upgrade in the areas of image, safety, lighting and training. We make the process easy, quick and straightforward for you. Available grants are listed below. Have a look and see what may benefit your business. Non-profit organizations qualify for the Night Light Grant. All other grants are available only to levy-paying BIZ members. If you are unsure of your eligibility, please contact the BIZ office.

**Storefront Improvement Grants** - The BIZ will cover 1/3 of your project costs (excluding taxes and permits), up to a maximum grant of \$1,000. Most enhancement projects fit the criteria. Suggestions include replacing or installing awnings, signage, or other decorative elements, patio seating, or painting your exterior. Adding window boxes or planters also qualifies. Investing in your storefront image improves your property values, curb appeal and general area image, helping to attract more customers and visitors to the area. Submit a minimum of 2 quotes for your project costs, as required. Each application is reviewed as it is received. Once approved, proceed with the project and when completed, submit the claim form for the grant amount.

**Safety Grants** - The BIZ will cover 1/2 of your project costs (excluding taxes and permits), up to a maximum grant of \$500. This grant covers projects that improve the safety of your premises and make it more difficult for your business to become a victim of crime. Consider installing or upgrading door alarms, security shutters,

video surveillance or deadbolts. Many other safety enhancement projects may qualify. Check with the BIZ office for further criteria. Submit a minimum of 2 quotes for your project costs, as required. Each application is reviewed as it is received. Once approved, proceed with the project and when completed, submit the claim form for the grant amount.

**Night Light Grants** - The BIZ will provide your organization with FREE dusk to dawn exterior light fixtures, complete with photo sensors and break-proof shields. You are just responsible for their installation. Light up dark exterior areas and parking lots, to improve safety and visibility

**Educational Grants** - The BIZ will cover up to \$50 of fees associated with attending a preapproved seminar or course for you or your staff. Education that is eligible is extensive: CPR, First Aid, Workplace Health & Safety, and any business related course in finance, management, marketing, business development or computer skills. Boost training and develop skills for yourself or your staff members! Call to check if the course you are interested in qualifies. Quick approval can be obtained by email. Once it is, you register and pay for the course, then attend. Once you've attended, submit the proof of payment and attendance to the BIZ office for reimbursement.

Applications are available through the BIZ office. If you have a renovation project in mind, let us help you get started! Projects are considered on a first come, first served basis. For all grants, call 954-7900.

## Mural Mentorship

Under the guidance of our Mural Mentor, a university architecture student, area youth ages 8-17 are being recruited to help paint and create a mural during the months of July and August. After 10 years, this program has truly become a wonderful and successful project, allowing participants to spend their summer break transforming a blank wall into a colourful piece of public art for their community. Community groups and individual youth learn basic painting skills, art techniques, teamwork and are encouraged to contribute their own ideas for incorporation into the final design. The Mentor is involved in all aspects of the creative process, including research, design and assisting with the launch.

The School Patrol program began right here in the West

End 75 years ago. This year's Mentorship mural will depict and celebrate the storied history of the Patrol program. From its growth as a small crew at Greenway school into a national and international institution. The location is still to be determined. Stay tuned to our e-newsletter for updates.

If you know of youth who are interested in participating in this project, have them call the BIZ office at 954-7900. Thanks to HRSDC and Daniel McIntyre/St Matthews Community Association as sponsors of this year's Mentorship program.

Several new murals are planned this summer! Sign up for our e-newsletter to receive the latest updates.

# Mural Tours

Chosen as a past **Top Ten Tourist Attraction** by WHERE Canada magazine, the walking tours showcase the area's murals by following routes along Sargent and Ellice Avenues, or a combination of both. Consider taking a tour with coworkers over your lunch break, planning a family outing or entertaining your summer visitors with a truly interesting experience! Our tour guide will share the unique history and culture of the area. This community was the launching point for several well-known initiatives and the place where generations of immigrants, including several famous West Enders, can trace their roots back to. Participants will learn about the murals themselves, historical facts, trivia and entertaining stories about the West End. The area's unique shops and ethnic restaurants are also highlighted as part of the engaging narrative. A great way to explore the area!

Tours run Monday through Saturday and last two hours, with flexible start times available during daytime or evening hours. Very reasonably priced, the cost is only \$5 for adults and \$2 for children under the age of 12. A refreshment stop at a West End restaurant is also included in the price of the tour. This year tours are available in both the English and French languages. Bus tours can also be arranged for larger groups with special transportation requirements.



Our award-winning tours are now available for booking! To schedule a customized tour that suits your schedule, call the BIZ office at 954-7900.

Thank you to the following local businesses who are sponsoring this year's tours: A&C Pawn, Abbi's Payfair, Black Sheep Diner, Burger Plus Restaurant, D'Ella, Desperado Mexican Restaurant & Bar, Ellice Café, Homer's Restaurant, Hy-Tech Beauty Salon, Luso Mart, Nhu Quynh Restaurant, Prairie Stained Glass, rasoi: The Kitchen, Rice Bowl Restaurant, River City Wholesale, Sorrento's, Thanh Huong Restaurant, The Old House Revival Company, University of Winnipeg Wesmen, X-Cues Billiards & Cafe.

## West End Marketing

This summer's marketing for the West End focuses on television, radio and bus back advertisements, over a 4-week period. Additionally a web campaign will challenge the public with the question, "So You Think You Know the West End?" Spots highlight the variety of culture, diversity of shops and restaurants, and distinctive locations and area amenities of the West End. Tripwire Media is working with the BIZ on the creative.

The 30-second radio and television commercials feature a

general promotion of the West End for half the time and for the other half they promote a participating business. The bus backs promote the entire West End and include a call to action to visit the BIZ website.

Photos that showcase the beauty and unique qualities of the West End are posted on our website. Can you identify the locations? Do you think you know the West End?

Visit [westendbiz.ca](http://westendbiz.ca) for more details.

## I Love the West End!

Share your "I Love the West End" stories with us! If you are a West End business member, employee, resident, or frequent visitor to the area, we want to know what you enjoy most about being here!

Please send your story to [info@westendbiz.ca](mailto:info@westendbiz.ca). Include your full contact information: name, phone number and

address. NOTE: Only your first initial and last name, or your first name only, will be published.

Chosen stories will be displayed on our website, as part of our 2011 Marketing. All submissions will be entered into a draw for a \$50 gift certificate to your choice of West End business.

# Restaurant Guide

The West End's first ever "Taste the World: Winnipeg's West End Dining Guide" was printed and an initial set of 25,000 copies were distributed to hotels, tourism and conference professionals and targeted areas.

Each and every West End restaurant and specialty food store was included in the listings, along with their contact information and a brief description, sorted by cuisine category. This specialty piece will be sure to serve as a draw to area, known for its wide variety of ethnic eateries!

**The guide can also be downloaded from our website for free** ([westendbiz.ca](http://westendbiz.ca)). Or, stop by our office to pick up a copy. Read about, visit and share the West End's many restaurants with your friends and family!

## Concierge Tour

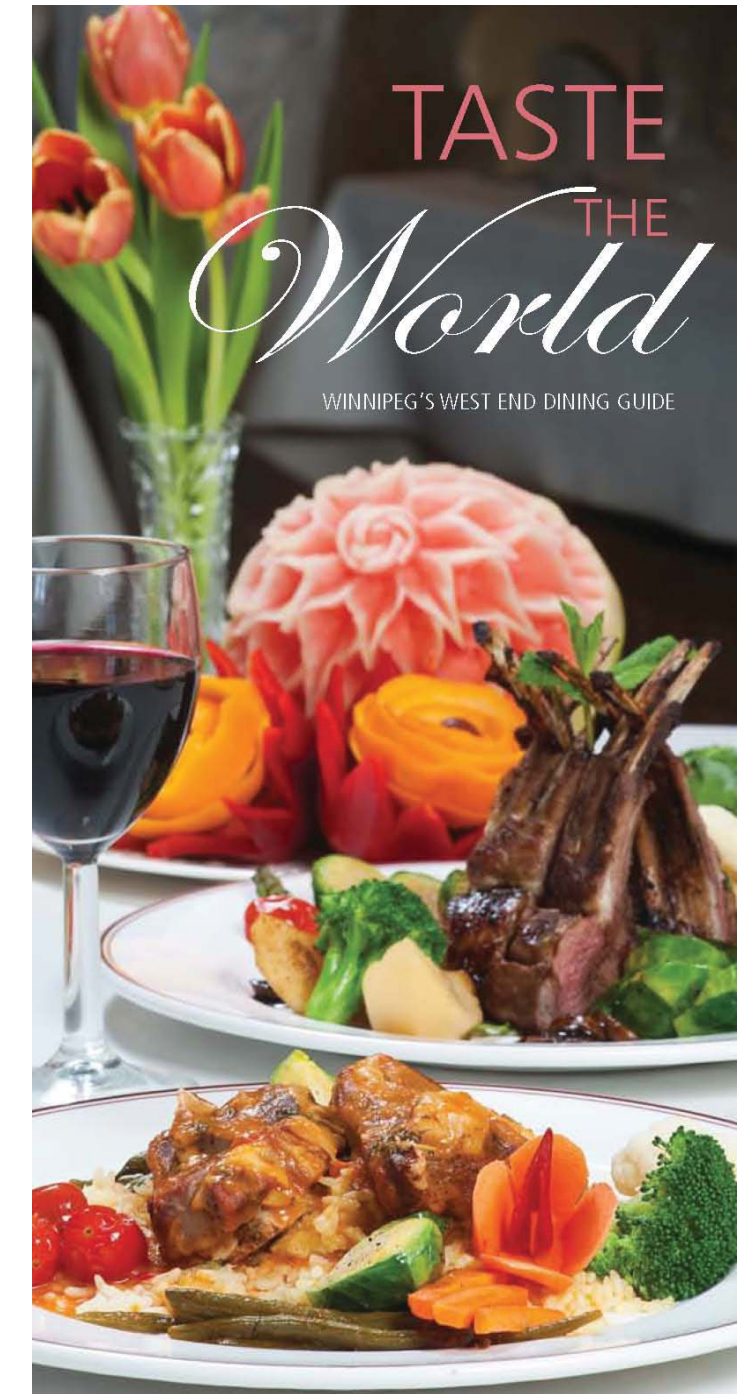
On July 12 the West End BIZ is hosting its first ever "West End Concierge Tour." Hotel concierges, front desk staff, tourism industry employees and others will join hosts Kenny Boyce and Rob Kristjansson from the City's Film & Special Events Office on a tour of some of the West End's top restaurants, area icons and amenities. This mobile tour will include a narrative from BIZ Executive Director Gloria Cardwell-Hoepfner on why the West End should be the place to visit!

The West End World Tour will give those individuals who assist tourists with making dining and retail choices, the opportunity to get to know the West End better. They will have the knowledge and information to pass on to those they come in contact with, creating more publicity and revenue for our area businesses. The tour increases the potential for attracting visitors to the area and having them enjoy the area's amenities.

The West End World Tour would not be possible without the contributions of many area businesses that stepped forward to make it happen. We gratefully acknowledge their generosity. These include Café Dario, De Luca's Specialty Foods, India Palace, Mordens' of Winnipeg, Prairie Stained Glass, Viva Restaurant and X-Cues Billiards & Café.

## Crime Reporting

Crime is down in the West End and we want to keep it that way! If you or your business is ever a victim of crime, we can't stress enough the importance of your calling the crime into the police. Reporting crimes is the only way they can become aware of issues or area concerns, thereby dedicating more resources to problem areas. Calls



can be made to the police non-emergency line at 986-6222 or Winnipeg Crime Stoppers at 786-TIPS, where callers never have to reveal their identity.

The BIZ runs several initiatives to help prevent criminal activity. Call us for more information or visit our website.

# Sweep Off

On May 6 more than 150 students from General Wolfe School and Daniel McIntyre Collegiate hit the West End's streets to pick up litter and sweep sidewalks. In its 19th year, the annual Sweep Off significantly impacted the look and cleanliness of our West End neighbourhoods. Outfitted in white shirts, the students were hard to miss as they focused on the area's major thoroughfares. In addition, Tec Voc High School organizer Sandi and her crew of enthusiastic students spent time in mid-April devoted to cleaning streets surrounding their school. Students picked up garbage they came across, removed dead bushes, raked, and removed a number of outdated

posters. They also noted bulky waste and street hazards. We are grateful for all their hard work and contributions!

This year's event sponsors included West End businesses and supporters: Assiniboine Credit Union, Encore Musical Instruments, Frank Motors, Herzing College, Manitoba Public Insurance, Sons of Italy, University of Winnipeg, Wendy's and Winnipeg Parking Authority. Take Pride Winnipeg! provided garbage bags and the City of Winnipeg Public Works department picked up all filled garbage bags. Again, a huge thanks to all our sponsors for their support as well!

## Anti-Poster Campaign: Help Stop the Damage!

The BIZ aims to create awareness about the negative aspects of posters being plastered on walls, poles, windows, street signage, garbage bins and traffic signal boxes. Excessive and out-of-date posters left to the elements accumulate and result in an unkempt look for the community and cause unsightly damage to the surfaces on which they are taped. This is also costly and time-consuming to repaint and repair.

Instead, help improve the look of your neighbourhood! Posters do have a role to play in promotion but there are options. Post notices on West End bulletin boards, other public notice boards, or ask for support from local businesses to allow posting inside a shop window where possible. Social media is also a great tool for reaching your target audience.



Unsightly Posters



Damage After Removal



West End Bulletin Board

## Lighting Upgrades

The BIZ is lighting up Sargent and Ellice Avenues. New luminaires are being installed on top of the decorative light standards and missing poles are being replaced. Watch for seasonal lighting to follow!

## Area Audit

We've got an audit going on! Aided by a city planning student, the BIZ is conducting comprehensive audits of street hazards and maintenance issues; business and residential developments; and street amenities and elements. This data will be valuable for planning future projects and the advocacy for improvements in the area.

## Gateway Feature

The finishing touches are being put on the International Village Gateway Feature! This includes a decorative railing and perennials in the median. Painted murals are planned for the green utility boxes in the same vicinity. Once all these pieces are completed, a public launch for the feature will take place. Sign up for our e-newsletter to hear when.

This "gateway" to the International Village we call the West End will become a landmark and favourite gathering spot!

# New to the West End

<b>Alex Lev Auto Fix</b> 1385 Richard Ave ph. 415-6881	<b>Feel Free Personalized Security</b> 832 Notre Dame Ave ph. 415-7191	<b>Massey's Health Pain &amp; Beauty Solutions</b> 1065 Ellice Ave ph. 415-5464
<b>Allied Roofing</b> 103-1335 Erin St ph.415-3012	<b>Freak Fitness</b> 5-130 Midland St ph. 694-0098	<b>MIG Insurance</b> 1401 Portage Ave ph. 944-8400
<b>Alumen Glass &amp; Aluminum</b> 595 Wall St ph. 415-6116	<b>Galo Louco Authentic Grill</b> 1075 Notre Dame Ave ph. 772-4256	<b>Miigwetch</b> 834 Notre Dame Ave ph. 414-9418
<b>Auto Excell</b> 712 Portage Ave ph. 888-4070	<b>Happy Tiger Convenience &amp; Dollar Store</b> 106-912 Portage Ave ph. 415-5529	<b>Norwest Metal Fabricating Inc</b> 1460 Erin St ph. 415-5474
<b>BathMaster</b> 1318 Portage Ave ph. 889-7575	<b>Hellas Auto Service</b> C-1595 Erin St ph. 293-2488	<b>The Opp Shop</b> 462 Sherbrook St ph. 415-7597
<b>Brandex Mobile Signs</b> 3-1423 Erin St ph. 633-4990	<b>Instant Money Solutions</b> 909 Notre Dame Ave ph. 772-7255	<b>Pyramid Heating &amp; Sheet Metal</b> 3-1400 Erin St ph. 694-5088
<b>Cellular Walk-In Clinic</b> 619 Portage Ave ph. 414-9355	<b>Ishar Automobiles</b> 1033 Sargent Ave ph. 775-7994	<b>Reliable Home Care Agency</b> 1320 Portage Ave ph. 415-3471
<b>CENTUM Above All Financial</b> 201-919 Notre Dame Ave ph. 415-5562	<b>Jonnies Sticky Buns</b> 941 Portage Ave ph. 415-7287	<b>Sensational Sound</b> 801B Sargent Ave ph. 414-9396
<b>D'Arcy's A.R.C. Thrift Store</b> 5-510 Sargent Ave ph. 775-1776	<b>Julie Pedersen Design</b> 109-1079 Wellington Ave ph. 474-0686	<b>Silky Hair Service</b> 357 Langside St ph. 509-4018
<b>Dignity Transportation</b> 1351 Notre Dame Ave ph. 415-4878	<b>KUB Bakery</b> 850 Erin St ph. 414-9311	<b>Smith Aviation Management</b> 528 Sargent Ave ph. 415-6879
<b>Elemental Book &amp; Curiosity Shop</b> 355 Langside St ph. 779-8900	<b>Lan May Taiwanese Chinese Restaurant</b> 1373 Portage Ave ph. 783-6772	<b>Spring Oriental Health Centre</b> C-904 Portage Ave ph. 783-5008
<b>Emerson Network Power</b> 203-883 Notre Dame Ave ph. 632-0345	<b>LeoGrafx</b> 871 Notre Dame Ave ph. 415-4945	<b>The Credit Pros</b> 987 Portage Ave ph. 612-0811
<b>Express Tax &amp; Accounting</b> 714A Sargent Ave ph. 880-8192	<b>Manitobah Mucklucks</b> 932 Erin St ph. 783-2557	<b>Variety Taste</b> 613 Sargent Ave ph. 774-7070

## Save the Date!

**Central Park Canada Day celebrations** - Friday, July 1, from 12:00 noon – 8:00 pm

**West End BIZ Annual General Meeting** - Tuesday, November 15. Location to be determined.

Stay tuned to our website and e-newsletter for the latest updates.

## Get West End News Fast

These are just a few examples of what is going on in the West End. To get all the latest news visit our website at [westendbiz.ca](http://westendbiz.ca) and sign up for our **e-newsletter!** Our 'West End World' print newsletter is published twice per year.

## Can We Help?

We're here for you! Need information or assistance? Want information on BIZ programs and initiatives? Contact us at 954-7900. Or, visit our website at [westendbiz.ca](http://westendbiz.ca)

West End BIZ: 581 Portage Ave, Winnipeg, MB R3B 2G2

tel. 954-7900 • fax. 772-8604 • [www.westendbiz.ca](http://www.westendbiz.ca)