

MEMO

YOUR BIZ TO BUSINESS QUARTERLY WINTER 2008-09

**CREATING DOWNTOWN
VIBRANCY
GETTING READY FOR
NEW YEAR'S EVE 2009**

**GRAHAM MALL FOR ALL
LIVING FOR DOWNTOWN**

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www.downtownwinnipegbiz.com

MEMO

WINTER 2008-09

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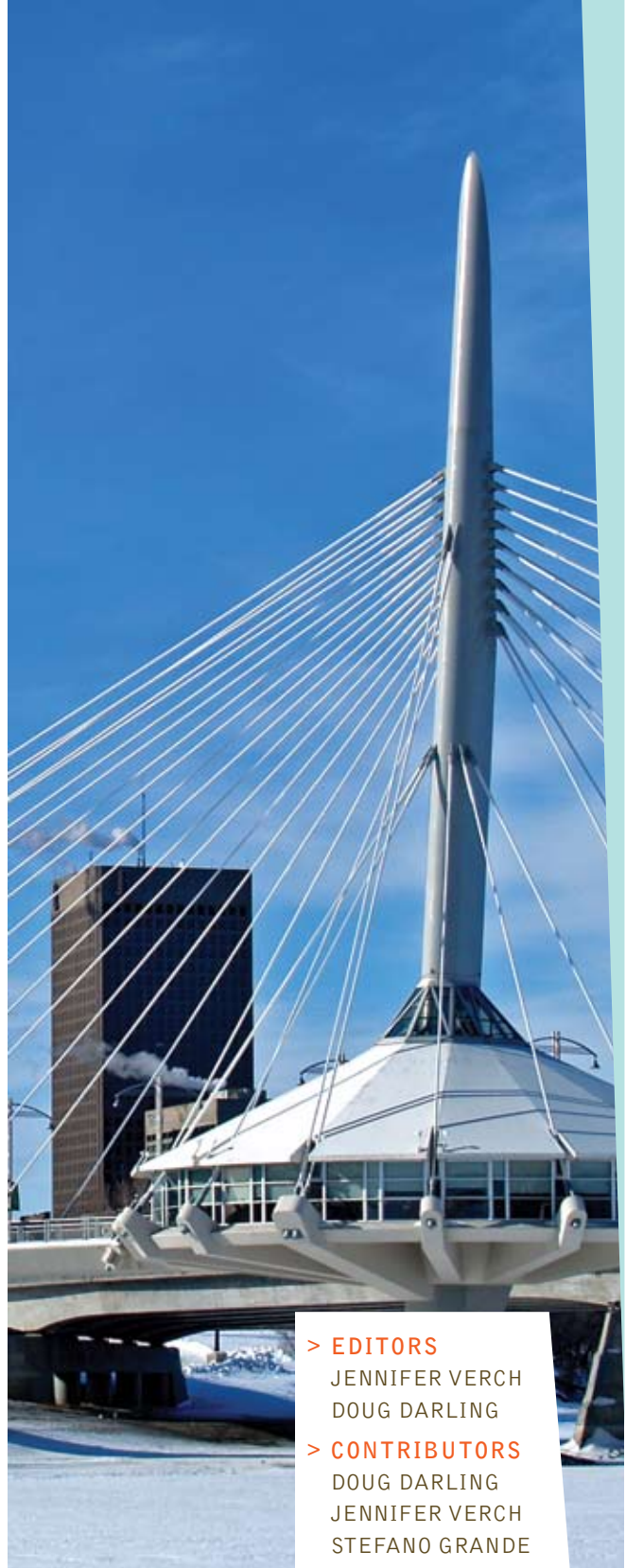
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On the Cover: The BIZ's float delighted crowds at the Santa Claus Parade



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CAN WE GET YOU ANYTHING? 

CREATING DOWNTOWN VIBRANCY

BY STEFANO GRANDE, DOWNTOWN BIZ EXECUTIVE DIRECTOR

> Vibrant downtowns. You know them when you visit them. But how do they become these vibrant, great places and spaces? TIF legislation offers exciting possibilities, but it has to be executed properly and only used for the reason intended. That reason is to stimulate development that would not have otherwise occurred, in a manner that builds the most exceptional urban environment possible.

You often hear about magic ingredients. The need for more downtown housing, the importance of mixed use developments to create a 24 hour community where people live above second-floor office space, with services on the main floor, and cars behind in a well planned, attractive parkade. Wonderful public green spaces, historical-styled sidewalks, and a transportation network to tie the entire package together. Sounds great, right?

Of course, these ingredients don't come together overnight. It takes much time, thought and persistence to create a vibrant downtown. It takes the right tools and the private and public sector working closely together.

Our politicians are currently proposing one of the most important economic development tools to set the stage for urban renewal in our downtown, which could last for decades to come.

The Province of Manitoba has announced the creation of Bill 46, the Community Revitalization Tax Increment Financing (TIF) Act. The Downtown BIZ is strongly in favour of this new policy as it relates to the revitalization of our downtown.

This policy is a bold step by our Province, and it's the approach that's needed. And as witnessed by our cousins to the south who have embraced TIF legislation for over a decade now, it works to expedite planned revitalization.

This TIF policy uses provincial tax dollars as upfront critical funding for development projects in a downtown district that would not have been possible otherwise. The project then gradually

repays these debts year after year through increased property tax revenues from these development projects, and from the surrounding area.

The TIF tax policy is needed simply because in a majority of development cases, the cost of acquiring, renovating and/or constructing buildings in a weaker real estate market / older area usually far exceeds what they are worth in the real estate market. Translation: no profit, so no go. Why would a developer take on a project that will end up costing him or her in the end?

That's where government steps in, to bridge the market gap. On one side are the costs of developing. On the other side is what people will pay to occupy, rent or buy, the space. The government's TIF policy helps link the two sides so it makes business sense for the developer to proceed.

As some downtown buildings continue to sit derelict or underused, no level of government collects any significant taxes, and they do nothing to grow the surrounding real estate market and additional taxes that would come with it. Not only this, but these buildings often create the perception—and reality—of safety and image concerns.

The bill requires the Province to commit to foregoing 20+ years of incremental taxes. And it makes business sense to do so. They already missed out on taxes on buildings in our downtown that have continued to sit empty over the past five, 10, 15+ years. Sitting empty year after year, they generate the same minimal taxes. Cumulative effect? Status quo and

a negative image. Through TIFs, taxes go up in the immediate areas. And while these taxes for a time are used to pay off the public investments, and don't go into the government's general coffers, the TIF-enabled development project is stimulating new real estate and vibrancy in our downtown.

On top of helping downtown oriented development get off the ground, TIF legislation could also pay for significantly upgrading downtown public infrastructure. Taxes raised can also go toward improvements for parks, curbs, sidewalks, parking structures, street lighting, landscaping, and other strategic public investments.

TIF legislation offers exciting possibilities, but it has to be executed properly and only used for the reason intended. That reason is to stimulate development that would not have otherwise occurred, in a manner that builds the most exceptional urban environment possible.

A properly implemented TIF would allow our downtown to continue moving towards a vibrant and wonderful place all our citizens and visitors can enjoy, only much quicker.

Anything short of this approach will take much longer—if ever—to get to where the public and our Downtown BIZ members want the downtown to be. ■

The Next Step!

A big part of proper TIF planning involves creating district development plans. For more about these, check out Stefano's blog on the BIZ website!



BIZ ANNUAL GENERAL MEETING 2008

> Downtown Winnipeg Business Improvement Zone (BIZ) members approved the BIZ's 2009 budget at the 20th Annual General Meeting on Wednesday, November 26, 2008, at IMAX Theatre.

SOME HIGHLIGHTS FROM 2008 BIZ PROGRAMMING

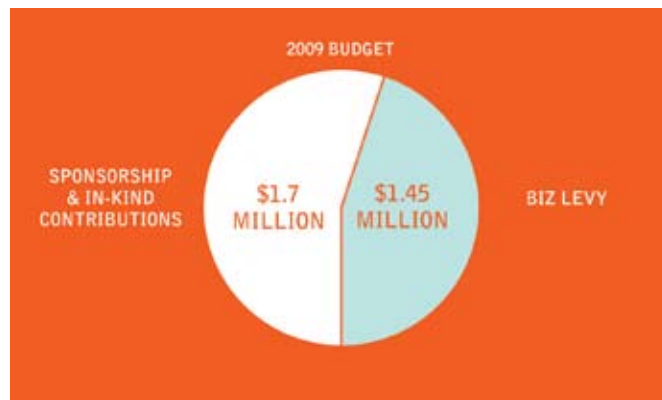
- 18 Clean Team members, 7 months of the year (8 year round)
- New overnight Watch mobile unit
- 130 Watch volunteers, 33 of whom are aboriginal
- 10 Outreach Patrol members
- 2 dedicated Watch in indoor walkways and city parkades
- 6,000 MINGLE e-newsletter recipients
- 1,800 gift bags for new Hydro employees
- New Mainfesto festival on Main Street
- 39 new downtown bike racks
- 20,000 parking guides distributed to suburbs
- Plus several advocacy achievements

COUNCILLOR JENNY GERBASI brought greetings on behalf of the City of Winnipeg, and Downtown BIZ Executive Director Stefano Grande presented highlights from the past year as well as plans and budget for 2009.

Nearly 130 downtown business representatives, politicians, press and interested observers enjoyed a luncheon and audio-visual presentation that described the Downtown BIZ's plans for 2009.

The BIZ anticipates obtaining revenue or value from three sources: the BIZ levy of \$1,455,142; cash donations, sponsorships and grants of \$1,213,213; and in-kind donations of approximately \$500,000.

The AGM closed by acknowledging one retiring board member, the three winners of the Order of the Neon Broom, and the 2008 Downtown BIZ Achievement Award winners. ■



NEW BOARD MEMBERS:

- Terence Tsoi, RBC
- Ivan Holloway, D'Arcy & Deacon
- Steven Paulus, Avison Young Commercial Real Estate
- Ken Berg, Mountain Equipment Co-op

RE-ELECTION:

- Desiree Blackmore, The Bay Downtown
- Jackie Stephen, WOW! Hospitality Concepts
- Clare MacKay, The Forks North Portage Partnership

BIZ ACHIEVEMENT AWARDS

- 1. Outstanding Long-Term Commitment to Downtown**
Mitchell Fabrics - Paula Mitchell
- 2. Outstanding Community Contribution**
Delta Hotel Winnipeg - Helen Halliday
- 3. Outstanding Entrepreneurial Spirit**
ADI Designworks - Richard Walls
- 4. Outstanding Innovative New Business**
Blush Ultraclub - Sam Colosimo
- 5. Outstanding Downtown "Institution"**
Oscar's Deli - Larry Brown

BE WALKWAY SAVVY

FIND OUT HOW FAR YOU CAN GO INDOORS

The first time you ever tried to navigate the walkways beneath Portage & Main, you probably wished you had a GPS unit to find your way out.

A new guide of the Weather Protected Walkway System by the BIZ and the City of Winnipeg will paint a clear picture of just how you go about traversing from The Bay Downtown all the way to Portage & Main—and beyond—while maintaining your sense of direction...and your warmth.

The new brochure, to be displayed in the walkway system early in the new year, shows a section view of each building connected to the two kilometres of indoor walkway, so you can see what floor the connection is on (second floor or below ground).

It also lists all the shops, restaurants and everyday services you can access without ever stepping foot outside—which is quite something if you're trying to avoid the legendary winter wind-chills of Portage and Main.

The City of Winnipeg recently rolled out wayfinding signage marked by "the W" (short for "walkway"), which will also help you navigate the system.

So, with this guide in hand, step out into the walkway system confidently—and leave your parka behind.

Watch for the new walkway guides in the new year. ■



Navigating the walkway will be a snap thanks to the new Walkway Brochure (inset).

WALK THIS WAY

NEW WALKWAY PERFORMER SERIES

THE DOWNTOWN BIZ, ALONG WITH the MTS Centre, will be adding music to your downtown journeys.

The Walk This Way performer series will host local talent from around the province along the indoor walkway system and at the MTS Centre before Moose games.

Walkway musicians will include JD Edwards, Ariel Posen, Vanessa Kuzina and Serena Postel, and the whole family will love balloon artists and facepainters at the MTS Centre.

Walk This Way Wednesdays will happen every Wednesday, starting December 2, and finish in March, in four locations in the downtown walkways. Walk This Way Game Day will happen at the MTS Centre before select Moose games. ■





ABOVE: Employees check out the new Hydro building while on a BIZ tour.

HI, HYDRO!

HYDRO EMPLOYEES GET A FIRST HAND TOUR OF DOWNTOWN AMENITIES

THIS DECEMBER, THE FIRST BATCH of what will be 1,800 Manitoba Hydro employees will move into their brand new downtown offices.

As an effort to get the newcomers familiar with the amazing amenities of downtown, the Downtown BIZ have been giving tours to groups of Hydro employees this fall.

Accompanied by a Downtown Watch ambassador and BIZ rep, the "pre-downtowners" got extensive tours of the YMCA-YWCA, MTS Centre, Millennium Library and the walkways that connect them. The tours were approximately three hours long and had groups from 15 to 100 people.

Everyone at the Downtown BIZ welcomes our new neighbours, and hopes they will enjoy Downtown Winnipeg, just as much as we do.

The BIZ will also present every employee with a wonderful gift bag of downtown goodies to encourage them to venture into their new neighbourhood. ■

GRAHAM MALL FOR ALL

WONDERFUL SHOPS AND STORES RIGHT UNDER YOUR NOSE



CAPPED OFF WITH THE RECENT opening of a lovely new Starbucks at the corner of Graham and Kennedy, Graham Mall is a small, thriving neighbourhood of unique shops, cafés and services, particularly dense in the three blocks between Vaughan and Carlton streets.

A favourite with regulars who live and work nearby or who have been loyal

customers for years, the area can tend to fly under the radar until you're shopping for a wedding dress or new pair of glasses.

There are 14 optical stores and seven bridal shops within a three-block radius. On top of this, there are 17 restaurants and cafés in the neighbourhood.

With its proximity to Portage, Graham

shares new attractions such as the MTS Centre, Tavern United Powerhouse Pub and the Millennium Library. It's minutes away from three shopping centres: cityplace, Winnipeg Square and Portage Place.

Look for the new Graham Mall brochure, complete with a map and business listing, in your favourite Graham shop. ■

2009 IS FEELIN'.... GREAT!

YOUR DOWNTOWN NEW YEAR'S GUIDE

IF YOU'RE LIKE MANY WINNIPEGGERS, YOU like to know what you're doing for New Year's well in advance so you aren't left in the cold (quite literally).

Well, lucky for you, we at the BIZ have put together a highlight list of some of the best downtown New Year's places to be when the clock strikes 2009.

Get your dance on at Blush Ultraclub at 323 Portage, as one of Canada's hottest mash-up DJs, DJ Miss M, the self-proclaimed "Queen of Rhythm," hits downtown with her hip brand of house music. Visit www.blushultraclub.ca

If you want to class it up, then Jazz it up at Jazz Winnipeg's aptly named "Jazz Up Your New Year" at the Fairmont Hotel, 2 Lombard Place. Featuring champagne, beautifully prepared food and music by the Winnipeg Jazz Orchestra. Visit www.jazzwinnipeg.com or call 989-4656 for more.

The Winnipeg Convention Centre always throws a great bash, and will continue to with this year's "Into The Groove – Moulin Rouge." Enjoy premium champagnes and wine and a five course dinner, or come just for the dancing after as Ron Paley and his 21 piece big band sweep you off your feet. Call 957-4545 or go to www.wcc.mb.ca for more.

Looking for a way to excite the whole family? Then head on down to The Forks for the Scotiabank Family New Year's Eve. Come down for the skating, decorating of your own New Year's hat, and wagon rides, just to name a few. And oh, while there, take in the live entertainment on the main stage and watch for Winnipeg's best fireworks show!! Go to www.theforks.com or call 956-7618 for more.

If sports is your priority for New Year's Eve, then don't miss the Manitoba Moose's new year hockey game at 4pm. Go to www.mooseshockey.com.

Don't forget that downtown is the best place to celebrate New Year's Eve! It's a great central meeting place for everyone, no matter what part of the city they're from. It's also the easiest place to catch a cab or take a bus, and, as you've just read, has the hottest parties, regardless of what you're looking for. ■



WATCH FOR THESE NEW RECRUITS



THIRTEEN ABORIGINAL

University of Winnipeg students are participating in the Indigenous Police Preparation Program over the winter, and the Downtown Watch are helping out.

The students are volunteering with the Watch and, as a result, have been trained in the facets of Watch volunteering, which include customer service. Each week one of the two groups of students shadow Watch ambassadors, hitting the streets and meeting the people of downtown.

The students come from all over Manitoba, including The Pas and Nelson House.

This unique partnership between the U of W's Indigenous Police Preparation Program and the BIZ provides aboriginal students a positive work experience and a potential opportunity for future employment in law enforcement. ■

VOLUNTEER MAGIC

A BIG THANK YOU TO THE amazing work of Downtown Watch volunteers!

Over 133 hard-working Watch volunteers have put in over 9,000 hours this year already, by walking and biking the streets and sidewalks, keeping downtown Winnipeg safe. It is expected that over 11,000 hours will be put in by the end of 2008.

If you would like to contribute to downtown safety, call Downtown BIZ Volunteer Co-ordinator, Craig Strike, at 958-4644 for more information.

DOWNTOWN SAFETY NETWORK TO LAUNCH

ARE YOU INTERESTED IN FINDING out how to make your property safer for your customers and staff while maybe even saving on your security spending?

The Downtown Safety Network (DSN) is aimed to do just that. The overall goal is to reduce crime in your area and the downtown as a whole through excellent communication.

The inaugural DSN meeting will be held December 12 at the Marlborough Hotel. Any downtown organization involved in in-house or contracted security has been invited to attend.

Over the last several months, the Downtown BIZ has been working

to establish the groundwork for a Downtown Security Network with hotels, shopping centres, office towers and others who provide security in our downtown, whether it's cameras, in-house staff or out-sourced security.

Joining the network means access to current information, sharing ideas and best practices, getting email alerts about crime happening near you, training and workshops, and finding efficiencies and partnership opportunities to save you money.

If you're interested in joining the DSN, call Rick Joyal at 958-4628. ■

ALEXIS GRILL

BUSINESS PROFILE

NIKOS LIMBERATOS, OWNER of Alexis Grill on Kennedy Street, remembers visiting the restaurant in the mid-60s when it was a Salisbury House.

“The menu consists of both traditional breakfast and lunch food, along with Greek food.

Downtown Winnipeg has changed a lot since then, but one thing remains the same at Alexis Grill: the authentic retro look and feel. The resilient red booths, miniature tools, and the open grill are staples of the old Salisbury house. Limberatos said he chose to keep the interior the same because the restaurant

was an important part of Winnipeg’s history.

The old Sals, just south of Portage, opened in 1938. Limberatos, who emigrated from Greece in 1960, remembers it as a place where he would spend time with his friends.

Limberatos has owned the restaurant for the past 13 years and currently runs it with his wife, daughter, and one part-time employee. The menu consists of both traditional breakfast and lunch food, along with Greek food. The chicken souvlaki on a pita with Greek salad, and homemade hamburgers and fries have become lunch favourites among the regulars. Alexis Grill’s homemade burgers are adorned with a chili sauce

that makes them unique to the historical restaurant, and their fries are still made from scratch—one of the few restaurants in the city still doing so.

The downtown grill is named after a favourite literary character of Limberatos, Zorba the Greek, whose first name is Alexis.

Limberatos never regretted his decision to purchase the restaurant and still loves serving up delicious meals.

“It has been a good ride for all the years that we’ve been here.” ■



Above: Nikos Limberatos

THE PEOPLE AT THE BIZ

BY DEBRA TOMISKI, DOWNTOWN BIZ HUMAN RESOURCE CO-ORDINATOR



IT’S THE PEOPLE THAT MAKE THE Downtown BIZ. The staff that produce huge amounts of work on a daily basis to keep our downtown the vibrant, clean and dynamic place to live, shop, work and enjoy. How can I express my enjoyment of being the Human Resource Co-ordinator for the Downtown Winnipeg BIZ?

I have the privilege of hiring and guiding a dynamic group of individuals. The team at the BIZ encompasses a full range of employees with diverse backgrounds; ethnicities; socio-economic status; varying levels of education; strong work ethic; commitment to their place of employment; the desire to do well and genuinely fun people to work with.

I have had the honour of being the first person called after a volunteer obtained his Canadian Citizenship; felt privileged to have shared in the knowledge of

employees’ life experiences, receiving calls of births, celebrations or lives passing on.

What more could you ask for in co-workers! The BIZ is a great place to work with people who want to make a difference downtown. Every day at the BIZ is exciting with the daily challenges of keeping the streets safe and clean; marketing upcoming events; looking for sponsors in the most unlikely places; and all-round team effort.

I like to say we work hard, but we play hard, too. Nowhere is this more apparent than at the summer Staff and Volunteer Appreciation Barbeque. This is when a staff of sixty employees and a smattering of volunteers really let loose and have fun in the sun all day. Yes, the BIZ teams (Admin, Watch and Clean Team) are competitive but in a rollicking good-natured way. Let’s just say, you had better

have eaten your “Wheaties” before you attend a BIZ staff barbeque. Not because you will be hungry, because there is more than enough great food to go around. No, you need to have your strength in case you have to demonstrate team spirit by pulling your weight in the annual tug-of-war. Good-natured camaraderie seems to be forgotten as each team is determined to win. There are no prizes, just the fun of “pulling together” (no pun intended) to support your team.

I cannot think of a better place to work where the employees support each other in getting their work done, the work that makes a difference to downtown Winnipeg. It is the people at the BIZ that are making that difference and I am proud to be one of them. ■

CONGRATULATIONS TO THE BLUE LOONIE WINNERS FOR THE MONTHS OF AUGUST, SEPTEMBER AND OCTOBER. THE BLUE LOONIE WINNERS ARE:

VITA HEALTH

G.K. BRAUN INSURANCE SPECIALISTS

CONTACT LENS SERVICES

BLUE LOONIE WINNERS



CANAD INNS MOVES IN DOWNTOWN

MANITOBA'S LARGEST HOTEL chain is coming downtown. Last fall, Canad Inns announced the purchase of the Radisson Hotel Winnipeg Downtown, located at 288 Portage Avenue.

Radisson Winnipeg Downtown is located in the heart of downtown Winnipeg and features 263 guest rooms, over 13,000 square feet of banquet and meeting facilities and a 270 vehicle indoor parkade.

Right around the corner from the hotel, Canad Inns has another exciting project underway: the refurbishment of the Metropolitan Theatre at Hargrave with

the proposed partnership of the Canadian Rock 'n Roll Centre.

The Met was sold to Canad Inns in 2007 by CentreVenture Development Corporation on the condition that the building cannot compete with other entertainment venues downtown, such as the MTS Centre and Pantages Theatre.

The neo-classical style Met is the only theatre of its kind remaining in Winnipeg in its original form, with potential seating for 2,500 concert goers. ■



The proposed Metropolitan design with the Rock'n'Roll Centre

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info@marshillgroup.com
marshillgroup.com

MINGLE WITH THE MAYOR

Come meet the Mayor at the BIZ's inaugural Mingle with the Mayor event on February 10, from 8am to 9am.

Mayor Sam Katz will be sitting down with Downtown BIZ members to informally discuss ideas and downtown issues.

Mingle with the Mayor will be held at Voila Café at 266 Edmonton St. Please RSVP to Tina by calling 958-4640 or email tina@downtownwinnipegbiz.com

ONEXT
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LIVING FOR DOWNTOWN

BIZ TO CONDUCT TOURS OF NEW DOWNTOWN DIGS

DUE TO THE RECENT announcements of new downtown housing projects, and the impending announcements of more exciting housing initiatives, the Downtown BIZ will be taking people on tours, once again, for the Downtown Living Open House on May 8 and 9, 2009.

The downtown living tours began in 2006, which allowed people from around the country to see, first-hand, the new exciting housing projects, such as on Waterfront Drive and in the Exchange District. Due to an incredible increase of condo purchases, thanks partially to the tours, the BIZ had to put this year's tour on hold to wait for new housing projects to catch up with the demand.

Well, that time has come. On May 8 and 9, get ready to see beautiful new locations like the Sky Waterfront Condos, scheduled for completion in December 2009, and future initiatives like the affordable YouCube townhouse development on Waterfront Drive, that will be finished in 2010.

Check our website in the new year, at www.downtownwinnipegbiz.com for scheduling and features. ■



One of the 18 2-4 storey YouCube townhouses, for both residential and commercial uses, starting at \$195,000



High class, loft-inspired condos on Waterfront Drive, from 800sq. ft. to almost 2,000 sq. ft.

HEART OF THE HOLIDAYS

It may be getting colder, but things are heating up in downtown Winnipeg.

The Downtown BIZ invites you to bring the entire family for a magical experience in the heart of our city, for our Heart of the Holidays event.

Experience the magical glow of the festive lights along Portage Avenue aboard our horse-drawn carriage! Leaving every half hour at Air Canada Park, 355 Portage Avenue at Carlton Street, one block east of Portage Place.

And while you're shopping for the holidays forget about parking outdoors, and having a half kilometre walk through

freezing temperatures. Park indoors, warm your heart with holiday fun, and find the perfect gift in the amazing shops of downtown through our indoor walkways and malls.

While you're there, check out carollers and choirs in Portage Place, 2nd Floor Kennedy Court, on Saturdays from 2pm-5pm.

Plus, enter to WIN a Downtown Star Treatment Night-on-the-Town, with over \$1000 in gifts and prizes. ■



DOWNTOWN HORSE CARRIAGE RIDES – FREE!

FRIDAYS | December 5, 12 & 19 | 5:30pm – 8:30pm

SATURDAYS | December 6, 13 & 20 | 2pm – 5pm

Leaving every half hour at Air Canada Park, 355 Portage Avenue at Carlton Street, one block east of Portage Place.

WHO DO YOU CALL?

OUTREACH

Responds to calls of intoxicated people.

958 4627
(8AM-11PM)

WATCH

Responds to safety issues and provides SafeWalks

958 4627
(24 HOURS except Sun-Mon)

MAINTENANCE

Deals with graffiti, litter and other cleaning issues.

958 4640
(8:30AM-2:30PM)

YOUR GUIDE TO WHAT'S HAPPENING DOWNTOWN

Chess in the Court

The classic strategic challenge of intellectuality is back! Chess in the Court will return in February 2009, at Portage Place. Register early (the day of) or just drop on by for weekly challenges and a chance to possibly meet your cerebral equal. Weekly prizes will be handed out. Stay tuned to www.downtownwinnipegbiz.com for dates and locations.

In for Lunch

By February the cold may be getting the best of you, so warm up to the musical heat of some of Winnipeg's best at the In For Lunch Concert Series, every Friday, starting on January 30. More info to come in the new year.

Courting Concierges

Portage Place, The Bay and the Downtown BIZ hosted a group of hotel concierges this November for a reception and tour to learn more about the shopping centre and all that is happening for the holidays, with the hopes they will take back the info to their hotel guests.

Chinatown Banner Contest

Help us celebrate the Year of the Ox! The BIZ is seeking entries for the 2009 Chinatown Banner competition. Visit the BIZ's website for more info.

Photography Contest

Stay tuned to our website at www.downtownwinnipegbiz.com for the winners of our "Give Portage a Shot" photography competition. Over 100 photos were submitted to be placed on overhead walkway windows.

MOST makes baskets

The Mission Off the Streets Team (MOST) has been working hard putting together 96 holiday baskets full of lights and greenery for the holiday season.

The MOST program provides work experience to homeless people, who take pride in making downtown clean and are transitioned into a healthier environment and permanent employment.

Snowplows Clear Sidewalks

The Downtown BIZ Maintenance Crew is working hard to keep sidewalks clear of snow. Thanks to BIZ's two snowplows, the job has gotten a lot easier.

MINGLE Downtown

Want to stay connected with all that's happening downtown? Sign up to receive our weekly events e-newsletter by visiting our website. ■

NEW DOWNTOWN BUSINESSES

KRAUT KING - BAVARIAN QUICK RESTAURANT

295 GARRY STREET
949-1292
WWW.KRAUTKING.NET

CASA BURRITO

520 PORTAGE AVENUE
774-2272

STARBUCKS

412 GRAHAM AVENUE
944-8627
WWW.STARBUCKS.CA

ARBY'S RESTAURANT

MTS CENTRE
300 PORTAGE AVENUE
926-5686
WWW.ARBYS.COM

LOBBY ON YORK

295 YORK AVENUE
896-7275
WWW.LOBBYONYORK.COM

WWW.DOWNTOWNWINNIPEGBIZ.COM

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