



# 2022 ANNUAL REPORT

## LETTER FROM THE **BOARD CHAIR + EXECUTIVE DIRECTOR**

Hello Osborne Village BIZ Members,

Thank you for your support in 2022 as we continued to work together building a better Osborne Village. We are honoured to be a part of your community. Though we continue to feel some economic and social impacts of COVID, it has become clear that when we work together, great things can, do and will happen again, in the Village.

As Board Chair and a new Executive Director serving BIZ members this year, it was our privilege to get better acquainted with member business owners, employees, community members, and other stakeholders. We are a passionate community that cares deeply about our neighbourhood - and it has been incredible to roll up our sleeves and align our efforts to build a better Osborne Village.

In 2022, we collaborated to create new public spaces, public art, and community events to warmly invite people back to the Village. And with the addition of the SABE Peace Walkers, business and community members told us the Village felt a safer place to work, shop, live and play in.

Osborne Village continues to be a thriving urban neighbourhood with over 25 new businesses opening since March 2020. The Village will continue to grow: In 2023, we have two new mixed-use development projects bringing 300 more residential units and a dozen new businesses.

With over 13,000 people living and working in two square kilometers, we are committed to developing stronger community partnerships to align our efforts to help Osborne Village again earn the title, Greatest Neighbourhood in Canada. We're a unique, complete, walkable 15-minute community that is attracting new businesses, and residents and visitors to support them.

For 2023, the BIZ is committed to more public art, investments in streetscaping, and programming to support local area businesses. Every Winnipegger knows of the Village and we plan to make sure they remember it is an amazing destination where they can shop, eat, drink and enjoy this unique community.

We thank you for choosing to have your business in Osborne Village.

**Nicole Friesen** | Board Chair

**Lindsay Somers** | Executive Director

## OSBORNE VILLAGE IS ON TREATY NO. 1 TERRITORY AND THE TRADITIONAL HOMELAND OF THE RED RIVER MÉTIS.

### BOARD OF DIRECTORS

Nicole Friesen // New Leaf Massage // Board Chair  
Tom Toni // Private Pension Partners // Treasurer  
Bailey Gilmore // Saikel // Secretary  
Rachel Dufresne // TableSpace Coworking  
Erik Thordarson // Sous Sol  
Sherri Rollins // City Council  
Martin Pasieczka // City of Winnipeg  
Neighbourhood Economic Development Planner

### STAFF

Lindsay Somers // Executive Director  
Sierra Winogradoff // Maintenance

## MISSION STATEMENT

To support, beautify, improve and maintain Osborne Village as a desirable and vibrant business district where people are drawn to live, work, shop and play 365 days a year.



## MAINTENANCE

A well-maintained Osborne Village supports our members by making the area more inviting to our patrons. The Osborne Village BIZ maintenance and beautification person works on behalf of businesses to keep Osborne Village beautiful, clean, and a welcoming place to be. Our small but mighty team continued to adapt and innovate services to deliver more benefit to members in 2022.

This summer, we were pleased to welcome back summer Green Team staff to support and scale up our service delivery for litter picking and neighbourhood greenscaping.

We were grateful to continue our partnership with the West End BIZ to remove 1,102 square metres of graffiti from buildings in Osborne Village.

## BY THE NUMBERS: CLEAN-UP

<b>10,885</b>	GALLONS OF LITTER PICKED FROM OSBORNE VILLAGE STREETS*
<b>488</b>	NEEDLES REMOVED FROM THE NEIGHBOURHOOD*
<b>474</b>	GRAFFITI TAGS REMOVED FROM OVER 90 BUILDINGS*
<b>1,102</b>	SQUARE METERS OF GRAFFITI REMOVED FROM OSBORNE VILLAGE*

\*reporting period January 1, 2022 to November 2, 2022



## BEAUTIFICATION

In 2022, the Osborne Village BIZ made capital improvements to the neighborhood with public art enhancements adding to the visual appeal we all know and love the Village for.

- 1 Cool Streets Winnipeg artist Alex LaPlante added splashes of colour and vibrancy to the Bell Tower plaza.
- 2 We also added more visual appeal to the iconic River and Osborne intersection with an art piece showcasing local artist Josiah Koppanyi's playful rendering of Osborne Village.
- 3 We partnered with local designer Joe Kaltornyk to design a pop-up patio, activating a vacant alley directly on Osborne Street, complete with bright pink picnic tables for the community to enjoy.
- 4 Synonym Art Consultation and local artist Tamiko Chase added a vibrant mural to the pop-up patio, adding a sense of fun and play to this public gathering space.



## COMMUNITY SAFETY

In August, The Sabe Peace Walkers, with funding support from Manitoba Liquor & Lotteries, began a 17-week pilot project to provide safety support services, including safe walks, to the Osborne Village community.

Sabe Peace Walkers lead their community work with a harm reduction, de-escalation lens rooted in sacred Indigenous teachings.

A community Open House was held on October 17 with local area residents and businesses coming together to learn more about the Sabe Peace Walkers; a candid, hopeful discussion was held about the future of safety and support services for the neighbourhood.

## BY THE NUMBERS: SABE PEACE WALKERS

- 48** DE-ESCALATED INCIDENTS\*
- 64** SAFE WALKS PROVIDED TO THE COMMUNITY\*
- 68** COMPLETED WELLNESS CHECKS\*

\*reporting period August 10, 2022 to October 15, 2022



## COMMUNICATIONS + ENGAGEMENT

Throughout 2022, Osborne Village was featured in over 30 positive earned-media stories, sharing events, programs, and news articles about the growth and development of Osborne Village and its business community.

We created a printed walking map of Osborne Village showcasing the 100+ businesses, parking, bike parking, transit bus stops, and green spaces. The **walking map** was distributed to Village residents, businesses, Travel Manitoba, the Winnipeg Airport, and downtown hotels.

We also completed a brand refresh and developed a **new website** with a searchable **business directory**.

We engaged with local businesses, stakeholders and community members as part of the process to develop a **master plan** for Osborne Village. This master plan will provide a framework and plan for streetscaping and redevelopment of our public spaces.

Throughout 2022 the Osborne Village BIZ initiated a series of pilot projects to bring businesses and the community together

### SUMMER IN THE VILLAGE

Happy Fridays at the Bell Tower  
Free live concerts  
Free community workouts  
Happy Friday Bingo

### COMMUNITY CELEBRATION

Drag comedy  
Live concerts  
Live Dance Battles  
Children's activities + games

### CULINARY WALKING TOURS

We worked with three new local restaurants and offered a guided walking tour to "taste what's new in the Village."

## PILOT PROGRAM RESULTS

- PROGRAMMING AND ENGAGEMENT OPPORTUNITIES THROUGHOUT THE WEEK, AT DIFFERENT TIMES OF DAY: NOON, AFTERNOON AND EVENING
- STRATEGIC PROGRAMMING FEATURED REVITALIZED KEY COMMUNITY SPACES
- HIGH RETURN ON EARNED MEDIA ADVERTISING, SOCIAL MEDIA AND PRINT ADVERTISING DIRECTED TO OUR LOCAL RESIDENTS



## PARTNERSHIPS

In 2022 we worked with local area businesses and stakeholders to develop partner relationships for community programming.

- 1 Mary Brown's Chicken sponsored Happy Friday live concerts at The Bell Tower.
- 2 Brickhouse Gym sponsored Happy Friday free community workouts at The Bell Tower.
- 3 Paragon Living sponsored architectural and culinary walking tours throughout July and August.
- 4 We partnered with Gas Station Arts Centre for our Sidewalk Sale + Community Celebration in August.

## LOOKING AHEAD

The strength of Osborne Village lies in its people. We are committed to continue to work together to build a more vibrant, safe, inviting and innovative model for urban living in the heart of the city.

Looking ahead, The Osborne Village BIZ will develop partnerships to increase our capacity for beautification projects, cleaning efforts, streetscaping projects, and community events. 365 days a year.

In 2023, we are committing to an Osborne Village outreach strategy to share our revitalization plans and grow the Village's local business sector.

We are prioritizing our efforts in the following key areas:

### ADVOCACY

We will advocate on behalf of members for improved infrastructure and maintenance of public spaces. We will also promote best practices in urban design policy.

### COMMUNITY SAFETY

We will continue to work in partnership with the SABE Peace Walkers to foster and support a safer community for all.

### BEAUTIFICATION PROJECTS

We will continue to invest in greenscaping and public art projects.

### COMMUNITY

We will continue to develop a partnership model for community events that reflect the lifestyle and collective energy of the Village, while connecting to local business in meaningful ways.

