



ANNUAL REPORT 2021



Jason Carlston
Board Chair

MESSAGE FROM THE BOARD CHAIR

I'm excited for the opportunity to serve the Warehouse District in my first term as chair of the board. I would like to thank Frank McNally and Brandee Owens for their past service and welcome Tyson Liske and Paul Moroz to our Board.

While slowed by the pandemic, work progressed through 2021 on ensuring that RWBID would continue its vital work to support members, advance initiatives, and continue as a sustainable organisation into the future. In February 2022, the BID Levy was raised to that of our sister organisation Regina Downtown.

A long time in the making, The Dewdney Avenue Revitalization project has finally begun to take shape. Design and implementation phasing has been developed with construction slated to begin in 2023. We're looking forward to a pedestrian focused street front with investment ready infrastructure which should be completed over a span of three years.

Many major community projects are currently under consideration in 2022, including a multipurpose arena, aquatics facility, ball diamond, and Library renewal, while the Regina Police Service is in the midst of expansion of their headquarter facilities. On a more immediate note within the District, we are consolidating all Rider Shuttle parking in Warehouse to the Yards. It's an exciting time, and I look forward to working with the board and staff of RWBID in seeing the district reach its full potential as a thriving business and marketplace within Regina.



Leasa Gibbons
Executive Director

MESSAGE FROM THE EXECUTIVE DIRECTOR

Much like 2020, the Covid-19 pandemic cast its long shadow across the Warehouse District in 2021. Business owners and employees, property owners, and residents, all faced a challenging environment of rapidly changing restrictions and mandates. As executive director of the district, I'm proud of the way so many worked together as a community and rose to face those challenges—and continue to do so—as the pandemic enters a new phase.

With so much of our engagement taking place virtually from one computer, tablet or phone screen to another, it was a pleasure to see many in-person events return to the district in 2021. Nuit Blanche brought out visitors for a late night stroll through the glow of projected art, Warehouse Brewing launched a Craft Beer Block party with live music, and YQR Food Truck Wars drew thousands to Centennial Mall for their favourite food truck fare. Warehouse was proud to collaborate with Regina Downtown to bring about the Footprints Commemorative Indigenous Art Project in honour of those who have “walked through” the residential school system. Some of the footprints painted by volunteers in mid-August can still be seen on the sidewalks along Dewdney Avenue.

Another Downtown/Warehouse joint project from 2020, Staff Supper and the Heart and Soul Cookbook, was recognized in 2021 by the International Downtown Association with the Downtown Achievement Award of Excellence in the Leadership category.

Through a sizable federal grant, the Warehouse District was able to invest in new branded summer and winter banners with hardware. The city will begin raising the banners this spring.

Special thanks go out to Dee Kitsch, who worked with the BID since 2017 as Marketing Coordinator. Dee was integral in building and reinventing our social presence across channels. We wish her all the best as she moves on to new opportunities.

As we adjust to new normals and face continuing challenges, I can honestly say I've never been more optimistic or enthusiastic for what Warehouse has in the works in the foreseeable future.

STATEMENT OF OPERATIONS

Regina's Warehouse Business Improvement District

STATEMENT OF OPERATIONS

(in dollars)

For the Year Ended December 31, 2021

	Budget 2021	Actual 2021	Actual 2020
Revenue			
Property Tax Levy & Grants in Lieu	272,341	285,041	264,290
Grants	101,000	56,146	34,345
Miscellaneous		5,666	
	\$363,809	\$315,410	\$298,635
Expenses			
Provision for Assessment Appeals	9,532	4,443	
Identity/Marketing	11,950	26,986	30,985
Administration	234,000	222,757	211,010
Business Development	45,500	31,379	61,434
Community Development	750	47,659	56,589
Advocacy	75,338	3,458	6,381
	\$367,538	\$332,239	\$366,399
Excess of Revenue over Expenses	(\$3,729)	(\$16,829.00)	(\$67,764.00)

2021 Board of Directors

- Mark Heise (Board Chair) – Rebellion Brewing Co.
- Jason Carlston (Vice Chair) – Dream Development
- Jeff Boutilier – Ascent Strategy
- Loree MacPherson – Factory Optical
- Amy Mantyka – Play Creative
- Frank McNally – ABADOO Promotion Group
- Piper New – Alton Tagendal Architects
- Brandee Owens – Steel Mace Valkyrie
- Laureen Snook – Crosby, Hanna & Associates
- Charmaine Styles – Outlaw Trail Spirits
- Cheryl Stadnichuk – City Council Representative

2021 Ward 1 Board Advisors

- Kim Onrait – City of Regina
- Leasa Gibbons – RWBID Executive Director

2021 Staff

- Leasa Gibbons – Executive Director
- Dee Kitsch – Marketing Coordinator
- Paula Bogdan – Administrative Coordinator
- Kyla Antonini – Marketing Assistant

EVENTS/PROJECTS



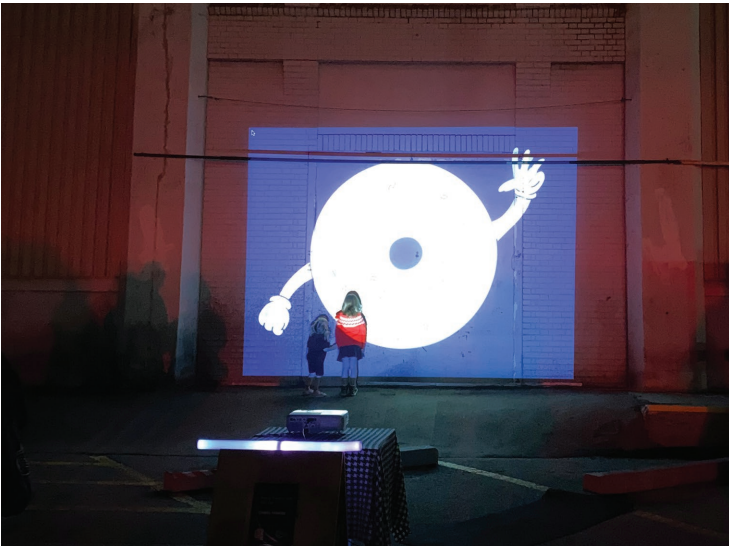
WAREHOUSE BLOCK PARTY
Hosted by Warehouse Brewing Company and Local Market YQR on August 28, this outdoor celebration of live music and craft beer brought together four local breweries, and additional small businesses. An outdoor market featuring local vendors took place during the day and four live bands took the stage in the evening.



FOOD TRUCK WARS
Centennial Market’s Food Truck Wars was launched in 2018 and continued with a successful followup in 2019. The annual outdoor food festival was unfortunately sidetracked by pandemic restrictions in 2020, but returned to Centennial Mall’s West parking lot on August 29 with twelve food trucks and four local celebrity judges, while approximately 4,000 attended.

NUIT BLANCHE
Regina’s fifth annual Nuit Blanche festival transformed the District into an outdoor art gallery during the night of August 28th. Warehouse building walls served as temporary screens for light projected art.

Over 1,500 attendees walked or biked while viewing 15 unique projections between Scarth Street and Broad Street from Dewdney Avenue to 6th Avenue.



EVENTS/PROJECTS

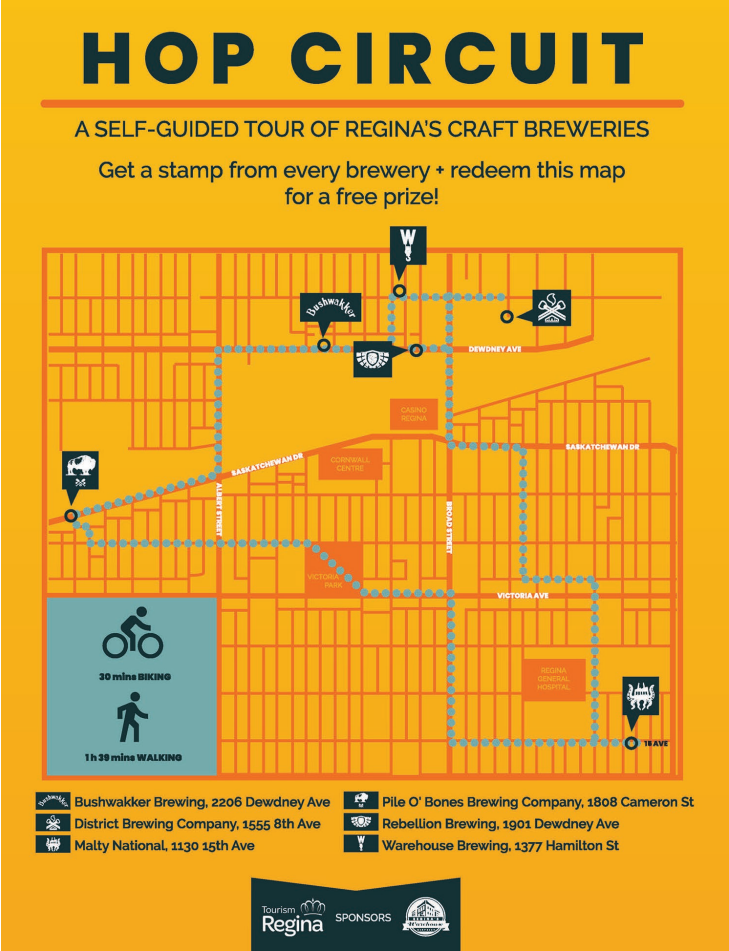


FOOTPRINTS COMMEMERATIVE INDIGENOUS ART PROJECT
RWBID and RDBID worked with local Indigenous visual artists to create posters and stencils of original artwork incorporating footprints to honour the thousands of individuals impacted by residential schools in Saskatchewan.

Posters were hung in vacant storefronts in both districts. Artwork was also stencilled onto the sidewalks in Victoria Park and along Dewdney Avenue. About thirty volunteers helped stencil in the District during the morning and afternoon of August 14.

- ARTISTS:**
- Brandy Jones
 - Brianna LaPlante
 - Geanna Dunbar
 - Joely BigEagle Kequahtoway
 - Karlie King
 - Kevin Wesaquate
 - Madison Pascal
 - Phyllis Poitras-Jarrett

RIDERS SHUTTLE	GAME ATTENDANCE	SHUTTLE RIDERS
With the return of the CFL, the number of shuttle stops serving the Warehouse District increased from three to four. The new stop on Albert Street (adjacent to Regina Centre Crossing) increased the number of people riding or walking from the Warehouse District to the stadium. Game days saw an increase in nightlife activity along the Dewdney Strip.	AUG 6 24,000	1,200
	AUG 14 21,257	709
	AUG 21 21,461	1,101
	SEP 5 26,835	1,352
	SEP 17 18,238	645



HOP CIRCUIT
Regina's craft breweries came together in 2020 to create the Hop Circuit, an experiential self-guided tour all about beer. In 2021, they further incentivized the already successful project by offering a free Experience Regina pint glass to those who completed the circuit. Four of the six craft breweries featured in the Hop Circuit are located in the Warehouse District.

GINGERBREAD HOLIDAY THEME
The 2021 holiday season marked the return of our well-received Gingerbread theme and Gingerbread Town building contest.

- PARTICIPANTS:**
- Buckthorne General Store
 - Bushwakker
 - Mabel & Martha's
 - Pharos Business & Taxation Advisors
 - Realty Executives Diversified
 - Rebellion
 - Rooted
 - Sawchyn
 - Torchy's Sport Imaging
 - Warehouse Brewing



RETRO ROUTE
Retro Route was developed to highlight the many antique and vintage shops in the District. Similar to the Hop Circuit promotion, postcards were distributed with a map indicating the location of the six participating shops. Late-night shopping hours were added by each of the shops and a Retro Route tree ornament was awarded to anyone who visited all six locations. As a result of this promotion, antique and vintage shops in the District saw 1,156 distinct shop visits, and most stores confirmed an increase of in-shop visits with some shops seeing higher online engagement as well.



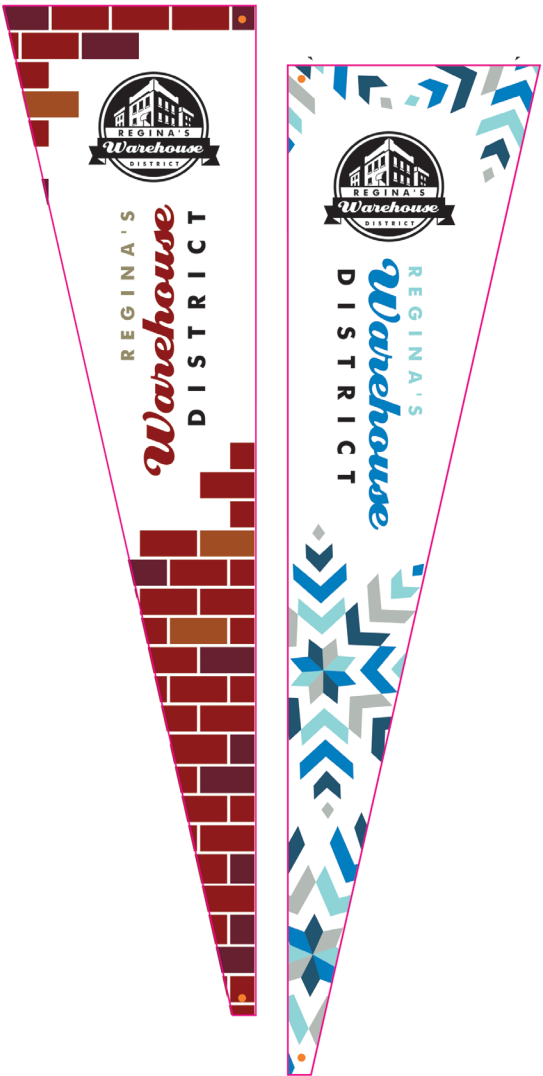
NEWSLETTER
A new series was introduced in our e-newsletter, *Warehouse What's Up*, called Meet the Members, featuring businesses in the District and the people who run them. Our first interview was with Peter Sawchyn of Sawchyn Guitars. All of our profiles to date can be found on the Warehouse website blog.

BANNERS
A \$50,000 grant through Western Economic Development Canada presented the opportunity to redesign and replace our street light banners. There are approximately ninety street lights along Albert Street, Broad Street, Winnipeg Street, and Dewdney Avenue that will receive new banners as a result of this project.

IDA AWARD
The International Downtown Association (IDA) recognized Staff Supper, a joint project between RWBID and Regina Downtown Business Improvement District (RDBID), with the Downtown Achievement Award of Excellence.

Staff Supper and the Heart & Soul Cookbook was entered in the category of Leadership Development, which IDA identifies as one of the seven professional urban place management practice areas. This category features unique organizational approaches and projects in the areas of leadership skills, strategic planning, board leadership, and external relationship building.

CLEAN-UP CREW
In partnership with the North Central Family Centre, a team of four dedicated individuals were contracted to walk the District from Albert Street to Winnipeg Street and from the tracks to 4th Avenue. With just under 1,000 km walked this summer, many loads of trash were taken off the streets in the District and safely disposed of.



Regina's Warehouse Business Improvement District (RWBID)

is the voice of the Warehouse District's property owners, entrepreneurs, workers, and residents. The BID's focus is protecting and advancing the business interests of the District while ensuring its growth, renewal, re-investment, while preserving important elements of the District's history and heritage.

RWBID plays an important role in determining the future of the Warehouse community by representing the interests of our members who range from industrial, wholesale, and retail businesses to home decor, cuisine, cultural venues, and residential properties. The diversity of Warehouse membership provides a wide array of opportunities as a neighbourhood. Our work seeks to serve our members' immediate needs in addition to more long-term and forward thinking initiatives.



240-2300 Dewdney Ave
Regina, SK S4r 1h5
306-585-3958
warehousedistrict.ca