

2021 ANNUAL REPORT

REGINA DOWNTOWN BUSINESS IMPROVEMENT DISTRICT



1981 TO 2021

40 YEARS OF SERVICE TO DOWNTOWN REGINA

REGINA DOWNTOWN BACKGROUND

The Regina Downtown Business Improvement District (RDBID) is a non-profit organization that provides a range of business and community services to enhance and promote downtown Regina. RDBID staff, led by the Board of Directors, work to improve conditions for business and for people who work, shop, live and play downtown. Regina Downtown's services supplement those provided by the City of Regina.

RDBID was originally established as Regina's Market Square in 1981. In 2002, the name of the organization was changed to Regina Downtown Business Improvement District. Authorized under Section 25 and 26 of The Cities Act and City of Regina Bylaw No 2001-76, Regina Downtown is financed by a special assessment collected from commercial property owners located in a 53-block area with boundaries of Angus Street in the west, 13th Avenue to the south, Halifax Street to the east and Saskatchewan Drive to the north. The boundary also extends along Broad Street south to College Avenue. In 2021, Regina Downtown marked its fortieth anniversary.



2021 Marks the 40th Year and Ruby Anniversary of RDBID



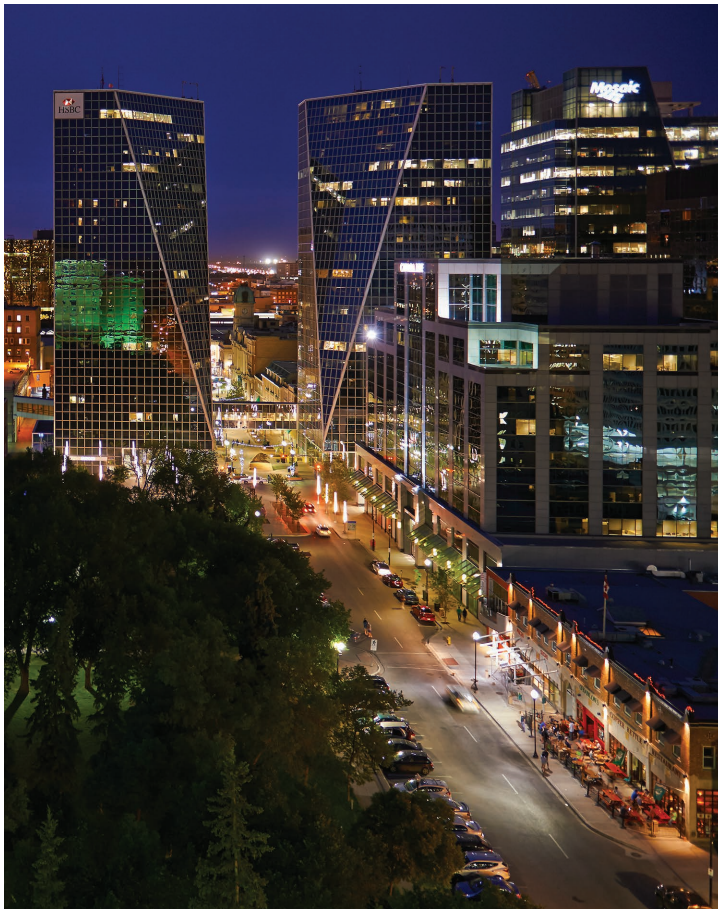
(Above) A mini ice capades when the downtown ice rink was still on Scarth Street.

(Left) Inflatable mounties keep watch over Grey Cup 2013 festivities.

(Lower Left) A mural is unveiled on the Army & Navy building.

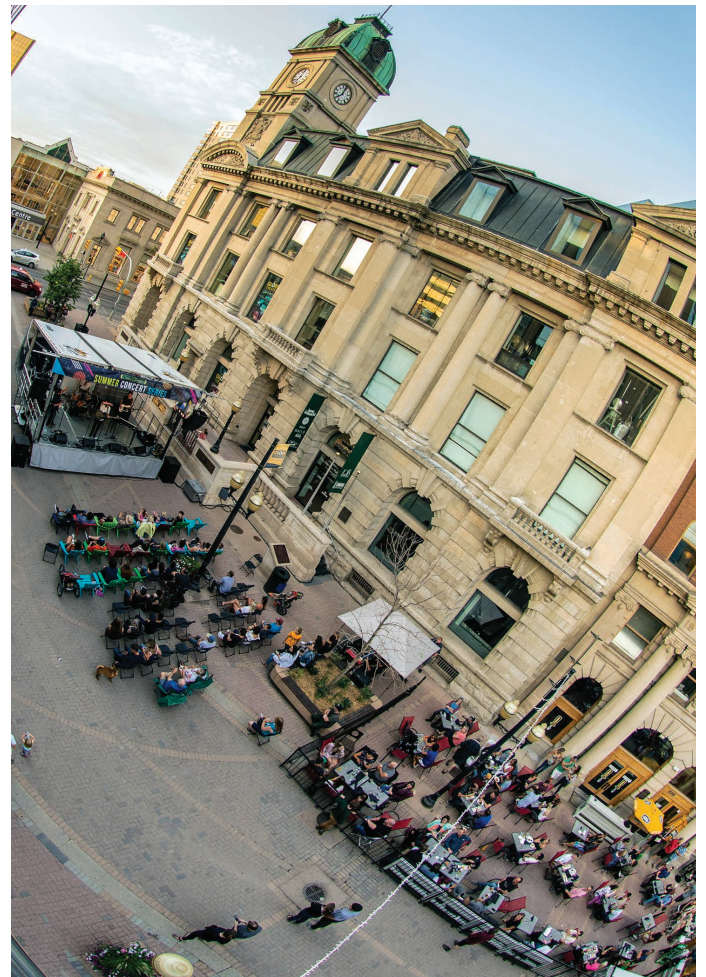
(Lower Right) Runners looked forward to the annual Downtown Dash for many years.





REGINA DOWNTOWN VISION

Regina Downtown will support the enrichment of a sustainable, active, safe, accessible and desirable downtown neighbourhood where entrepreneurship thrives and a diverse community of people are welcome.





Message from the Chair of the Board of Directors

Looking back at 2021, it is impossible to ignore the effects of the second year of the COVID-19 pandemic. Everyone and everything changed and many of our member businesses struggled. However, you will see from this report that RDBID did manage to provide services, programs and promotions during this challenging time.

Back in 1981, facing different challenges, Regina's Market Square was formed by a small group of dedicated downtown business and property owners. The non-profit organization has seen significant changes over the past forty years, but it is still a small group of dedicated downtown business leaders that serves on what is now known as the RDBID Board of Directors. I want to thank these board members for their efforts in keeping our organization successfully moving forward. I also want to commend all former board members and staff who have played such an important role in the growth and development of both our organization and Regina's downtown.

While the physical boundaries and services provided have expanded, the basic goals which inspired the creation of RDBID remain virtually the same. We continue to be focused on promoting downtown, improving conditions for business, and enhancing the quality of life of those who shop, work, live and play downtown. I look forward to a bright future for RDBID and downtown Regina over the next forty years.

Michael MacNaughton
Board Chair
Regina Downtown Business Improvement District

A handwritten signature in black ink, appearing to read 'Michael MacNaughton'.



Message from the Executive Director

It is humbling to look back on forty years of downtown Regina's history. The pandemic and resulting restrictions prevented Regina Downtown Business Improvement District from thoroughly celebrating forty years of service and accomplishments. However, we did host a small party in November to recognize RDBID's ruby anniversary and published a commemorative booklet highlighting four decades of working for the downtown district.

I am fortunate to have held the Executive Director's position with Regina Downtown for one of those four decades and witnessed a great deal of change and growth. I want to recognize the contributions of all the previous RDBID executive directors, board members and staff. Special thanks also to the City's past forty years of administrators, councillors and mayors, for their vision and commitment to fostering a healthy downtown neighbourhood.

The well-being of our downtown is essential to the success of our city. Regina Downtown will continue to help lead the way to a healthier, more vibrant downtown district. RDBID cannot solve all the problems in the core of the city alone, but we welcome the opportunity to work as a catalyst for an explosion of growth in infrastructure, business, recreation, entertainment and the arts. We are excited to help write the future chapters of our city's story over the next forty years.

Judith Veresuk
Executive Director
Regina Downtown Business Improvement District

A handwritten signature in black ink, appearing to read 'Judith Veresuk'.

BOARD OF DIRECTORS

Michael MacNaughton (Chair) – Lancaster Downtown
Anna Gardikiotis (Vice Chair) – R&A Group of Companies
Jaime Boldt (Finance and Admin Chair) – Globe Theatre
Aaron Burnett (Executive Comm. Member) –
Colin O'Brian Man's Shoppe Ltd.
Jason Mancinelli – Council Representative
Doug Bailey – Cornwall Centre
Victoria Gagné – Clarence Campeau Development Fund
Terri Klyne – Harvard Property Management
Doug Kosloski – SaskTel
Lisa McIntyre – The Optical Shoppe
Mitch Molnar – Mitchell Developments Ltd.
Aaron Murray – The Fat Badger
Steve Tunison – Saskatchewan Gaming Corporation

BOARD ADVISORS

Diana Hawryluk – City of Regina
Judith Veresuk – RDBID

RDBID STAFF

Judith Veresuk – Executive Director
Bonny Bodnar – Office Manager
Donna Boyle – Manager of Marketing and Communications
Dominika Deneve – Manager of Marketing and Communications
Lindsay Des Rochers – Manager of Visitor Services
Nelson Mitchell – Manager of Operations
Sophie Pitman – Manager of Member Engagement
Morgan Bray – Social Media & Marketing Coordinator
Ceiligh Dodds – Member Engagement Coordinator
Quentin Friesen – Social Media Coordinator
Derrick Gagnon – Planning Coordinator
Christopher Hadubiak – Marketing Coordinator
Janell Ranae Rempel – Research Coordinator
Jessica St-Laurent – Placemaking Coordinator
Matthew Sprung – Member Engagement Coordinator
Madison Zablocki – Planning Coordinator

INFO ON THE GO TEAM

Anh Tran, Christian Kainz

CLEAN TEAM

Easton Jackiw, Andrew Norton, Jonah Peart and Anthony Simpson



A boardwalk stretched out in front of shops and restaurants along this section of Scarth Street circa 1995.



(Above) Dragon Boat Races celebration downtown.

(Below) A dance troupe performs on the City Square stage.



40TH ANNIVERSARY

REGINA DOWNTOWN BUSINESS IMPROVEMENT DISTRICT

RDBID was formed in 1981 as Regina's Market Square by a small group of downtown business and property owners to address an increasing number of vacancies due to the growth of shopping malls and the relocation of retail and commercial operations to the outskirts of the city. Regina's Market Square represented an area around Scarth Street and 11th Avenue.

Regina's Market Square was renamed Regina Downtown Business Improvement District (RDBID) in 2002. It has since grown to represent over 600 businesses located in the area between Angus Street and Halifax Street, Saskatchewan Drive and Victoria Avenue, and along Broad Street south to College Avenue. Today, RDBID is involved in advocacy, programming, promotions and maintaining a safe environment for residents and visitors alike.

SUMMER Calendar of Events JUNE

- June 10-13 (Mon.-Thurs.) — **Downtown The Clown** — various locations.
- June 14-16 (Fri.-Sun.) — **Folk Festival** — Fri: 7:30-10:00 p.m., Sat and Sun: 11:00 a.m.-11:00 p.m. — Victoria Park/Scarth Street Mall.
- June 15 & 16 (Sat. & Sun.) — **Merely Players, Downtown The Clown** — various locations.
- June 17 & 18 (Mon. & Tues.) — **Downtown The Clown** — various locations.
- June 19-22 (Wed.-Sat.) — **Western Canada Farm Progress Show** — Exhibition Park.
- June 20 (Thurs.) — **Heritage '85 Block Party** — 3:30-10:30 p.m. — Scarth Street Mall/Victoria Park.
- June 22 (Sat.) — **Merely Players** — 11:30 a.m.-1:30 p.m. — various locations.
- June 24-29 (Mon.-Sat.) — **Downtown The Clown** — various locations.

JULY

- July 1-3 (Mon.-Wed.) — **Downtown The Clown** — various locations.
- July 4 (Thurs.) — **Noon Hour Concert** — Victoria Park.
- July 5 & 6 (Fri. & Sat.) — **Downtown The Clown** — various locations.
- July 8 & 9 (Mon. & Tues.) — **Downtown The Clown** — various locations.
- July 10 (Wed.) — **Downtown The Clown** — various locations; **Merely Players** — 11:30 a.m.-1:30 p.m. — various locations.
- July 11 (Thurs.) **Noon Hour Concert** — Victoria Park.
- July 12 & 13 (Fri. & Sat.) — **Downtown The Clown** — various locations.
- July 15-20 (Mon.-Sat.) — **Ken Jen Petting Zoo** — 9:00 a.m.-6:00 p.m. — 11th and Lorne.
- July 15 (Mon.) — **Downtown The Clown** — various locations.
- July 17 (Wed.) — **Downtown The Clown** — various locations.
- July 18 (Thurs.) — **Noon Hour Concert** — Victoria Park.
- July 19 (Fri.) — **Downtown The Clown** — various locations.
- July 20 (Sat.) — **Dance Works** — 11:30 a.m. — Scarth Street Mall.
- July 22 (Mon.) — **Dance works** — Noon — Scarth Street Mall.
- July 23 & 24 (Tues. & Wed.) — **Merely Players** — 11:30 a.m.-1:30 p.m. — various locations.
- July 25 (Thurs.) — **Noon Hour Concert** — Victoria Park; **Dance Works** — Noon & evening performances — Scarth Street Mall.
- July 26 & 27 (Fri. & Sat.) — **Downtown The Clown** — various locations.
- July 29-31 (Mon.-Wed.) — **Buffalo Days Entertainment** — 11:30 a.m.-1:30 p.m. — Victoria Park; **Downtown The Clown** — various locations.

AUGUST

- August 1 (Thurs.) — **Farmers' Market** — 3:00-8:00 p.m. — 1800 block Hamilton.
- August 1-3 (Thurs.-Sat.) — **Buffalo Days Entertainment** — 11:30 a.m.-1:30 p.m. — Victoria Park.
- August 5-7 (Mon.-Wed.) — **Downtown The Clown** — various locations.
- August 7 & 8 (Wed. & Thurs.) — **Merely Players** — 11:30 a.m.-2:30 p.m. — various locations.
- August 8 (Thurs.) — **Farmers' Market** — 3:00-8:00 p.m. — 1800 block Hamilton.
- August 9 & 10 (Fri. & Sat.) — **Downtown The Clown** — various locations.
- August 12-14 (Mon.-Wed.) — **Downtown The Clown** — various locations.
- August 15 (Thurs.) — **Farmers' Market** — 3:00-8:00 p.m. — 1800 block Hamilton.
- August 16 & 17 (Fri. & Sat.) — **Saskatchewan Heritage Fiddlers Championship** — all day — Scarth Street Mall; **Downtown The Clown** — various locations.
- August 19-21 (Mon.-Wed.) — **Downtown The Clown** — various locations.



On November 30th, 2021, we officially recognized our 40th anniversary with a reception in the Cornwall Centre's new event space, The Studio at Cornwall.



*(Above) Celebrating Buffalo Days 1996 in the downtown core.
(Left) A calendar of downtown events from 1985.*

RDBID MILESTONES OF THE FIRST 20 YEARS

Redeveloped the Scarth Street Mall (Frederick W. Hill Mall) with a ground level walkway.

Played a vital role in the establishment of Casino Regina.

Developed an above ground, indoor pedestrian system, linking parking with retail offices, Casino Regina and the Delta Hotel.

Installed enhanced street lighting and implemented alley lighting.

Implemented street improvements including cobblestone sidewalks, street light Christmas decorations, trees, garbage receptacles, bicycle racks, the glockenspiel, furnishings, and the relocation of telephone and power lines underground.

Facilitated construction of multiple downtown parkades.

Obtained commitment from federal and provincial governments to retain and locate government offices in the city centre.

Relocated the Regina Farmers' Market from Union Station to City Square Plaza.

Created a proprietary security and ambassador service called the Downtown Patrol.

Created the Clean Team as a beautification service for a clean downtown.

Played a leading role in the elimination of the business tax and the phase-in of property tax reassessments for downtown property owners.

Created the Victoria Park Heritage Conservation District.

Upgraded Victoria Park.

Created the Scarth Street Façade Enhancement Program.

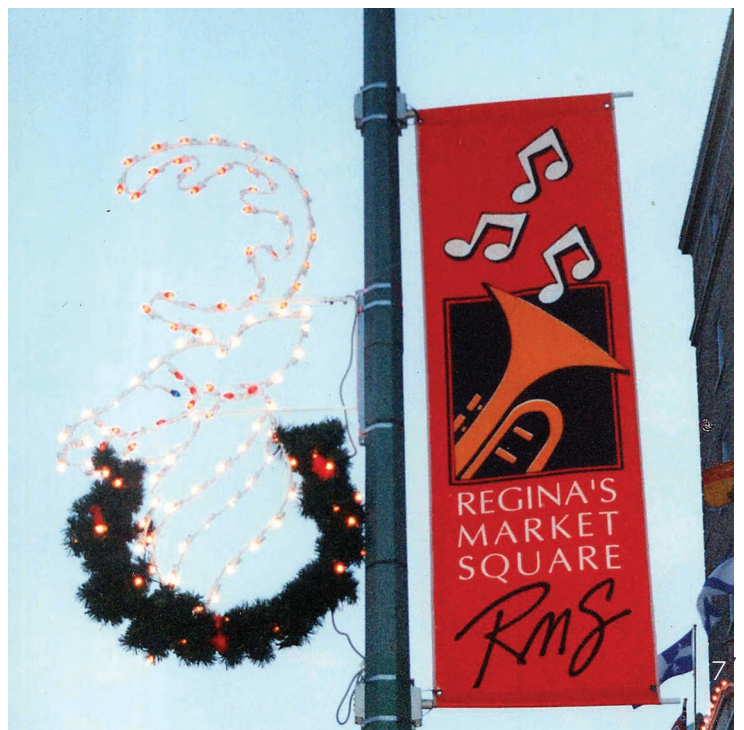
Created the Downtown Residential Incentive Program.

Contributed to the development of residential complexes including the Renaissance Retirement Complex, Trianon Tower, the Balfour, the Hamilton, the Manor and the Willoughby Duncan.

(Top) Scarth Street under construction.

(Middle) The transformation from Union Station to Casino Regina begins to take shape.

(Bottom) This type of older Christmas decorations have been updated to include energy efficient LED lighting.



RDBID MILESTONES IN THE NEW MILLENNIUM



Regina Downtown **Summer Concert Series** was created around 2000 as the “Scarth Street Summer Concert Series”, featuring musical acts performing outdoors.

The Info on the Go Team began in 2003 as the “Downtown Patrol” with a strong security focus. In 2011, it was renamed the Info on the Go Team with more of a hospitality focus. The team is often made up of students who spend the summer hosting events, setting up equipment and welcoming people to downtown.



Mary Christmas and Ebe-Meter were festively clad characters, who began appearing in 2007 leading up to the holiday season. They plugged expired parking meters and gave out coupons for free hot beverages at participating businesses. Dean Renwick created the festive outfits.

Cinema Under the Stars started in 2009, offering a free, outdoor big-screen movie experience in Victoria Park.

In 2009, the **Regina Downtown Neighbourhood Plan** was adopted to guide growth and strategic investment into infrastructure and urban design in downtown Regina to 2030.

City Square Plaza was launched in 2010 to encourage activities and entertainment in our city core.

The **Urban Canvas** project began in 2011 to help beautify our downtown by covering traffic control boxes with local artwork. The project has since expanded to include alley doors, walls and more.



City in the Square programming began in 2012 and was rebranded to **Summer in the Square** in 2019. Activities have included salsa, chess, cinema, art creation and fitness classes.

Doors Open Regina was first held in 2013, providing participants special access to heritage buildings and other sites of interest which often allow only limited access to the public.



Fashion Week, Juno Week 2013 & Grey Cup Week 2013 were each held in the City Square Plaza in 2013 with very well-received special events.

Hill Centre Tower III, a twenty-storey office tower with 219,500 square feet of office space, and home to the head office of Mosaic, opened in 2013.

The **Public Art Guide** was developed in 2014 to offer an informational walking tour of artwork on display in Regina’s downtown.

Agriculture Place, a ten-storey tower, opened in 2015 offering 160,000 square feet of office space, three levels of underground parking and retail space along Hamilton Street.

Regina Restaurant Week was created in 2015 to give participating restaurants the opportunity to attract new customers during a typically slow season.

The award-winning **Downtown Regina Cultural Trailway** was initiated in 2016 and offers brochures, maps and an audio tour app, enabling people to explore the cultural events that have occurred in downtown Regina over the last 130 years.

Art {Outside} was launched in 2016, featuring reproductions from the MacKenzie Art Gallery.

Christmas Tree Lighting began in 2016 on the F.W. Hill Mall as an annual kickoff to the holiday season. The event features free hot chocolate and seasonal entertainment such as carolling, horse-drawn wagon rides and visits with Santa.

Expansion of Business Improvement District – In 2016, 117 commercial properties (and roughly 22 blocks) were added to the RDBID. In 2018, RDBID added another 15 commercial properties over two blocks on South Railway Street.



Downtown Regina Cleanup Day began in 2017 as an annual event which welcomes volunteers to assist with picking up garbage and graffiti removal in Regina's downtown.

Victoria Park Storage Building was constructed in 2017 to house equipment and materials needed for our City Square programs.

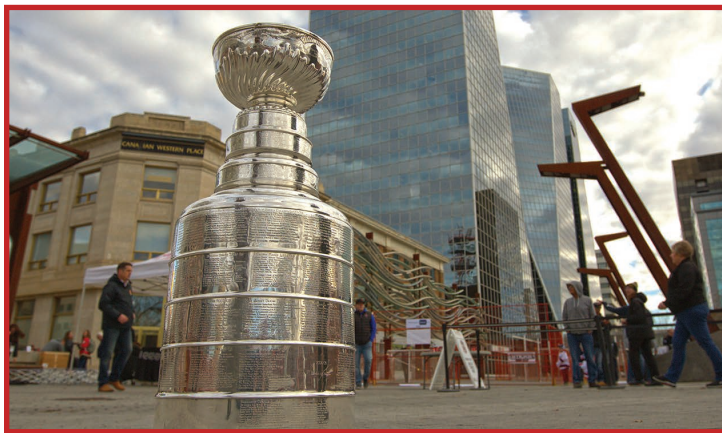
Wayfinding Signage was unveiled in 2018 to promote the downtown and provide information about getting around downtown to visitors.

Downtown Regina Visitor Service Pavilion opened in 2019 and provides information on local and provincial events, programs and activities.

The Rink at City Square was originally called the Victoria Park Ice Rink and was rebranded and relocated in 2019. It provides free ice skates and a warming hut to the public.



Jurassic Park Raptors Viewing Party brought 2,500 enthusiastic Toronto Raptors fans to City Square Plaza to watch Game 4 of the 2019 NBA Finals.



Hockey Week Downtown (2019 Tim Hortons NHL Heritage Classic™) was a week of fun events held in City Square Plaza leading up to the outdoor hockey game between the Winnipeg Jets and Calgary Flames in Regina's Mosaic Stadium.

TO LEARN MORE ABOUT THE HISTORY OF REGINA DOWNTOWN BUSINESS IMPROVEMENT DISTRICT, GO TO OUR WEBSITE TO SEE OUR 40TH ANNIVERSARY PUBLICATION AT REGINADOWNTOWN.CA/PUBLICATIONS

RDBID 2021 HIGHLIGHTS

RDBID IN THE COMMUNITY

RDBID Wins IDA Award of Excellence

Regina Downtown Business Improvement District and Regina's Warehouse Business Improvement District were recognized with the Downtown Achievement Award of Excellence on October 21st in Tampa, Florida at the International Downtown Association (IDA) 67th Annual Conference & Marketplace. The Award of Excellence acknowledges an outstanding response to an urban challenge. Choosing Regina Downtown and Regina's Warehouse District for this award reflected their resourceful approaches in improving the well-being of members in the restaurant industry during the pandemic with the projects Staff Supper and *Heart & Soul Cookbook*. The award was presented in the category "Leadership Development" which focuses on leadership skills, strategic planning, board leadership and external relationship building.



The Heart & Soul Cookbook is free to download on the Regina Food Bank's website at reginafoodbank.ca/campaigns/heart-soul-free-downloadable-cookbook

Coldest Night of the Year 2021

Regina Downtown was proud to be a sponsor once again for YWCA Regina's 6th annual Coldest Night of the Year fundraiser. It was held on February 20th in aid of My Aunt's Place women's shelter.

Walk a Mile in Her Shoes

RDBID sponsored YWCA Regina's Walk a Mile in Her Shoes again in 2021. Walk a Mile is a fundraiser that also raises awareness of gender-based violence as participants step into red high heels and walk around downtown Regina.



Glockenspiel Music Resounds in City Square

Glockenspiel is a German word referring to a large percussion instrument that creates music reminiscent of bells pealing brightly and now that glorious sound rings out again in downtown Regina. On October 19th, RDBID joined representatives of the City of Regina, German Club Regina, Regina Multicultural Council and the Saskatchewan German Council to celebrate the refurbishment of Regina's glockenspiel in City Square Plaza. Thanks to these groups for their contributions towards completing this project and bringing glockenspiel music back to City Square.



RDBID 2021 HIGHLIGHTS

SUMMER IN THE SQUARE

Downtown Regina Visitor Service Pavilion

Located on City Square Plaza, at Lorne Street and 12th Avenue, the Pavilion was open in 2021 from May 26th to September 4th. Staff offered tourist information including directions and maps as well as water, water bottles, craft kits, dog treats, Wi-Fi and other supports.

Summer Programming

In 2019, RDBID entered into a ten-year partnership with the Regina Pats to offer increased programming and services downtown. However, in 2021 due to COVID-19, only about 100 hours of programming was offered, which is about 20% of our usual programming. In fact, only one movie was shown in the park as part of Cinema Under the Stars. On September 1st, *The Lion King* was presented by Harvard Development Inc. and Its Downtown Building Partners and in partnership with the Regina Public Library Film Theatre. Dunlop Art Gallery provided preshow craft activities and Escape Manor brought their escape cage. Other programming partners were Evolution Fitness Downtown for Spin on Scarth and Fitness on the Plaza, Bike Regina for Pop-Up Bike Co-op and Melanie Monique Rose for needle felting.

Chefs' Challenge

At the Regina Farmers' Market on Saturday, September 18th, a brilliantly sunny and very hot day, three local chefs sweated it out to be awarded the first ever Golden Spatula! Chefs Bernadette Ballman from Crave Kitchen + Wine Bar, Chaminda Ambagaspitiye from REAL District, and Aaron Ens from The Fat Badger participated in a "mystery box" cooking challenge. The event was hosted by *MasterChef Canada* contestant Josh Miller. Chef Chris Torjusen from Avenue Restaurant, Holly Laird from the Farmers' Market and Mark Heise from Rebellion Brewing judged the cook off and chose Chef Chaminda as the winner.



Summer Concert Series

Regina Downtown sponsored outdoor summer concerts did not take place in 2021 due to the pandemic. However, RDBID provided downtown restaurants funding to hire entertainers to add indoor nighttime entertainment to increase patronage in the autumn. O'Hanlon's Irish Pub, The Fat Badger, and The Cure Kitchen + Bar participated.



RDBID 2021 HIGHLIGHTS

Urban Canvas

The Urban Canvas Downtown Regina Public Art Program continued in 2021 with six new art pieces chosen by a panel of adjudicators representing the local artistic community. Each was installed in June as high-quality vinyl reproductions of artist designs and a number of historic photos from the City of Regina Archives onto traffic control boxes, an alley door and as a wall mural. 2021 Urban Canvas Artists were: Elizabeth DeCoste, Pepito Escanlar, Andy Fenwick, Karli Jessup, Melanie Monique Rose, Phyllis Poitras-Jarrett and Nic Wilson.

Footprints Commemorative Indigenous Art Project

Regina Downtown and Regina's Warehouse District asked local Indigenous visual artists to create designs incorporating footprints, in honour of those who have walked through the residential school system. The nine artists who participated were: Brandy Jones, Brianna LaPlante, Geanna Dunbar, Joely BigEagle Kequahtoway, Karlie King, Kevin Wesaquate, Madison Pascal, Phyllis Poitras-Jarrett, and Ron Ewenin Wapamoose.

The artists' designs were used to create five panels that were hung in both districts, and four stencils that were used to apply footprint designs on the sidewalks in Victoria Park and along Dewdney Avenue between Albert Street and Broad Street.

On August 14th, an event was held on the City Square Plaza during a busy Regina Farmers' Market. The ceremony included speeches by knowledge keeper Gary Gott, Mayor Sandra Masters and artist Brandy Jones, singing and drumming by Jared Bird, Jeffrey Longman, and Tommy Twist, and jingle dancing by Devon Blind, Tyna Lerat, and Lennae Kinnequon. Elder Wendy Thorne, Newo Yôtina Friendship Centre and Regina Farmers' Market helped facilitate the event.



CARING FOR DOWNTOWN REGINA AND ITS PEOPLE

Community Support Team

The Downtown Regina Community Support Program (CSP) began as a pilot project to run from June 21, 2021 to June 15, 2022.

The program is activated by the Downtown Regina Community Support Team and for 2021 team members were: Alyssa Marinos, Alejandra Cabrera, Alex Lien and Delbert Majore. The program objectives include:

- Improve the safety and well-being of people downtown.
- Improve the perception of downtown safety and security amongst Regina citizens.
- Improve access to support services for people downtown.
- Decrease calls to the Regina Police Service for non-urgent safety and wellness concerns.
- Foster a better environment for individual, social and economic health and prosperity in downtown Regina.

The CSP team walks through the downtown area connecting with at-risk individuals and assisting them with outreach activities that include contacting services, escorting people to services, and helping to fill out paperwork as needed. CSP team members collaborate with agencies to facilitate access to services such as food, shelter, health care, risk prevention, harm reduction and crisis counselling. Though the CSP has operated for only a short time, it has achieved several positive outcomes and in December 2021, CSP received approval through City Council for additional one-time funding to expand into the Warehouse District. For more information about the Downtown Regina Community Support Team, please contact CSP at csp@csprsupervisor.ca or 306-537-3727.



Since the inception of the program (June 2021 – December 2021), the Community Support Program reported the following:

- Able to provide assistance to individuals requesting support 86% of the time
- 774 interactions with individuals
- Assisted with housing 7 individuals
- 750+ hours of direct, in-person interaction and engagement with community members
- 200 needles picked up in the downtown community
- Attended eleven community events in downtown and the surrounding neighbourhood
- 25 hours volunteering in the community



Community Cleanup Day

The annual Downtown Regina Cleanup Day was held on October 2nd. Thanks to all the volunteers that came out to help keep downtown Regina looking good. **Special thanks to Stantec, Loraas Disposal and The Cure Kitchen + Bar for your support.**

2021 CLEAN TEAM STATS

2,535 POUNDS OF LITTER COLLECTED

67 NEEDLES REMOVED

290 GRAFFITI TAGS REMOVED

10,000 FEET OF SIDEWALK PANELS WASHED

PROMOTING RDBID BUSINESSES

Taste of Downtown

In September 2021, RDBID ran Taste of Downtown, an event encouraging restaurateurs to promote their favourite menu items. With new pandemic restrictions, including requiring dine-in establishments to check customers' proof of vaccination, restaurant staffing and patronage were impacted. To increase attendance, Regina Downtown invited Taste of Downtown restaurant patrons to enter a raffle draw to win one of three \$100 gift cards to a participating location of each winner's choice. The participating locations were: Avenue Restaurant & Bar, Caraway Grill, Circa 27 Lounge, The Copper Kettle, Crave Kitchen + Wine Bar, The Cure Kitchen + Bar, The Diplomat Steakhouse, Famoso Neapolitan Pizzeria, The Fat Badger, Golf's Steak House, Italian Star Deli, Memories Dining & Bar, Union Station Restaurant + Bar, Victoria's Tavern, Wild Sage Kitchen & Bar. Thanks to the restaurants that took part, the customers who supported them, and **Z99** radio for the advertising support.



2021 HOLIDAY SEASON PROMOTIONS

Festive Beverages

For the second year in a row, RDBID helped promote downtown coffee shops and cafés with a Festive Beverages campaign. RDBID promoted six participating businesses and their "Hot Holiday Drinks" prior and throughout the campaign on our social media and website, and in paid radio ads. Festive Beverages ran from November 19th to 27th with participating spots offering special Christmassy drinks like Gingerbread Latte. Each day of the campaign, a different participating business was featured on RDBID's Facebook, Instagram and Twitter accounts. We encouraged locations and their staff to share posts as well.



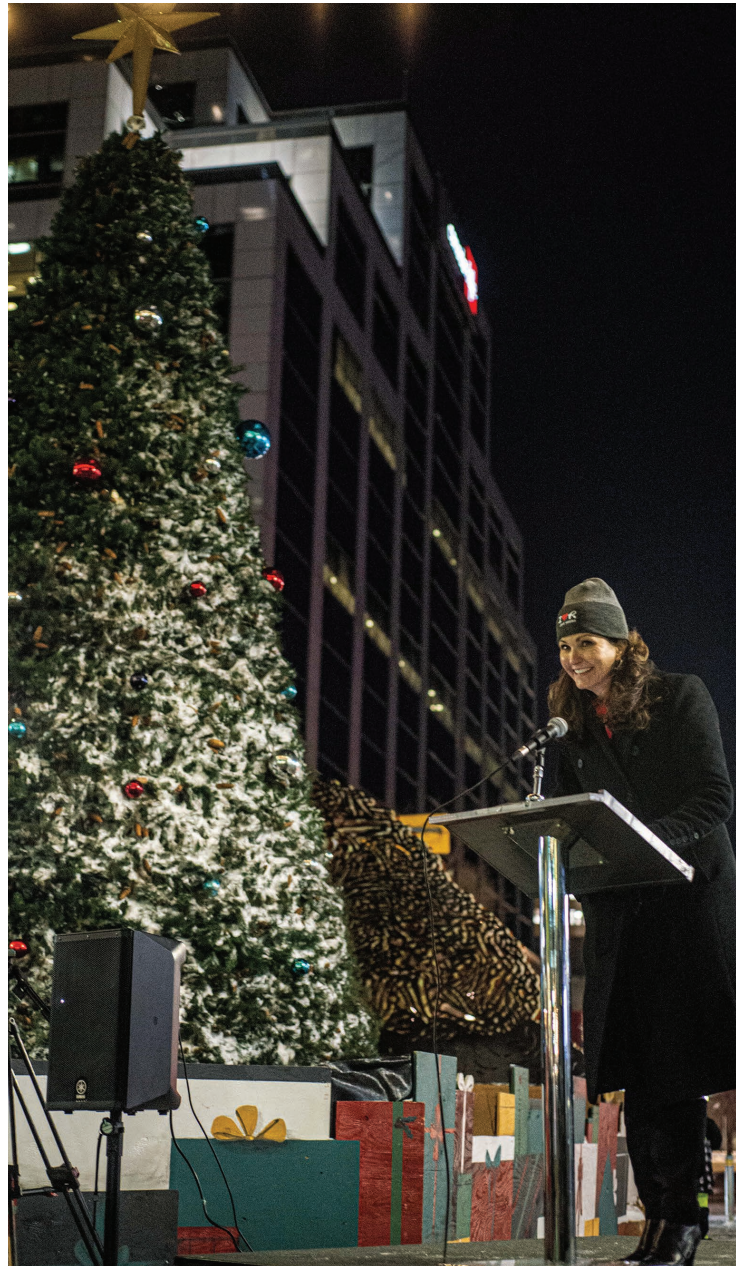
PROMOTING RDBID BUSINESSES

6th Annual Holiday Season Kickoff and Tree Lighting

Regina Downtown warmed up a chilly evening on November 18th with the 6th Annual Holiday Season Kickoff and Tree Lighting on the F.W. Hill Mall. Despite having a blizzard two days prior to the event, and the 2020 Tree Lighting being completely virtual, we were pleasantly surprised with a good turnout. And, many of the children enjoyed playing on the snowbanks!

The 2021 event included horse-drawn wagon rides, free hot chocolate and cookies, carol singing by Mini Express and The Expressions, and a visit from Santa and even the Grinch! The event also included a scavenger hunt with special candy giveaways from The Shoppe.

Our guest M.C. was Jessica Frost from Play 92.1. RDBID Chair, Michael MacNaughton, and Judith Veresuk, RDBID Executive Director, welcomed the crowd. Mayor Sandra Masters brought greetings from the City of Regina and encouraged everyone to donate warm clothing that was being collected for YWCA Regina. People in attendance also had a chance to enter a free raffle to win a pair of tickets to the Regina Symphony Orchestra's performance of Handel's *Messiah* plus a \$100 gift certificate to Hotel Saskatchewan.



PROMOTING RDBID BUSINESSES

Festive Fashions

RDBID presented the new initiative Festive Fashions to promote downtown, local fashion stores. Regina Downtown encouraged Christmas shoppers looking for stylish clothing, jewellery, eyewear, footwear and other accessories to shop downtown. Festive Fashions was promoted on RDBID's website and social media, as well as on radio ads and posters displayed downtown. Every customer who made a purchase in a participating downtown fashion stores between December 1st and 15th was eligible to enter a draw to win \$1,000! RDBID provided participating stores with raffle boxes, ballots and flyers.

Corporate Gift Card Rebate Program

Another RDBID holiday shopping incentive was the Corporate Gift Card Rebate Program. Originally started in 2020 to support businesses during the pandemic, Regina Downtown ran the program again in 2021. Companies purchasing \$1,000 or more in gift cards from downtown businesses between October 14th and December 17th were eligible to receive a one-time rebate from RDBID, based on the total amount spent. Product and service providers received the full value of the sales, and the purchaser received the full value of the gift card. The program led to \$30,200 in gift card purchases from downtown businesses and RDBID provided over \$7,300 in rebates to six companies.



in participating fashion stores downtown

Looking for something special?

For stylish clothing, jewellery, eye wear, shoes and other attractive accessories – downtown Regina is Where It's At!

One lucky customer will win \$1,000 courtesy of Regina Downtown!

Every customer who makes a purchase in a participating downtown fashion store between December 1st & 15th may enter a draw to win \$1,000! That will certainly brighten up the holidays!

FESTIVE FASHION STORES:

The Bridal Boutique Regina	Kendi Boutique
The Children's Place	Madame Yes
Colin O'Brian Man's Shoppe	Norwood Clothing Co.
Cornwall Optical	NWL Contemporary
Dean Renwick Design Studio	Dresses
Dots Stores	Oliver's Mens Wear
Factory Optical	The Optical Shoppe
Handmade Saskatchewan	Tiki Room
Hillberg & Berk	Twisted Goods
Jessica Bridal	ZÖE Shoes + Objects



PROMOTING RDBID BUSINESSES

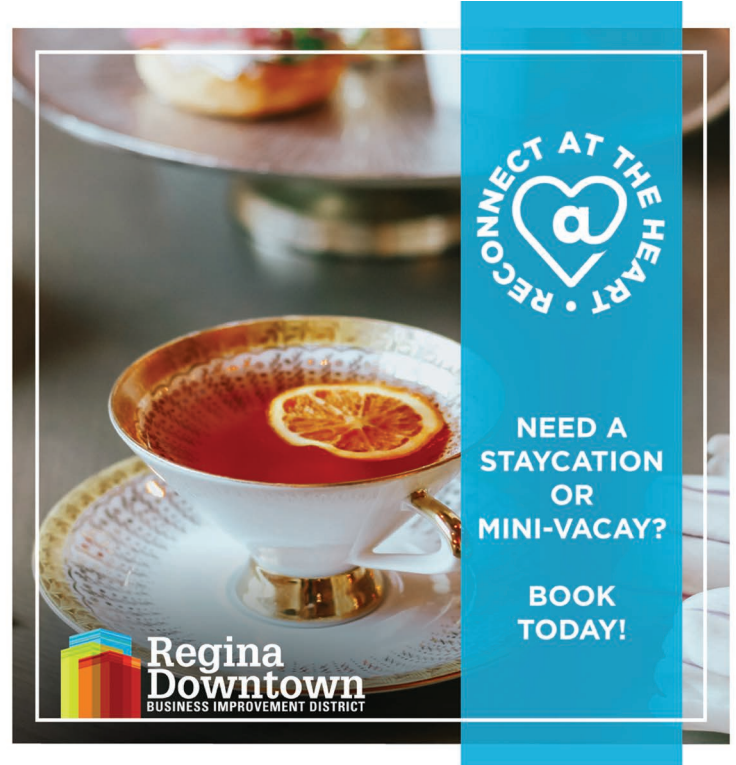
Awareness Campaign

RDBID's 2021 awareness campaign ran from May 1st to December 21st and picked up from the 2020 campaign. With help from a Tourism Saskatchewan Marketing and Event Promotion Grant, the campaign expanded its reach to communities 40-plus kilometres outside of Regina.

Goals:

- Continue to grow general awareness of downtown's offerings
- Promote local businesses to increase engagement and spending
- Promote downtown as a retail destination including Back to School and Christmas shopping seasons

When a greater portion of the population was vaccinated, and restrictions were lifted on business closures and gatherings during the summer, the campaign shifted to promoting hotels —encouraging Reginans to take a “staycation” and those living outside of Regina to spend a night or weekend in Regina. Staycations were primarily marketed via social media posts that directed users to a page on the RDBID website which promoted downtown hotels. The online buy was supported by five Regina digital billboards. Downtown holiday season shopping was also advertised to people living over forty kilometres outside of Regina through Google Ads.



AWARENESS CAMPAIGN HIGHLIGHTS:

WEBSITE TRAFFIC INCREASED 54% COMPARED TO THE SAME TIME PERIOD (APRIL TO DECEMBER) IN 2020.

PAID MEDIA

THERE WAS A 176% INCREASE IN IMPRESSIONS (TOTAL OF 4.7 MILLION VS 1.7 MILLION IN 2020) AND A 129% INCREASE IN TOTAL CLICKS (TOTAL OF 16,700 VS 7,300 IN 2020)

THIS WAS THE FIRST TIME WE RAN GOOGLE DISPLAY ADS FOR RETAIL AND THIS HAD A SIGNIFICANT IMPACT ON IMPRESSIONS AND CLICKS.

FACEBOOK/INSTAGRAM

SOCIAL MEDIA DELIVERED 1,471,268 IMPRESSIONS AND RESULTED IN 4,558 LINK CLICKS WITH OVER 91,000 REGINA RESIDENTS REACHED BY PAID SOCIAL ADS.



NEW DOWNTOWN REGINA NEWSLETTER

Regina Downtown launched a new monthly newsletter in May 2021. The newsletter is distributed to subscribers via email and promoted over our social media channels. In addition, all issues are accessible on the RDBID website and articles featuring individual downtown businesses are now being posted online for further promotion of our members. Any members or partners wishing to have special sales, events, activities, grants, professional development opportunities, or other subjects of interest covered in the Regina Downtown Newsletter, can call the office or email media@reginadowntown.ca. If you wish to subscribe to the newsletter, you may do so through our website portal at reginadowntown.ca.



around the square

A newsletter for businesses in Regina's Market Square — formerly the Regina Downtown Business Improvement District (BID).

Volume II Number 4 December, 1983

“Downtown in the City”

A Plan To Take Regina's Market Square Into the 90's

The City of Regina has recently released a planning document that focuses on the future of downtown Regina for the next 10 years.

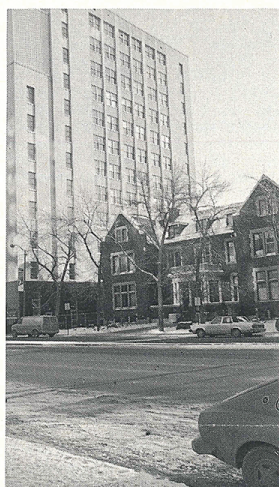
The 81-page booklet, which calls itself a “working document,” is intended to stimulate discussion. It says it is not the final word on the future of Regina's Market Square. Rather, it stresses that it is a series of recommendations which needs to be “considered, discussed, and perhaps altered before adoption.”

The report provides information, identifies policy issues, and outlines the overall components of the downtown area — as they are today and as they may be in the future.

According to city planner Don Hickley, who spoke to the Regina Market Square Board of Directors last month, feedback from this document is what will mold the downtown area. The end result must be accepted by the entire community, as well as Regina's Market Square members, he said.

Hickley outlined the critical issues the Market Square members should be concerned with. They include:

- **development and growth**, taking into consideration that 100,000 square metres of business space will be available once the developments that are currently in the planning stage are complete. Hickley told the Board that this aspect of downtown is “very healthy,” advising to “capitalize on what you have.”
- **“plus-15,”** the second level of shops and pedways that could



Design sensitivity is an important future concern. The document points out some examples of the lack of sensitivity in the Market Square area, including the fact that the Motherwell Building over-shadows the stately Assiniboia Club.

eventually link the Cornwall Centre with The Bay. He said this concept is a long ways away, but that options must be kept open.

- **the idea of focusing on new businesses that will draw**

people downtown, rather than businesses that can be found elsewhere in the city (i.e., banks).

- **parking**, which involves new rate structures to keep spaces open for short-term parkers, as well as designing parking facilities that are more suited to people.
- **zoning and design guidelines.** Hinkley said height, wind, problems, density, heritage sites, and the issue of building permits versus zoning permits, must all be considered.
- **what to do with the vacated railyards**, which will be empty in 10 years. He pointed out that residential development in this area is a crucial issue.

Hinkley told the Board that January 6, 1984, is the deadline for written submissions on the downtown document. These submissions will then be compiled into a report, and submitted to City Council.

Gerry Norbraten, Regina's Market Square street enhancement chairman, is urging Market Square members to help contribute to the future of Market Square, via this plan.

“Members should know what is in the document, and should come forward to the Market Square Board of Directors with their concerns,” he said.

Copies of “Downtown in the City” are available from the Regina Market Square office, 2323-11th Avenue. □



Festive Beverages runs from November 19th to 26th - RDBID is helping to spread the word about downtown Regina's comfy coffee shops with delicious hot drinks perfect for the cold weather. Check out these featured festive beverages.

Brewed Awakenings at 1992 Hamilton Street - Oat Milk Eggnog Latte
Cafe Royale in the Hotel Saskatchewan at 2125 Victoria Avenue - Caramel Chai Latte
Core Cafe at 2078 Halifax Street - Apple Strudel Latte
Dove Tail Cafe in Mortise and Tenon at 2415 11th Avenue - Candy Cane Latte
Fresh & Sweet at 2500 Victoria Avenue - Gingerbread White Chocolate Macchiato
Good Earth at 1881 Scarth Street - Gingerbread Latte

Individual participating business will be featured daily on Regina Downtown's Facebook, Instagram and Twitter accounts. Check out our social media from the 19th to the 26th to see what extra incentives (savings) are offered from participating shops. We will promote **Festive Beverages** on our website and in radio ads as well.

Two excerpts from 2021 issues of the new Regina Downtown Newsletter.



October is Women's History Month in Canada and the 2021 theme is “Women Making History Now”. Women's History Month recognizes amazing women who make a lasting impact in our country through their work and commitment to making our country a better place. RDBID is very pleased to recognize the contributions of **Cristel Mukendi** which include developing her own business while supporting other women entrepreneurs and the community.

This Around The Square newsletter from nearly 40 years ago gives an interesting look into the planning for the future of downtown.

FINANCIAL STATEMENT

Regina Downtown Business Improvement District

STATEMENT OF OPERATIONS

(in dollars)

For the Year Ended December 31, 2021

	Budget 2021	Actual 2021	Actual 2020
Revenue			
Business Improvement District Levy & Grants in Lieu	1,125,924	1,126,277	1,137,448
Other Funding		3,994	5,912
Special Projects/Grants/Sponsorships	381,150	354,384	142,131
	\$1,507,074	\$1,484,655	\$1,285,491
Expenses			
Provision for Assessment Appeals	40,000	124,519	—
Organization Management	548,870	598,579	588,548
Member Engagement and Services	271,825	209,523	271,736
Place Making	496,850	460,431	357,627
Business Attraction and Retention	22,500	23,036	21,153
Transformational Projects	127,000	122,390	25,662
	\$1,507,045	\$1,538,478	\$1,264,726
Excess of Revenue over Expenses	\$29	\$(53,823)	\$20,765

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Regina Downtown Business Improvement District

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