

Regina Downtown Business Improvement District

Annual Report Presentation to City Council

June 15, 2022

Good Afternoon Mayor Masters and City Council.

I'm Judith Veresuk, Executive Director of the Regina Downtown Business Improvement District. I am pleased to be here today on behalf of the RDBID Board of Directors to present our 2021 Annual Report.

In your package, you would have received a copy of today's presentation, our 2021 Annual Report as well as several other RDBID publications.

As a quick refresher, business improvement district is an entity created by City Council. RDBID was formed in 1981 so this is our 40th anniversary. We represent the commercial property owners within our boundary as they provide funding through a special levy.

Our purpose is to enable a sustainable downtown neighbourhood where entrepreneurship and cultural vitality flourishes and all Regina residents are able to thrive in an active, safe, accessible, inclusive and beautiful public realm. We work very closely with the City of Regina, however, our services are intended to supplement, not replace the services provided by the City.

Our boundaries go from Angus Street to Halifax Street, from the Railroad tracks to 13th Avenue, and along Broad Street south to College Avenue. Pre-Covid, over 35,000 people came to work downtown everyday. Over 20,300 people live in downtown Regina and the four adjacent neighbourhoods – Centre Square, Cathedral, Heritage and Warehouse. However, the total population of Downtown proper is approximately 750 as of 2020.

RDBID is self-funded. Funding for RDBID is provided by all commercial property owners within the boundary. Our Board sets the mill rate, which is presented and approved by City Council each year. The RDBID mill rate is applied to the assessed value of the property which results in the BID levy. The levy is collected, along with municipal property tax, education tax and library tax, annually. The City accepts payment on our behalf and transfers the BID Levy capture to RDBID to carry out projects, programs and activities in support of Downtown.

2021 was a year of adaption and change as the uncertainty of the pandemic required RDBID to amend many of our programs and initiatives to respond to the ever changing business landscape in 2021.

Some of the highlights of 2021:

- Adoption of our 2022 – 2024 Strategic Plan.
- Implementation of the Community Support Program, in partnership with the City of Regina and the RPS
- The return of an abbreviated Summer in the Square program which included Spin on Scarth, Fitness in the Plaza, the Pop Up Bike Co-op, Chef's Challenge and Cinema Under the Stars.
- Celebrated the return of live music through our Autumn Concert Series
- Expansion of the Urban Canvas Program including our Traffic Control Box Art Gallery and the Footprints Commemorative Indigenous Art Project
- Hosted the Annual Downtown Clean Up Day

- Supported our members through marketing, social media promotion, promotional materials, e-newsletter. Other member promotions include the Festive Fashions and the Festive Beverages campaign, along with the Corporate Gift Card Rebate Program
- Hosted the Annual Holiday Season Kick off and Tree Lighting
- Celebrated our downtown restaurants through the Taste of Downtown Promotion
- Installed additional seasonal lights and holiday décor
- Celebrated our 40th Anniversary with a member reception and retrospective publication
- Secured federal funding for additional banners and holiday décor through Prairies Can
- Secured funding for a modular warming station for the downtown ice rink, along with other winter amenities
- Completed the Downtown Design Guidelines project, along with the Scarth Street Redevelopment Study
- As well as many other programs and initiatives that are detailed in our annual report.

As Downtown Regina continues to recover from the impact of the pandemic, RDBID will continue to evolve our programs and initiatives to best serve our membership, while respecting public health measures to protect our community.

Thank you for the opportunity to share Regina Downtown's Annual Report with you today. I will be happy to answer any questions you may have with respect to the Regina Downtown Annual Report 2021.

Thank you.