



THE DOWNTOWN WINDSOR BUSINESS IMPROVEMENT ASSOCIATION
484 PELISSIER ST., WINDSOR, ONTARIO N9A 4K9
DWBIA@DOWNTOWNWINDSOR.CA
DOWNTOWNWINDSOR.CA
519-252-5723

DOWNTOWN WINDSOR BIA BOARD OF DIRECTORS MEETING AGENDA

Date: Thursday, May 23, 2023

Time: 5:30 PM

Location: DWBIA Offices, 484 Pelissier Street

DIRECTORS:

Bars & Nightclubs:	Andrew Corbett
Commercial Property Owner/Developer:	Ray Blanchard
Hotel/Tourism/ Retail:	Sikander (Sunny) Bhatti
Member at Large:	Jennie Atkins
Professional Services:	Chris MacLeod
Restaurant (licensed):	Olivia Holt
Restaurant (unlicensed):	Ron Balla
Retail:	Misty Adams
Ward 3:	Councillor Renaldo Agostino

1. CALL TO ORDER

- Reading of Land Acknowledgement

We [!] would like to begin by acknowledging that the land on which we gather is the traditional territory of the Three Fires Confederacy of First Nations, which includes the Ojibwa, the Odawa, and the Potawatomi. The City of Windsor honours all First Nations, Inuit and Métis peoples and their valuable past and present contributions to this land.

- Adoption of the distributed agenda

2. DISCLOSURE OF PERCUNIARY INTEREST

3. ADOPTION OF THE MINUTES

- Minutes of meeting held on May 5, 2023

4. REPORTS

- Executive Director Reporting
 - Art Alley
 - Living Art Mural
 - Grant Applications
 - Community Services Recovery Fund
 - Digital Asset Management Solution
 - \$27,850
 - Libro Credit Union
 - Priority Area: Improving food systems to increase access to local food for all.
 - \$5,000 - \$20,000
 - Local Food Infrastructure Fund (Sustain Ontario)
 - Priority Area: Simple infrastructure requests with a targeted and immediate impact to improving access to local and healthy foods for Canadians at risk of food insecurity.
 - Request: 2 x hydro units + carts
 - \$15,000 - \$120,000
 - Ontario Trillium Foundation – Capital Grant
 - Priority Areas:
 - Improve access to community spaces, facilities, programs, activities and services, and facilitate community members' full participation in the life of the community
 - Improve and build community spaces
 - Request: Outdoor Courtyard, Downtown Mission, 875 Ouellette Ave.
 - \$10,000 - \$150,000

5. REGULAR BUSINESS ITEMS

- Downtown Investor Roundtable
- Marketing
 - Editorial in Rafih Style magazine
 - Social media reports

- Infrastructure
 - Ballot Bins
 - Benches
- SafePoint Advisory Committee
 - Virtual Meeting on Monday June 5 from 1-2pm
- Tourism Windsor Essex Pelee Island AGM
 - LaSalle Event Centre on Thursday June 15 from 11:30am-2pm

6. PRESENTATIONS & DELEGATIONS

- Valerie Dawn, Glos Arch + Eng
 - Windsor Civic Esplanade – Design Presentation

7. FINANCE

- 2023 Budget Submission

8. UPCOMING MEETINGS

DWBIA Marketing & Events Striking Committee
Thursday June 1, 2023

DWBIA Infrastructure & Development Striking Committee
Thursday June 8, 2023

DWBIA Board of Directors
Tuesday June 27, 2023

DWBIA Board of Directors
Tuesday July 25, 2023

DWBIA Board of Directors
Tuesday September 26 , 2023

ADJOURNMENT

A quorum of five (5) voting members is required for DWBIA Board Meetings



MINUTES

MEETING: Board of Directors
DATE: Thursday, May 4, 2023
TIME: 5:30 PM
LOCATION: 484 Pelissier Street
ATTENDEES: Andrew Corbett, Chris MacLeod, Jennie Atkins, Misty Adams, Olivia Holt, Ray Blanchard, Renaldo Agostino, Sunny Bhatt, Ron Balla
REGRETS:
ABSENT:
GUESTS: Vincent Georgie
STAFF: Debi Croucher, Janice Dyett

Agenda and Discussion	Responsibility of:
<p>1. CALL TO ORDER Ms. Croucher opened the meeting at 5:45PM. Reading of Land Acknowledgement. Distributed agenda was adopted by Mr. Agostino, seconded by Mr. Corbett.</p>	<p>Administration Administration Board of Directors</p>
<p>2. DISCLOSURE OF INTEREST None.</p>	
<p>3. ADOPTION OF THE MINUTES Minutes of the December 15, 2022 meeting were adopted by Mr. Agostino and seconded by Ms. Atkins.</p>	<p>Board of Directors</p>

<p>4. NOMINATIONS & VOTING</p> <ul style="list-style-type: none"> • <u>Nomination for Chair:</u> Chris MacLeod was acclaimed Chair. • <u>Nominations for Vice-Chair:</u> Andrew Corbett was appointed Vice Chair. • <u>Nominations for Treasurer:</u> Jennie Atkins was acclaimed Treasurer. 	<p>Board of Directors</p> <p>Board of Directors</p> <p>Board of Directors</p>
<p>5. REPORTS</p> <p>Chris MacLeod takes over chairing the meeting.</p> <p><u>Executive Director Reporting</u></p> <ul style="list-style-type: none"> • <u>2023 Downtown Windsor Farmers' Market</u> <ul style="list-style-type: none"> ○ Ms. Croucher spoke to the success of the Farmers' Market, the profitability, the budget, the number of vendors, and attendance. ○ Board questioned if there were any downtown merchants who also are vendors at the Farmers' Market. Ms. Croucher responded that there were several including, but not limited, to The Gifting Tree, Whiskeyjack Boutique, Craft Heads Brewery, and COOK-UP. ○ Discussion took place on the impact of the Market on member businesses. ○ The Board discussed the location of vendors relative to member businesses, and hydro access. ○ Mr. Blanchard requested that a DWFM Committee be struck to discuss Market profitability, location, days and hours of operation. ○ Mr. Balla requested that the costs for administration and street closures be added to the Committee's agenda. ○ The DWFM Committee is to be comprised of the following members: <ul style="list-style-type: none"> Mr. Agostino Mr. Balla Mr. Blanchard Ms. Croucher, Administration Mr. Green, Market Manager ○ Ms. Croucher spoke about the DWFM's eligibility for new capital grants. 	<p>Board of Directors</p>

<p>7. PRESENTATIONS & DELEGATIONS</p> <ul style="list-style-type: none"> • Vincent Georgie, Windsor International Film Festival-Guest <ul style="list-style-type: none"> ○ Mr. Georgie spoke to WIFF’s origins and its evolution over the years, and its strong relationship with the DWBIA since its inception. ○ Mr. Georgie mentioned that all of WIFF’s programming and activities take place in the city centre, and shared the organization’s 2023 sponsorship proposal with the Board and administration. ○ Mr. Georgie respectfully requested a sponsorship of \$20,000 from the DWBIA in 2023. ○ Ms. Croucher confirmed that the DWBIA has contributed \$15,000 annually to WIFF over the past 4+ years. ○ Mr. Agostino made the motion to move the discussion on WIFF commitment to the May 11 Budget Meeting. Motion was seconded by Mr. Corbett, and adopted. 	<p>Board of Directors</p>
<p>5. REPORTS</p> <ul style="list-style-type: none"> • <u>2023 Ouellette Car Cruise</u> <ul style="list-style-type: none"> ○ Ms. Croucher updated the Board on the Experience Ontario grant application and confirmed that in order to be eligible, the DWBIA must demonstrate that the Ouellette Car Cruise was a tourism driver attracting attendance and visitation from 40+km away. Additionally, the Car Cruise would have to be a multi-day event. ○ Mr. Agostino made the motion to strike an Events Committee to discuss annual events. ○ The Events Committee is to be comprised of the following members: <ul style="list-style-type: none"> Mr. Agostino Ms. Atkins Mr. Bhatti Mr. Corbett Ms. Holt Ms. Croucher, Administration • <u>Downtown Windsor Business Revitalization Association (DWBRA)</u> <ul style="list-style-type: none"> ○ Ms. Croucher spoke of the DWBRA’s history and the fact that it can apply for funding that the DWBIA does not qualify for. 	<p>Board of Directors</p>

<ul style="list-style-type: none"> ○ Ms. Croucher provided the Board with a spreadsheet denoting the grants that the DWBRA had applied for over the past 4 years. ○ Ms. Croucher noted that the DWBRA had raised in excess of \$500,000 in funding over the past two years. ○ Ms. Croucher confirmed that she prepares the grant applications. ● <u>Social Media Reports for March-April 2023</u> <ul style="list-style-type: none"> ○ Ms. Croucher referenced the social media reports contained in the board package. ○ Ms. Croucher confirmed that the DWBIA’s social media is managed by an external contractor, and the costs associated to social media management were discussed. ○ The Board requested that the breakdown of these expenses be provided at the May 11 Budget Meeting. 	<p>Administration</p>
<p>6. REGULAR BUSINESS ITEMS</p> <ul style="list-style-type: none"> ● <u>Downtown Safety Association</u> <ul style="list-style-type: none"> ○ Mr. Agostino provided an updated on the DSA’s first meeting. ○ Discussion took place with respect to policing. ● <u>Heatseeker Hot Sauce Festival</u> <ul style="list-style-type: none"> ○ The event will take place at the Pelissier Street Parking Garage on Saturday May 13, between 12PM and 8PM. ○ The event will be gated, and expected to be well attended. ○ The challenge is that the third person events need the use of the DWBIA’s hydro, hydro carts, and porta-johns. As such, the DWBIA needs staff onsite during the event to oversee setup and teardown of these units/equipment, along with cleaning of the porta johns following the conclusion of the event. ○ Mr. Agostino made a motion “To cover the cost of electrical usage of DWBIA equipment.” ○ Motion seconded by Andrew Corbett, and adopted. 	<p>Board of Directors</p>

<ul style="list-style-type: none"> • <u>Summer Policy Event – Request for sponsorship</u> <ul style="list-style-type: none"> ○ This event is presented by Munro Strategy and Parallel 42, and will include support from the Centre for Cities, University of Windsor The Guest Speaker is Dr. Owen Waygood, specializing in Urban Planning and Children. ○ The event takes place yearly at Maiden Lane West, with support from A Dog’s Breakfast and Maiden Lane Wine & Spirits. ○ Mr. Balla made a motion to “support up to \$400 for summer policy event.” ○ Motion seconded by Mr. Blanchard, and adopted. • <u>Open Streets Windsor</u> <ul style="list-style-type: none"> ○ Discussion on event deferred and directed to Events Striking Committee. • <u>Winter Fest 2023</u> <ul style="list-style-type: none"> ○ Discussion on event deferred and directed to Events Striking Committee. 	<p>Board of Directors</p> <p>Board of Directors</p> <p>Board of Directors</p>
<p>FINANCE</p> <ul style="list-style-type: none"> • <u>2023 Budget Deliberations</u> <ul style="list-style-type: none"> ○ Deferred to Board Budget Meeting on Thursday, May 11, 2023 	<p>Board of Directors</p>
<p>UPCOMING MEETING DATES</p> <ul style="list-style-type: none"> • DWBIA Board of Directors – 2023 Budget Deliberations Thursday May 11, 2023 • DWBIA Board of Directors Tuesday May 23, 2023 	
<p>ADJOURNMENT</p> <p>Meeting adjourned at 9:10PM</p>	

LIVING ART MURAL







FRAGILE
FR

EVERYTHING
MUST GO!

DOLLA \$LAVE

TRUST US
SAVINGS x LOANS

COHORT

Enjoy
Denial

Smog



Anatole
Love
Tandy McCallum

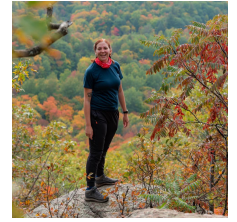
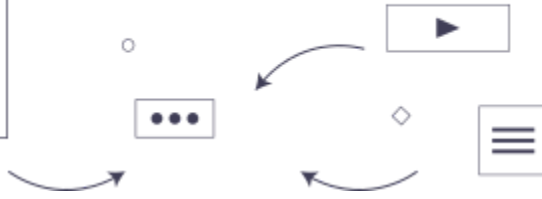


SALE
ON


KONSOH
Denial
206

SOCIAL MEDIA REPORTS

FACEBOOK



Facebook Analytics - Page

 Downtown Windsor BIA

Apr 23, 2023 to May 22, 2023

(Timezone: PST)

Total Page Likes



7.9K

Hooray!

Page Reach



27.1K

↓ 21% in last 1 month

Page Engagement



1.5K

↓ 21% in last 1 month

Page Clicks



1.3K

↓ 159% in last 1 month

New Fans



82

↑ 0% in last 1 month

Posts Published



103

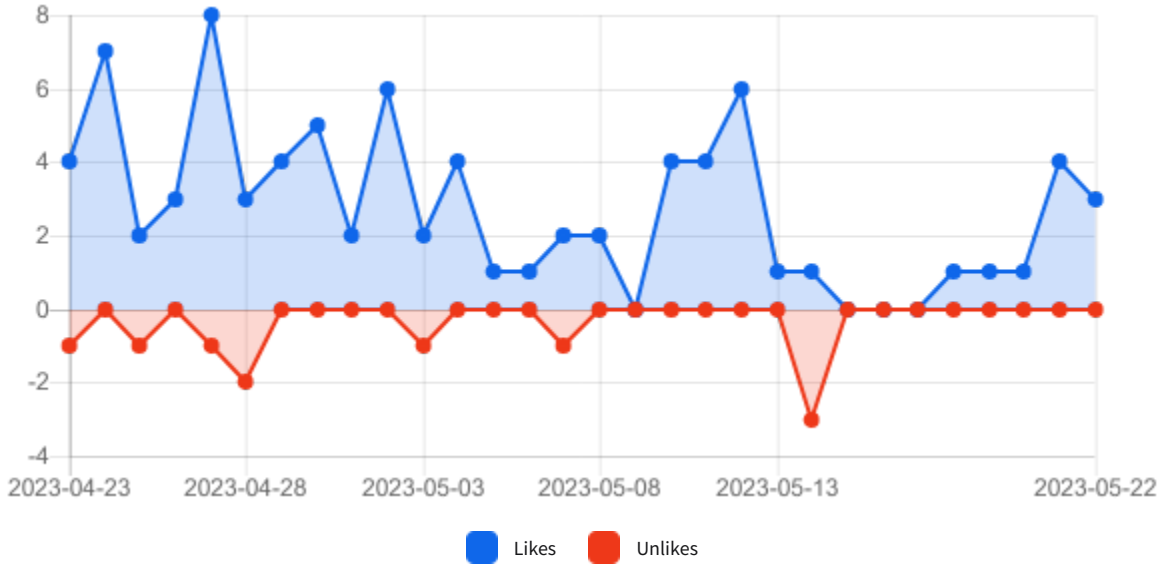
Great Going!





Audience Growth

Number of fans (likes on your page) you have gained and lost each day



Audience Insights

Since Previous Period

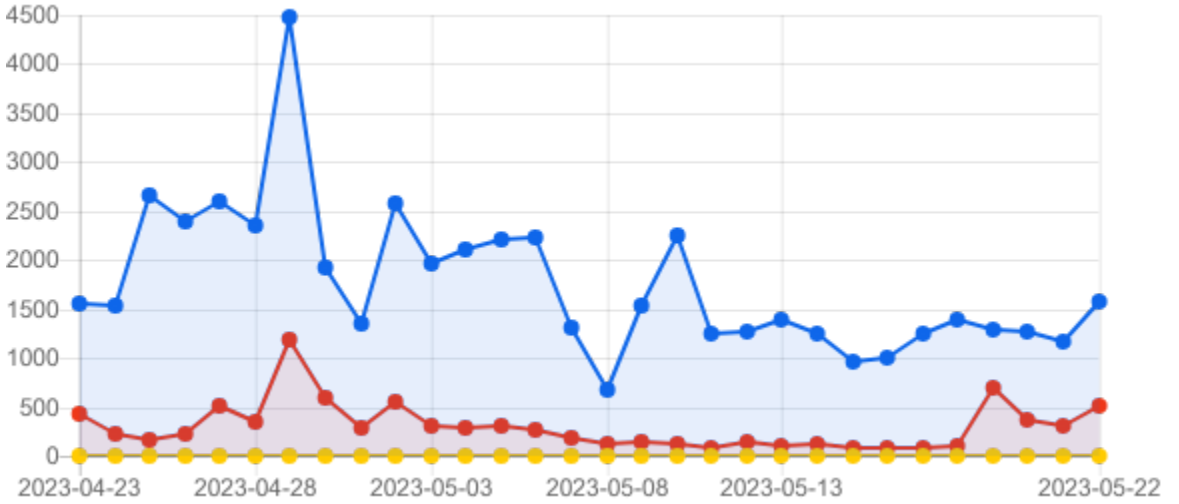
↑ 0.92%
Total Fans Increased

Total Page Likes	7916
Net New Likes	72
Organic Likes	82
Paid Likes	0
Unlikes	10



Impressions

Number of times content from your page appeared on someone's screen



Impression Insights

Since Previous Period

↓ 27.73%

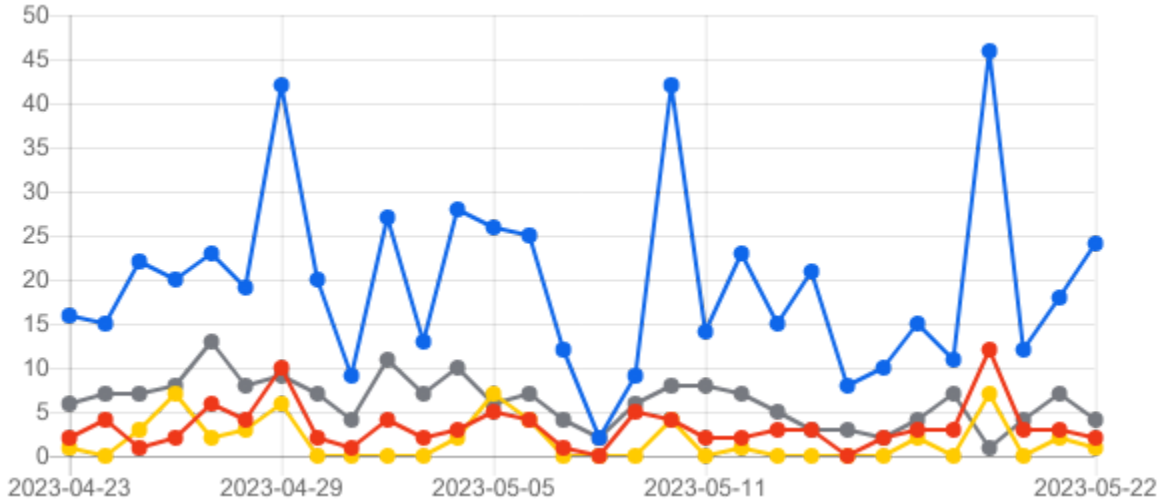
Total Impressions Decreased

Organic	52778
Paid	0
Viral	8982



Audience Engagement

Audience Engagement shows the number of likes, comments and shares on your posts



Engagement Insights

Since Previous Period

↓ 31%

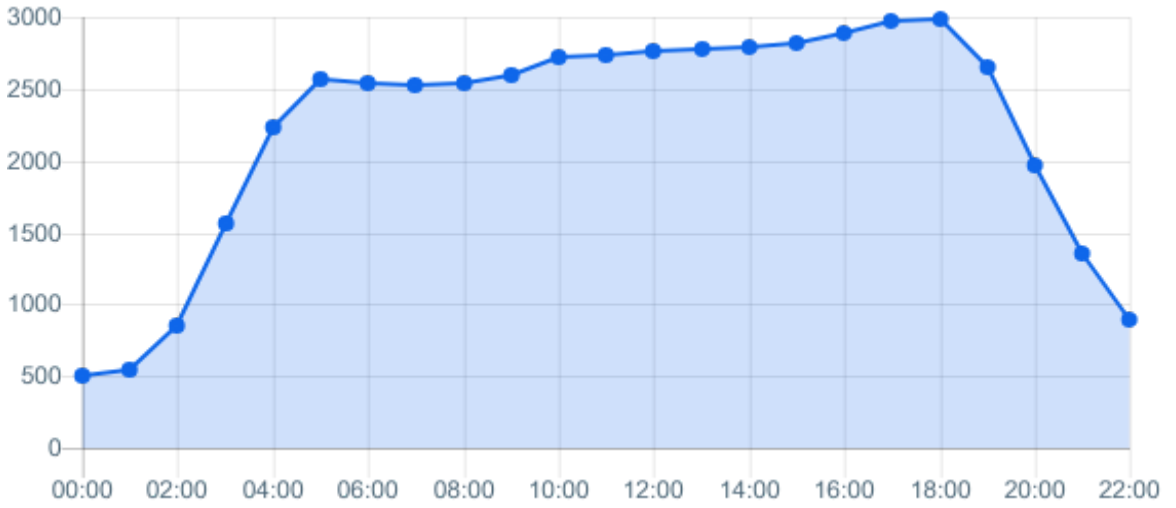
Total Engagement Decreased

Likes + Reactions	587
Shares	98
Comments	52
Others	185



Active Fans

Number of fans active on Facebook at each hour of the day



Fans Online

Sunday



Monday



Tuesday



Wednesday



Thursday



Friday



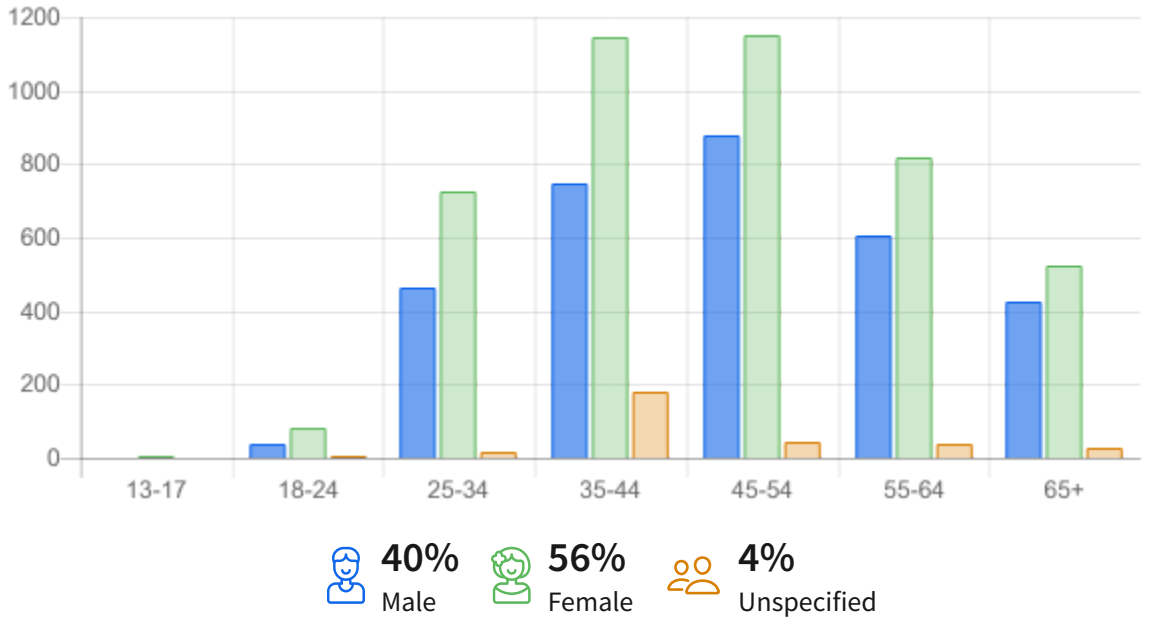
Saturday





Audience Demographic (Fans)

Demography breaks down the composition of your fans and audience



Audience Location

Canada

7352

United States

323

India

17

Romania

16

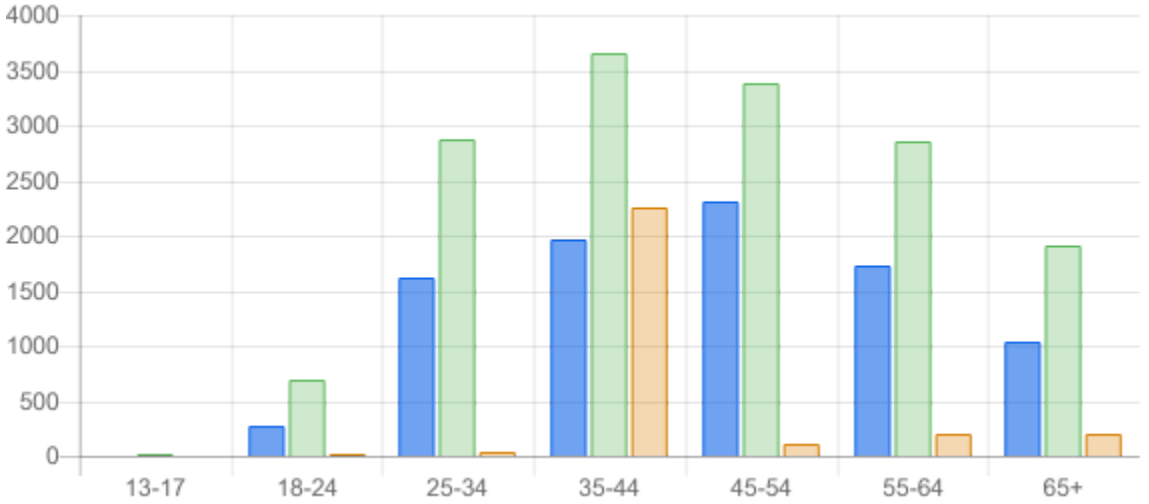
Mexico

15



Audience Demographic (Reach)

Demography breaks down the composition of your fans and audience



33% Male



57% Female



10% Unspecified

People Reached

Canada



United States



India



Bangladesh



Mexico





Most Active Commenters



Wonka Tucker
Comments: 1



Robert Ross
Comments: 1



Sue-Ann Eastman
Comments: 1

Most Active Likers



Catharina Blommers
Likes: 56



Julia Paddon
Likes: 18



The Gifting Tree YQG
Likes: 13

Most Active Sharers



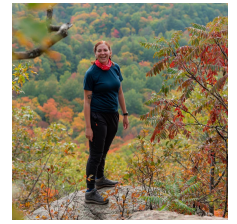
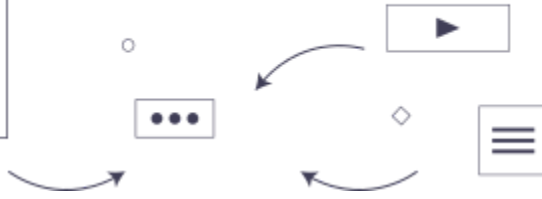
Artist: Lucy Foglietta
Shares: 4




Art Windsor-Essex
Shares: 2



Lunch Reporter
Shares: 2



Facebook Analytics - Posts

 Downtown Windsor BIA

Apr 23, 2023 to May 22, 2023

(Timezone: PST)

Posts Published



103

Great Going!

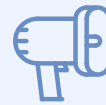
Posts Reactions



486

Hooray!

Post Reach



46.4K

↓ 21% in last 1 month

Post Engagement



1.4K

↓ 22% in last 1 month

Post Video Views



731

↑ 100% in last 1 month

Post Shares



95

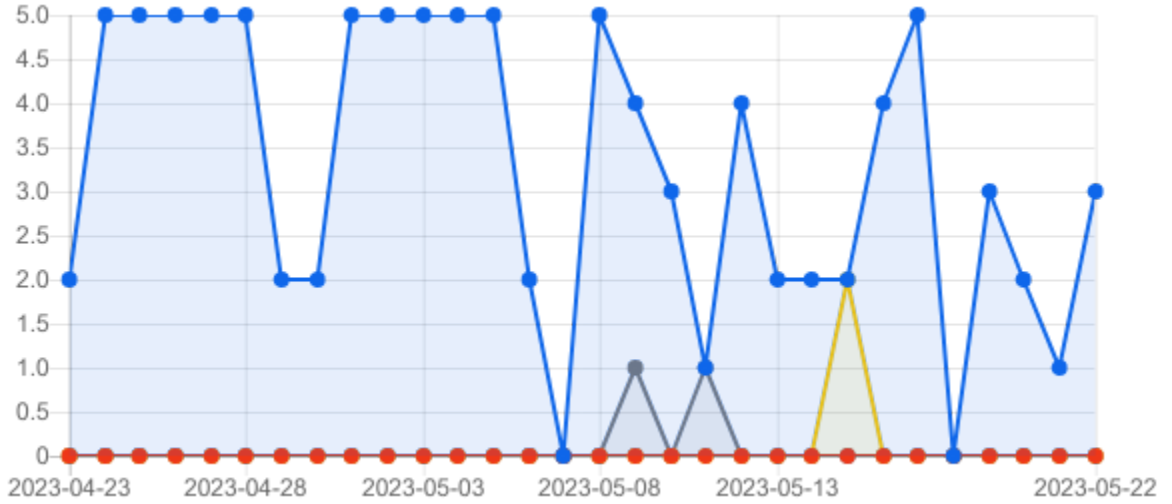
↓ 7% in last 1 month





Post Type

See the different types of post you have published over the time



Post Type

Since Previous Period

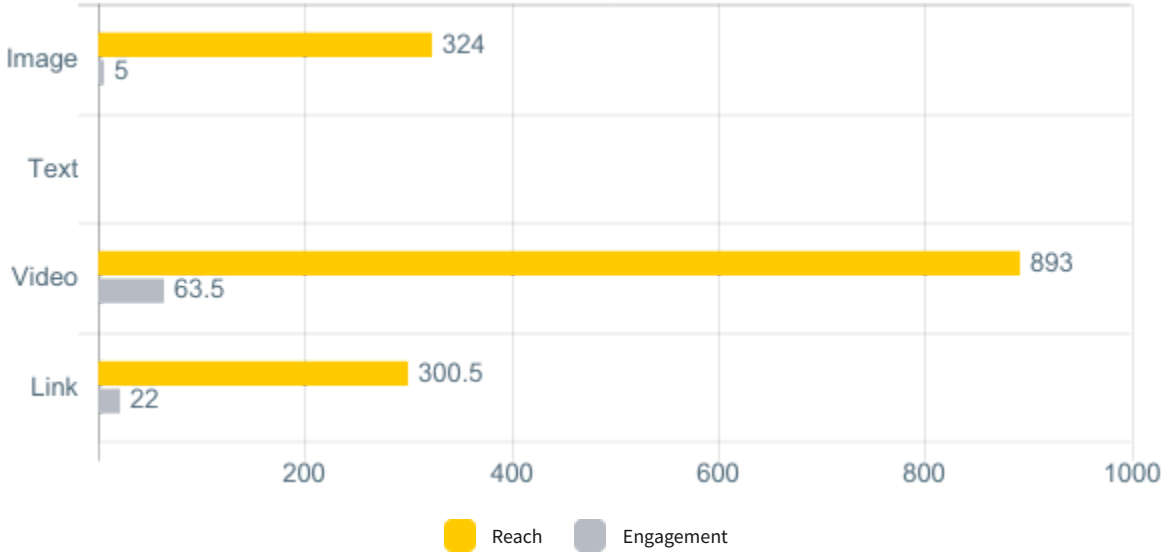
↓ **13.45%**
Total Posts Decreased

	Image posts	99
	Text posts	0
	Video posts	2
	Link posts	2



Median Reach and Engagement

This graph shows how each of your content type performed in terms of reach and engagement



Post Type

Number of posts for each post type





↓ **13.45%**
Total Posts Decreased

Image posts	99
Text posts	0
Video posts	2
Link posts	2



Performance - Last 14 posts





Post performance is the total number of likes, shares, reach and engagement on your post.

Posts	Reach	Engagement	Reactions	Shares	View Time
 <p>Another great place to stop this holiday Monday — Dr. Disc Records! They're open until 6pm. Publish On: May 22, 2023 06:00 pm</p>	178	1%	0	0	N/A
 <p>Beat the Monday blues with Charminar Windsor! Publish On: May 22, 2023 04:23 pm</p>	182	1%	0	0	N/A
 <p>Who's hungry? Check out @justfalafel.ca on Ouellette! Publish On: May 22, 2023 02:22 pm</p>	187	1%	0	1	N/A
 <p>Don't worry, you can get your Cafe March 21 fix tomorrow! Publish On: May 21, 2023 05:53 pm</p>	843	3%	11	2	N/A



Performance - Last 14 posts





Post performance is the total number of likes, shares, reach and engagement on your post.

Posts	Reach	Engagement	Reactions	Shares	View Time
 <p>WIFF under the Stars is back! We're so excited for a variety of screenings from June 9-11.</p> <p>Publish On: May 20, 2023 07:00 pm</p>	1.1K	3%	20	5	N/A
 <p>Every Saturday is a good Saturday for the Downtown Windsor Farmer's Market! See y...</p> <p>Publish On: May 20, 2023 02:00 pm</p>	253	1%	1	0	N/A
 <p>Famous beef ribs from Eastwood's Grill & Lounge are mouth watering. Who's hungry?</p> <p>Publish On: May 19, 2023 06:00 pm</p>	378	3%	2	1	N/A
 <p>New beers available at Maiden Lane Wine & Spirits! This beer is from a Caledon brewer.</p> <p>Publish On: May 19, 2023 04:00 pm</p>	290	0%	1	0	N/A



Performance - Last 14 posts



Post performance is the total number of likes, shares, reach and engagement on your post.

Posts	Reach	Engagement	Reactions	Shares	View Time
 <p>Grab a “dive bomb” for the weekly feature at Blind Owl!</p> <p>Publish On: May 19, 2023 02:01 pm</p>	284	1%	2	0	N/A
 <p>Does music make you smile? We bet music from Windsor Symphony Orchestra will do th...</p> <p>Publish On: May 17, 2023 10:00 pm</p>	205	0%	0	0	N/A
 <p>Classy weekday dining? Reserve at @thecooksshopwindsor for your next night out!</p> <p>Publish On: May 17, 2023 08:00 pm</p>	304	2%	2	1	N/A
 <p>It's always a good day for a wood fired pizza! Stop by Terra Cotta for yours.</p> <p>Publish On: May 17, 2023 06:00 pm</p>	359	1%	3	1	N/A



Performance - Last 14 posts

Post performance is the total number of likes, shares, reach and engagement on your post.

Posts	Reach	Engagement	Reactions	Shares	View Time
 <p>Make sure your bar is summer-ready with these great syrups available from Whiskeyjack...</p> <p>Publish On: May 17, 2023 04:00 pm</p>	227	0%	1	0	N/A
 <p>Meet and sample deliciousness from over 15 food and drink vendors. Join @cookupinc as...</p> <p>Publish On: May 17, 2023 02:00 pm</p>	451	3%	3	1	N/A



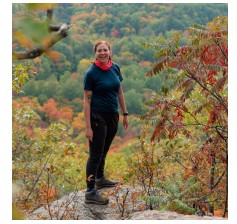
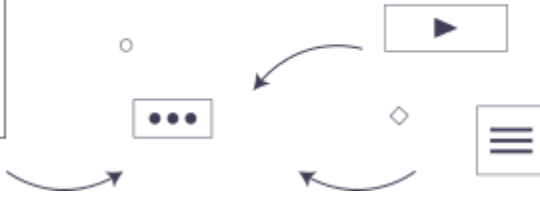
Popular Hashtags

Most popular hashtags used in your posts



No data found

INSTAGRAM



Instagram - Profile

 Downtown Windsor

Apr 23, 2023 to May 22, 2023
(Timezone: PST)

Followers



8.4K

Hooray!

Profile Views



1.1K

↑ 16% in last 1 month

Reach



38.2K

↑ 12% in last 1 month

Impressions



95.4K

↑ 4% in last 1 month

Website Clicks



23

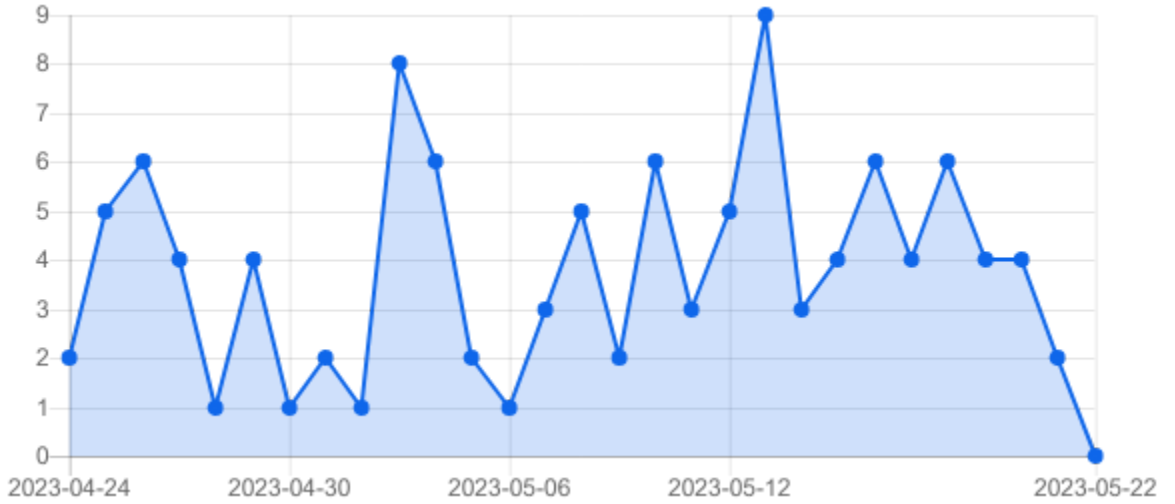
↑ 53% in last 1 month





New Followers

Discover the number of New Followers that you have gained since last period.



Followers Insights

Since Previous Period

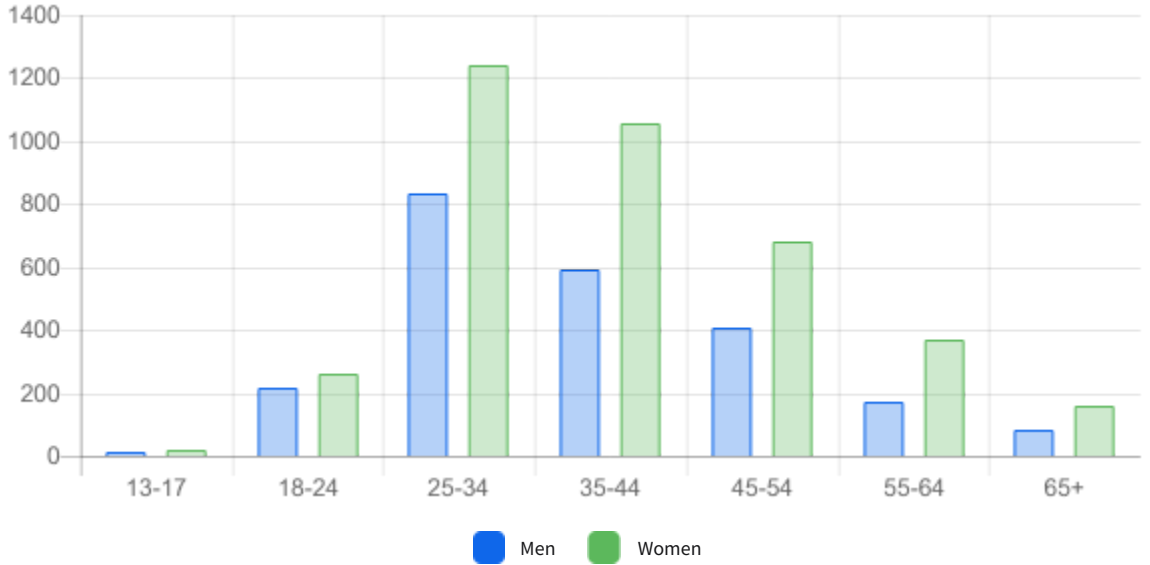
■ New Followers

109



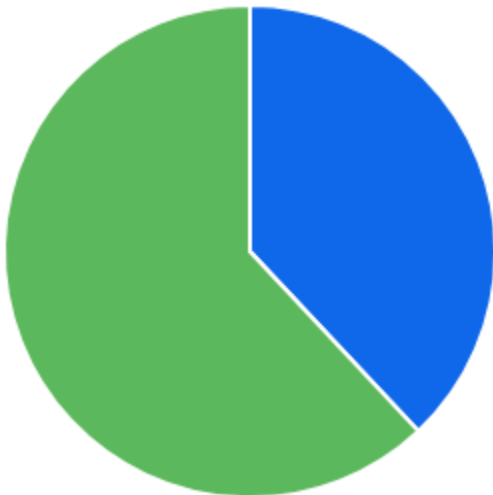
Audience Demographic

Understand your audience demographics based on gender and age.



Gender Insights

Since Previous Period



38%

Male



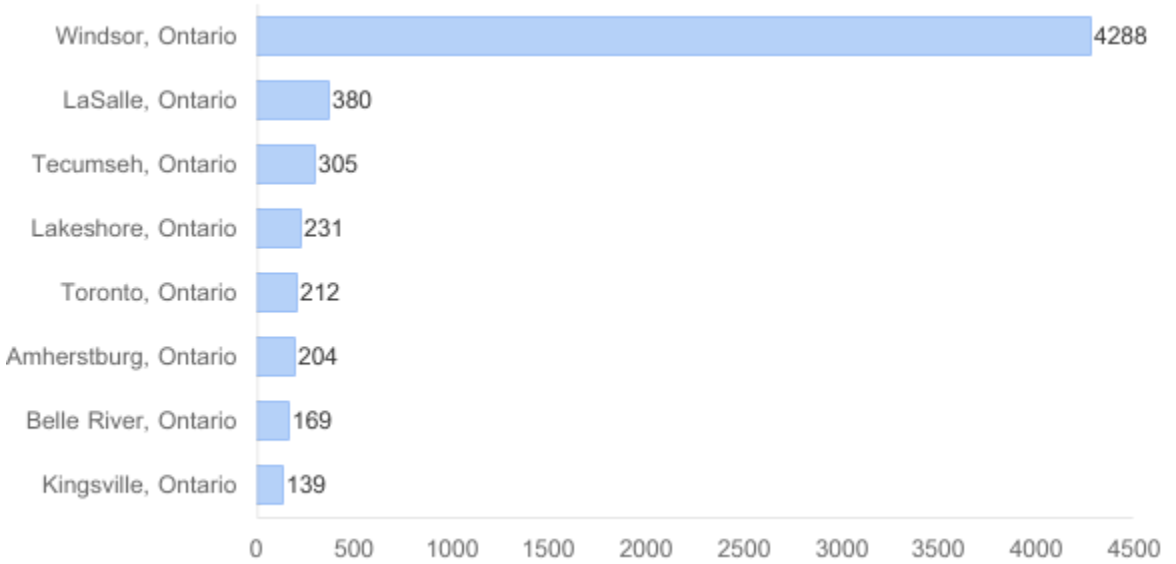
62%

Female



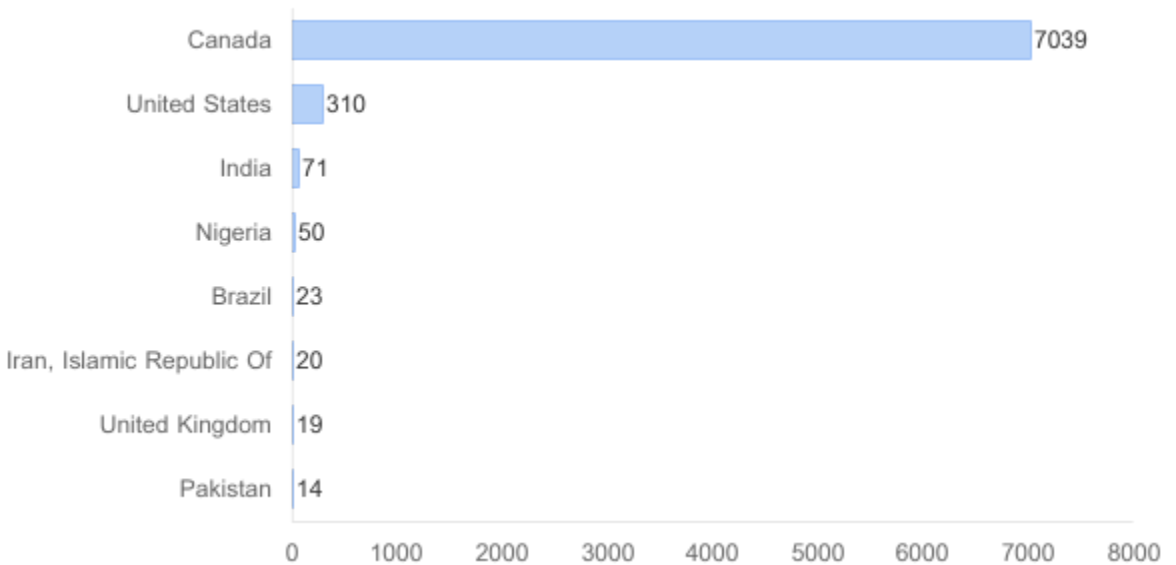
Locations (Cities)

See the places where your followers are concentrated.



Locations (Countries)

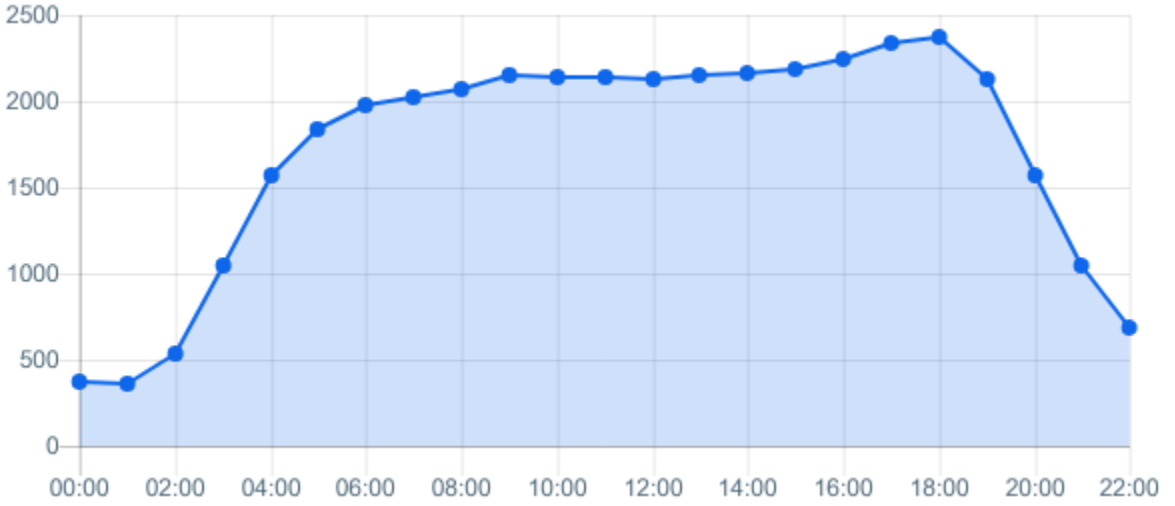
See the places where your followers are concentrated.





Followers Online Activity

Glance at your followers activity to determine when your audience is most likely to engage with your content.



Fans Online

Sunday



Monday



Tuesday



Wednesday



Thursday

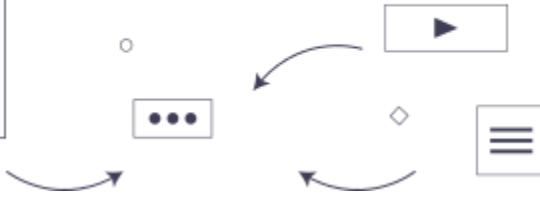


Friday



Saturday





Instagram - Posts

 Downtown Windsor

Apr 23, 2023 to May 22, 2023
(Timezone: PST)

Reach



81.2K

↓ 4% in last 1 month

Engagement



2.0K

↑ 7% in last 1 month

Likes



1.8K

↑ 5% in last 1 month

Comments



38

↑ 73% in last 1 month

Saves



91

↑ 32% in last 1 month

Posts



103

↓ 7% in last 1 month





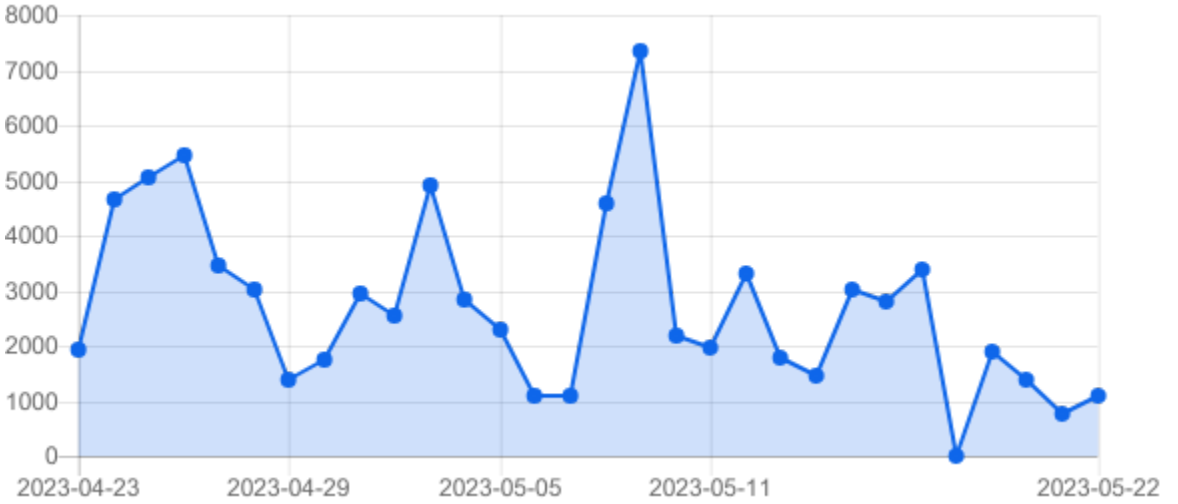
Downtown Windsor

Apr 23, 2023 to May 22, 2023



Reach

Discover how your unique visitors have changed over time.



Reach Insights

Since Previous Period

↓ 4%

Total Reach Decreased

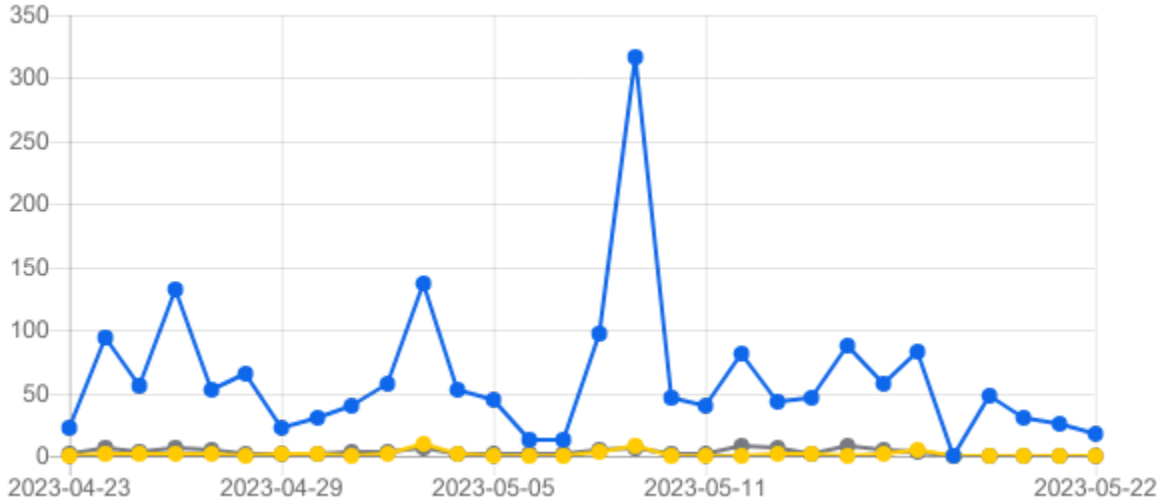
Reach

81210



Post Engagement

Post Engagement shows the number of likes, comments and saves on your posts.



Engagement Insights

Since Previous Period

↑ 7%





Total Engagement Increased

Likes	1848
Comments	38
Saves	91



Performance - Last 14 posts





See how each of your posts performed over time.

Posts	Likes	Comments	Reach	Impressions	Saves	Engagement
 <p>Another great place to stop this holiday Monday —...</p> <p>Publish On: May 22, 2023 11:00 am</p>	4	0	373	405	0	4
 <p>Beat the Monday blues with @charminarwindsor!</p> <p>Publish On: May 22, 2023 09:23 am</p>	3	0	330	365	0	3
 <p>Who's hungry? Check out @justfalafel.ca on Ouellette!</p> <p>Publish On: May 22, 2023 07:22 am</p>	11	0	384	409	0	11
 <p>Don't worry, you can get your @cafemarch21 fix...</p> <p>Publish On: May 21, 2023 10:53 am</p>	26	0	750	809	0	26



Performance - Last 14 posts





See how each of your posts performed over time.

Posts	Likes	Comments	Reach	Impressions	Saves	Engagement
 <p>WIFF under the Stars is back! We're so excited for a variety...</p> <p>Publish On: May 20, 2023 01:00 pm</p>	14	0	747	788	0	14
 <p>Every Saturday is a good Saturday for the Downtown Windso...</p> <p>Publish On: May 20, 2023 08:00 am</p>	17	0	635	710	0	17
 <p>Famous beef ribs from @eastwoodsgrillnl...</p> <p>Publish On: May 19, 2023 11:00 am</p>	25	0	939	999	0	25
 <p>New beers available at @maidenlanewine...</p> <p>Publish On: May 19, 2023 09:00 am</p>	7	0	515	557	0	7



Performance - Last 14 posts



See how each of your posts performed over time.

Posts	Likes	Comments	Reach	Impressions	Saves	Engagement
 <p>Grab a “dive bomb” for the weekly feature at @blindowlbar!</p> <p>Publish On: May 19, 2023 07:00 am</p>	15	0	431	488	0	15
 <p>Does music make you smile? We bet music from...</p> <p>Publish On: May 17, 2023 03:00 pm</p>	11	1	513	538	0	12
 <p>Classy weekday dining? Reserve at @thecooksshopwi...</p> <p>Publish On: May 17, 2023 01:00 pm</p>	16	1	699	738	0	17
 <p>It's always a good day for a wood fired pizza! Stop by Terra...</p> <p>Publish On: May 17, 2023 11:00 am</p>	11	1	603	649	0	12



Performance - Last 14 posts

See how each of your posts performed over time.

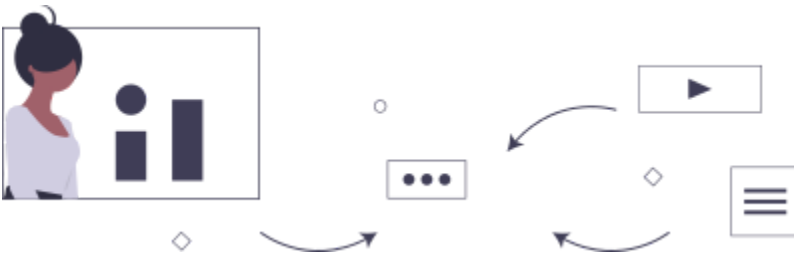
Posts	Likes	Comments	Reach	Impressions	Saves	Engagement
 <p>Make sure your bar is summer-ready with these great syrups...</p> <p>Publish On: May 17, 2023 09:00 am</p>	16	1	567	616	0	17
 <p>Meet and sample deliciousness from over 15 food and...</p> <p>Publish On: May 17, 2023 07:00 am</p>	28	0	992	1.1K	3	31




Hashtag Performance

See how your hashtags could be affecting your reach and engagement rates.

Hashtag	Post Count	Average Reach	Average Engagement
WindsorOntario	80	816	20
YQG	80	816	20
DowntownWindsor	79	815	20
MuseumWindsor	3	752	10
WIFF	2	690	14
MothersDay	2	826	14
AdventureBayFamilyWaterPark	2	785	10
FCBW2023	2	452	8



Instagram - Stories

 Downtown Windsor

In Past 24 hours
(Timezone: PST)

Reach



Replies



Taps Back



Taps Forward



Exits



Stories





Stories Performance

Explore how people are viewing and interacting with your stories.



No data found

Stories Insights

Since Previous Period



No data found

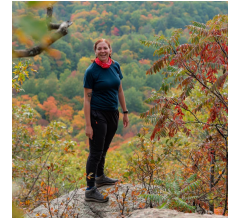
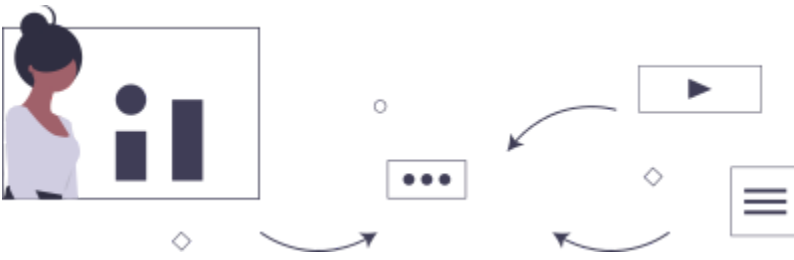


Stories Individual Performance


See how each of your stories performed over time.



No data found



Instagram - Reels

 Downtown Windsor

Apr 23, 2023 to May 22, 2023
(Timezone: PST)

Reels



2

↑ 2% in last 1 month

Reach



3.9K

↑ 3.9K% in last 1 month

Interactions



244

↑ 244% in last 1 month

Likes



206

↑ 206% in last 1 month

Plays



4.1K

↑ 4.1K% in last 1 month

Saves



8

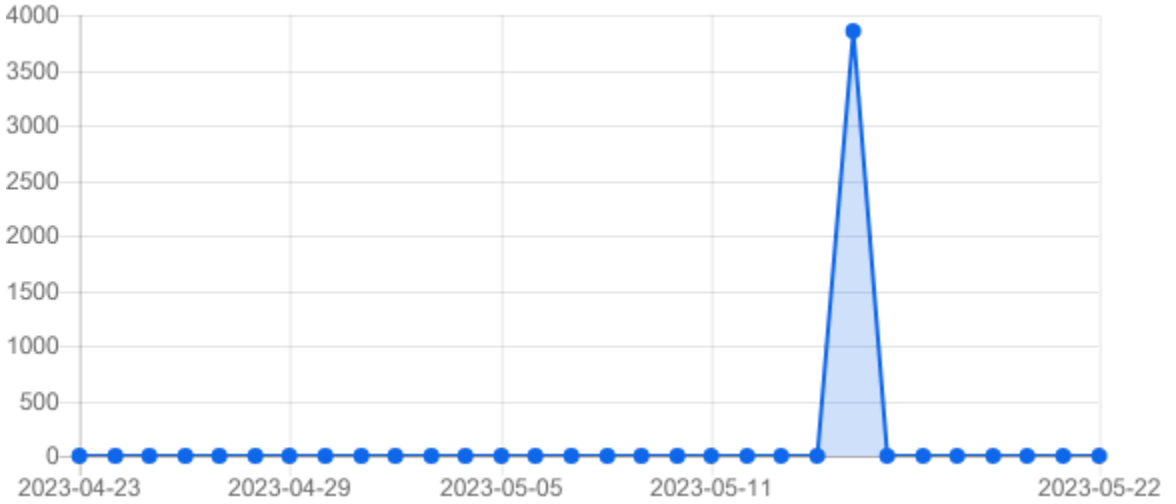
↑ 8% in last 1 month





Reach

Discover how your unique visitors have changed over time.



Reach Insights

Since Previous Period

↑ 3852%

Total Reach Increased



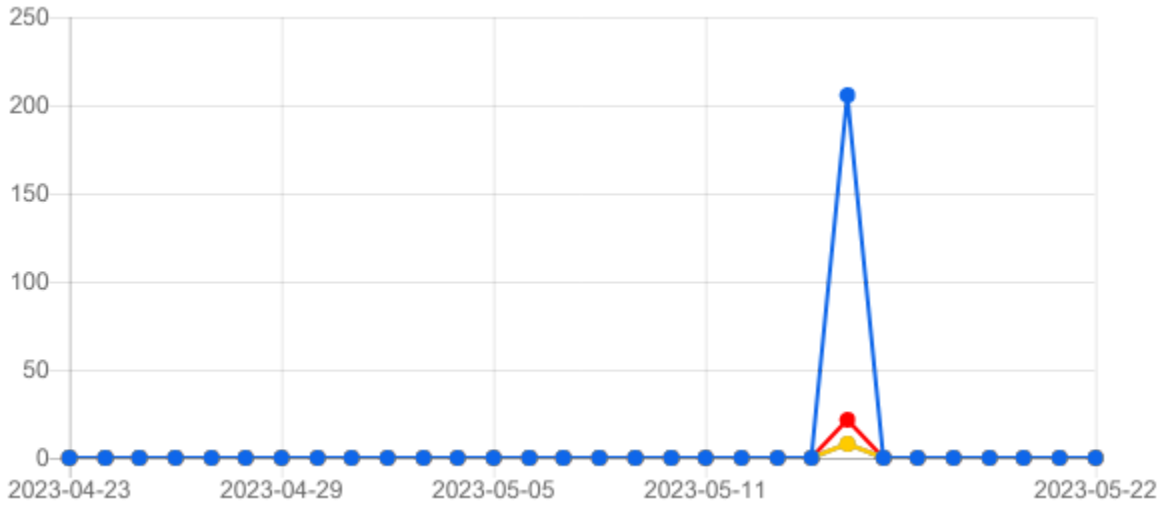
Reach

3852



Interactions

Interaction shows the number of likes, saves, comments and shares on your reels.



Interaction insights

Since Previous Period

↑ 244%



Total Interaction Increased.

Likes	206
Comments	8
Saves	8
Shares	22



Performance - Last 7 Reels

See how each of your reels performed over time.

Reels	Likes	Comments	Reach	Impressions	Saves	Engagement
 <p>Eh Plus Vintage is your go-to for unisex vintage apparel...</p> <p>Publish On: May 15, 2023 09:01 am</p>	178	8	3.1K	0	7	193
 <p>The Chimczuk Museum is a premier museum destinatio...</p> <p>Publish On: May 15, 2023 07:01 am</p>	28	0	789	0	1	29

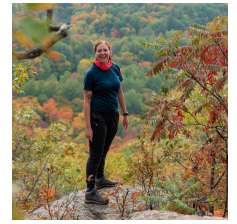
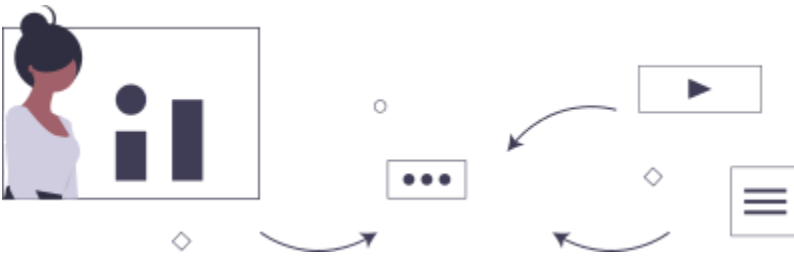


Hashtag Performance

See how your hashtags could be affecting your reach and interactions

Hashtag	Reel Count	Average Reach	Average Interaction
DowntownWindsor	1	3063	212
WindsorOntario	1	3063	212
YQG	1	3063	212

TWITTER



Twitter Analytics Report

 DWBIA

Apr 23, 2023 to May 22, 2023
(Timezone: America/New_York)

Followers



6.2K

Following



228

All Tweets



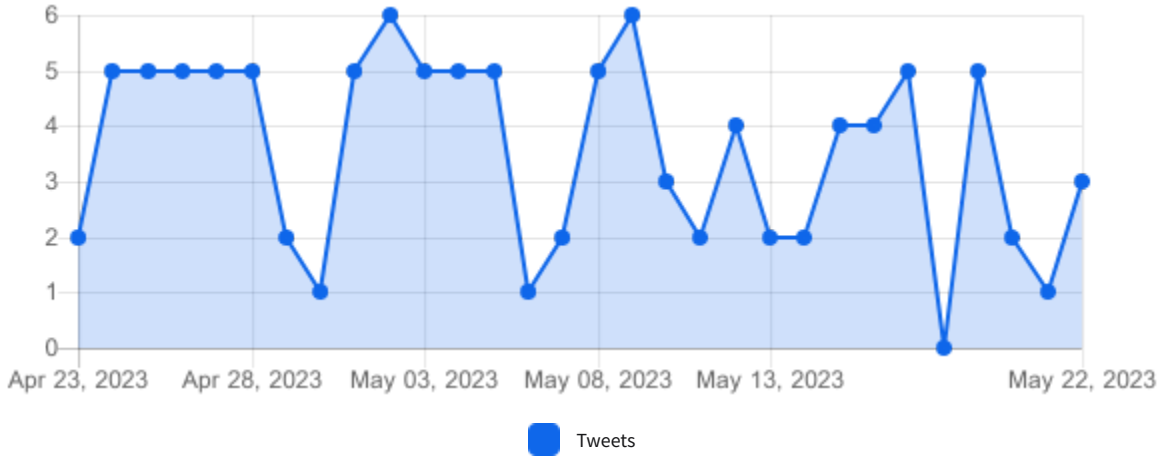
6.2K





Daily Tweets

Number of tweets you posted daily for the selected period



Engagement Insights



107 All Tweets



1 Replies



99 Engagement

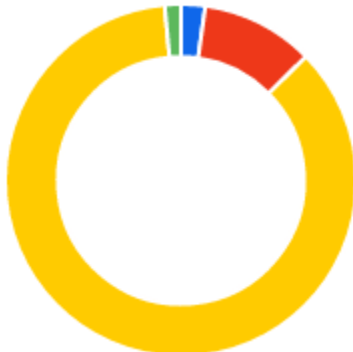


14 Retweets



84 Favorites

Content Type

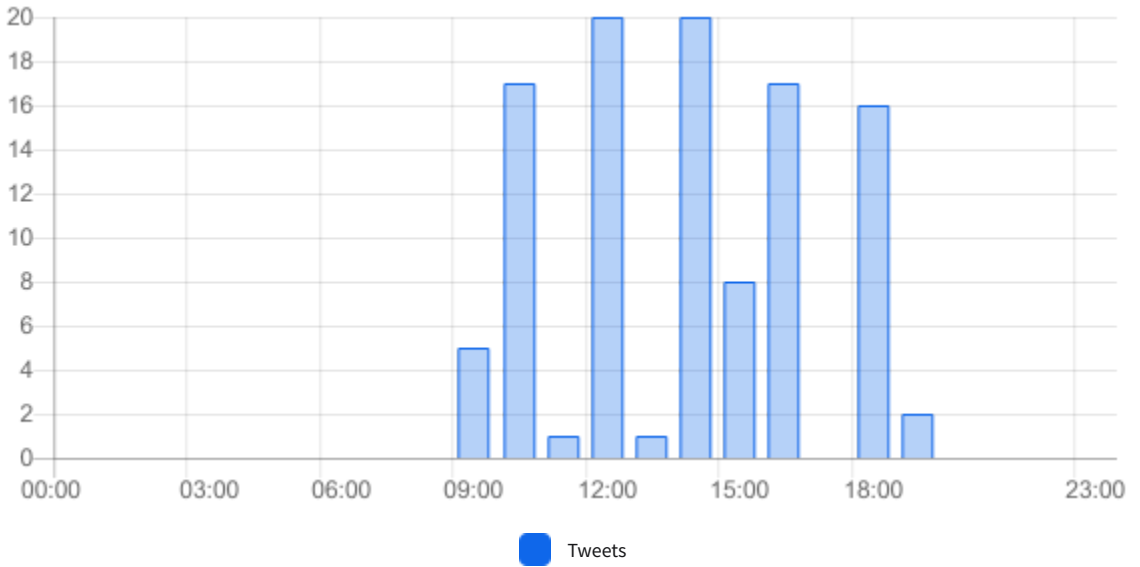


- Retweets 14
- Video 2
- Link/Images 116
- Text Tweets 3



Tweet Frequency

See how often you tweet each hour and each day



Weekly Overview

Average Tweets Each Day

Sunday



Monday



Tuesday



Wednesday



Thursday



Friday



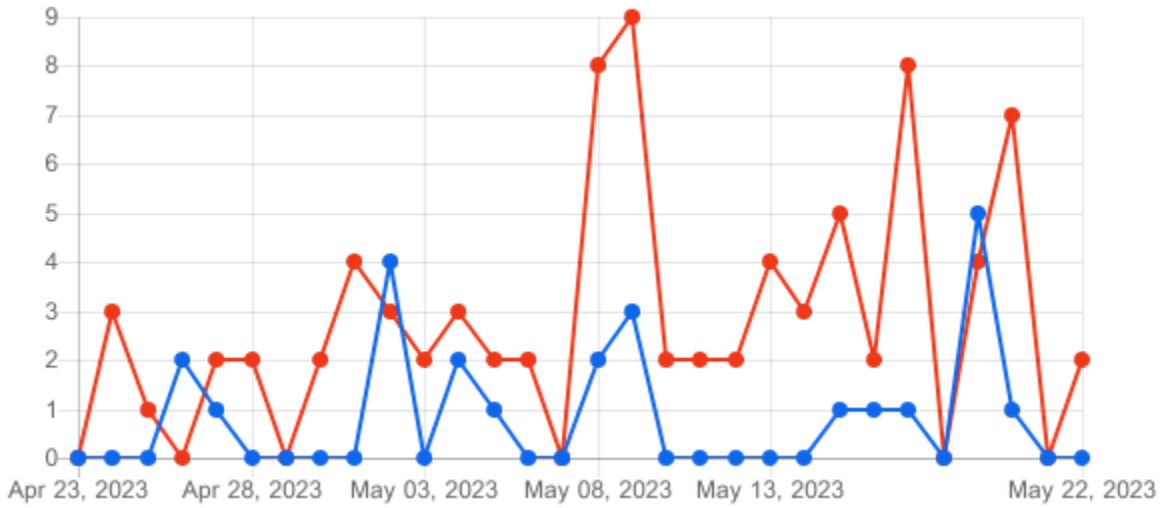
Saturday





Audience Engagement

Audience Engagement shows the number of replies, retweets and likes for your tweets



Engagement Overview






99
Total Engagement

	Retweets	14
	Favorites	84



Performance - Last 10 Tweets






See how each of your tweets performed.

Posts	Likes	Retweet	Engagement
 <p>Another great place to stop this holiday Monday — @drdiscrecords! They're open until 6pm.</p> <p>Publish On: May 22, 2023 02:00 PM</p>	1	0	1
 <p>Beat the Monday blues with @charminarwindsor!</p> <p>Publish On: May 22, 2023 12:23 PM</p>	0	0	0
 <p>Who's hungry? Check out @justfalafel.ca on Ouellette!</p> <p>Publish On: May 22, 2023 10:22 AM</p>	1	0	1
 <p>Don't worry, you can get your @cafemarch21 fix tomorrow!</p> <p>Publish On: May 21, 2023 01:53 PM</p>	0	0	0
 <p>WIFF under the Stars is back! We're so excited for a variety of screenings from June 9-11.</p> <p>Publish On: May 20, 2023 03:00 PM</p>	5	1	6



Performance - Last 10 Tweets

See how each of your tweets performed.

Posts	Likes	Retweet	Engagement
 <p>Every Saturday is a good Saturday for the Downtown Windsor Farmer's Market! See you on Pelissier from 8-1. Drop your fave DWFM vendor in the comments !</p> <p>Publish On: May 20, 2023 09:00 AM</p>	2	0	2
 <p>RT @WindsorFilmFest: WIFF was thrilled to announce that WIFF Under the Stars is back this June with FREE community screenings! ✨ Check ou...</p> <p>Publish On: May 19, 2023 07:31 PM</p>	0	5	5
 <p>@TWEPI No Downtown Windsor Night Markets for 2023 unfortunately!</p> <p>Publish On: May 19, 2023 07:31 PM</p>	0	0	0
 <p>Famous beef ribs from @eastwoodsgrillnlounge are mouth watering. Who's hungry?</p> <p>Publish On: May 19, 2023 02:00 PM</p>	2	0	2
 <p>New beers available at @maidenlanewinespirits! This beer is from a Caledon brewer.</p> <p>Publish On: May 19, 2023 12:00 PM</p>	1	0	1



Performance - Last 10 Popular Tweets











See how each of your tweets performed.

Posts		Likes	Retweet	Engagement
	We can't wait for more details on this bakeshop coming to downtown Windsor! 🍷 Publish On: May 09, 2023 10:01 AM	7	0	7
	WIFF under the Stars is back! We're so excited for a variety of screenings from June 9-11. Publish On: May 20, 2023 03:00 PM	5	1	6
	The Downtown Mission is issuing a request for quotes to build a safety fence around its Ouellette Avenue home in response to complaints from neighbours about the... Publish On: May 08, 2023 02:00 PM	4	2	6
	RT @WindsorFilmFest: WIFF was thrilled to announce that WIFF Under the Stars is back this June with FREE community screenings! ✨ Check ou... Publish On: May 19, 2023 07:31 PM	0	5	5
	Eh Plus Vintage is your go-to for unisex vintage apparel. They're open Wednesday-Friday from 12-6 and Saturdays from 9-5! What's the best vintage shop find you've ever... Publish On: May 15, 2023 12:00 PM	4	1	5



Performance - Last 10 Popular Tweets






See how each of your tweets performed.

Posts	Likes	Retweet	Engagement
 <p> @wearecookup is looking for a Market Opportunities Coordinator to join their team and showcase the cuisines and talents within their incubator program. DEadline to...</p> <p>Publish On: May 02, 2023 10:00 AM</p>	2	3	5
 <p> Meet and sample deliciousness from over 15 food and drink vendors. Join @cookupinc as they celebrate their achievements and welcome them to the community!</p> <p>Publish On: May 17, 2023 10:00 AM</p>	3	1	4
 <p> Anyone else feeling the patio vibes? Catch us on the La Guardia patio this weekend! 📍 59 Pitt St. E.</p> <p>Publish On: May 13, 2023 09:00 AM</p>	4	0	4
 <p> Looking for a snack? They're open until 9pm at #Frenchy's Pouterie in #DowntownWindsor! #WindsorOntario #YQG</p> <p>Publish On: May 04, 2023 06:00 PM</p>	2	2	4
 <p> Local music on vinyl or tape? Classic vibes all around! Get yours at @drdiscrecords!</p> <p>Publish On: May 16, 2023 12:00 PM</p>	2	1	3



Performance - Last 10 Retweeted Tweets






See how each of your tweets performed.

Posts	Likes	Retweet	Engagement
 <p>RT @WindsorFilmFest: WIFF was thrilled to announce that WIFF Under the Stars is back this June with FREE community screenings! ✨ Check ou...</p> <p>Publish On: May 19, 2023 07:31 PM</p>	0	5	5
 <p>@wearecooup is looking for a Market Opportunities Coordinator to join their team and showcase the cuisines and talents within their incubator program. DEadline to...</p> <p>Publish On: May 02, 2023 10:00 AM</p>	2	3	5
 <p>RT @WindsorSymphony: We're so proud of our Windsor Symphony Youth Orchestra! Musicians from ages 9-22 performed their Spring Concert Sunday...</p> <p>Publish On: May 09, 2023 02:35 PM</p>	0	3	3
 <p>The Downtown Mission is issuing a request for quotes to build a safety fence around its Ouellette Avenue home in response to complaints from neighbours about the...</p> <p>Publish On: May 08, 2023 02:00 PM</p>	4	2	6
 <p>Looking for a snack? They're open until 9pm at #Frenchy's Poutine in #DowntownWindsor! #WindsorOntario #YQG</p> <p>Publish On: May 04, 2023 06:00 PM</p>	2	2	4



Performance - Last 10 Retweeted Tweets






See how each of your tweets performed.

Posts	Likes	Retweet	Engagement
 <p>WIFF under the Stars is back! We're so excited for a variety of screenings from June 9-11.</p> <p>Publish On: May 20, 2023 03:00 PM</p>	5	1	6
 <p>Eh Plus Vintage is your go-to for unisex vintage apparel. They're open Wednesday-Friday from 12-6 and Saturdays from 9-5! What's the best vintage shop find you've ever...</p> <p>Publish On: May 15, 2023 12:00 PM</p>	4	1	5
 <p>Meet and sample deliciousness from over 15 food and drink vendors. Join @cookupinc as they celebrate their achievements and welcome them to the community!</p> <p>Publish On: May 17, 2023 10:00 AM</p>	3	1	4
 <p>Local music on vinyl or tape? Classic vibes all around! Get yours at @drdiscrecords!</p> <p>Publish On: May 16, 2023 12:00 PM</p>	2	1	3
 <p>Tomorrow is Free Comic Book Day, so stop by @RGComics, @windsorpublib or @artwindsorsex for your FREE comic book! We hear there are also waffles at...</p> <p>Publish On: May 05, 2023 02:00 PM</p>	2	1	3



Performance - Last 10 Favourite Tweets






See how each of your tweets performed.

Posts	Likes	Retweet	Engagement
 <p>🖼️ We can't wait for more details on this bakeshop coming to downtown Windsor! 🍞</p> <p>Publish On: May 09, 2023 10:01 AM</p>	7	0	7
 <p>🖼️ WIFF under the Stars is back! We're so excited for a variety of screenings from June 9-11.</p> <p>Publish On: May 20, 2023 03:00 PM</p>	5	1	6
 <p>🖼️ The Downtown Mission is issuing a request for quotes to build a safety fence around its Ouellette Avenue home in response to complaints from neighbours about the...</p> <p>Publish On: May 08, 2023 02:00 PM</p>	4	2	6
 <p>🖼️ Eh Plus Vintage is your go-to for unisex vintage apparel. They're open Wednesday-Friday from 12-6 and Saturdays from 9-5! What's the best vintage shop find you've ever...</p> <p>Publish On: May 15, 2023 12:00 PM</p>	4	1	5
 <p>🖼️ Anyone else feeling the patio vibes? Catch us on the La Guardia patio this weekend! 📍 59 Pitt St. E.</p> <p>Publish On: May 13, 2023 09:00 AM</p>	4	0	4



Performance - Last 10 Favourite Tweets

See how each of your tweets performed.

Posts	Likes	Retweet	Engagement
 <p>Meet and sample deliciousness from over 15 food and drink vendors. Join @cookupinc as they celebrate their achievements and welcome them to the community!</p> <p>Publish On: May 17, 2023 10:00 AM</p>	3	1	4
 <p>Smile cookies have arrived at #TimsDowntownYQG and this year's sales support WE Care For Kids, so get yours today! @TimHortons #DowntownWindsor...</p> <p>Publish On: May 01, 2023 12:00 PM</p>	3	0	3
 <p>@wearecookup is looking for a Market Opportunities Coordinator to join their team and showcase the cuisines and talents within their incubator program. DEadline to...</p> <p>Publish On: May 02, 2023 10:00 AM</p>	2	3	5
 <p>Looking for a snack? They're open until 9pm at #Frenchy's Poutinery in #DowntownWindsor! #WindsorOntario #YQG</p> <p>Publish On: May 04, 2023 06:00 PM</p>	2	2	4
 <p>Local music on vinyl or tape? Classic vibes all around! Get yours at @drdisrecords!</p> <p>Publish On: May 16, 2023 12:00 PM</p>	2	1	3



Top Mentions Tweets

@DWBIA The hours change to 9am - 2 pm this year

↻ 0 ❤️ 3

'Butter tart bandit' saga illustrates challenge of downtown Windsor crime

<https://t.co/CuwKl1FlyP> @DWBIA <https://t.co/2o2jyWRJOJ>

↻ 2 ❤️ 2

All star team right here! @DWBIA <https://t.co/lnUms50LJV>

↻ 0 ❤️ 1

Amazing things going on in Windsor! Huge win @WindsorExpress Awesome new restaurant

@DWBIA Cheap Noods and some Hollywood stars hanging out Downtown...

↻ 1 ❤️ 7



Mentions Overview

6

Total Mentions

During This Period

4

Total Users

mentioned me during this period

21

Likes/ Retweets

of tweets that I got mentioned in

Top 5 Influencer Users



RenaldoAgostino

3



N1ntendoG33k

1



TheWindsorStar

1



wearecookup

1

Popular Hashtags

Most popular hashtags used in your posts



BALLOT BINS



late nights or early morning

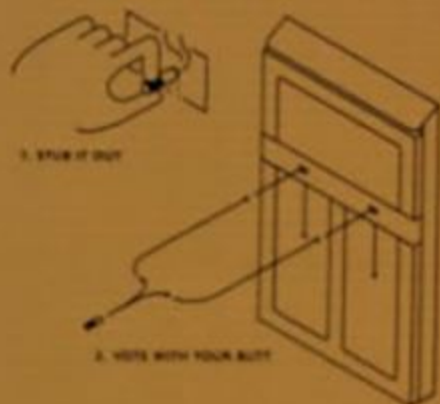


Public Art

Keep 
Australia
Beautiful

#tidyaussie

LITTER IS IN OUR HANDS
VOTE WITH YOUR BUTT



**DO THE RIGHT THING
PUT YOUR BUTT IN THE BIN**

kab.org.au

Quitline 137848


Keep Australia Beautiful

#tidyaussie

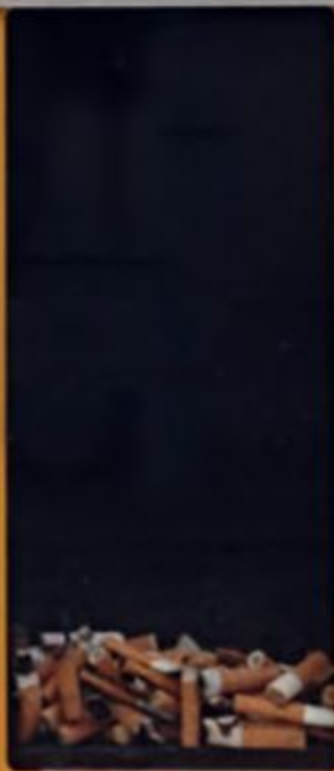
WHO WOULD WIN IN A FIGHT?

Kangaroo

Emu

Keep 
Australia
Beautiful

#tidyaussie



**WINDSOR CIVIC ESPLANADE
DESIGN CONCEPT**

WINDSOR CIVIC ESPLANADE

FINAL REPORT – VOLUME 2

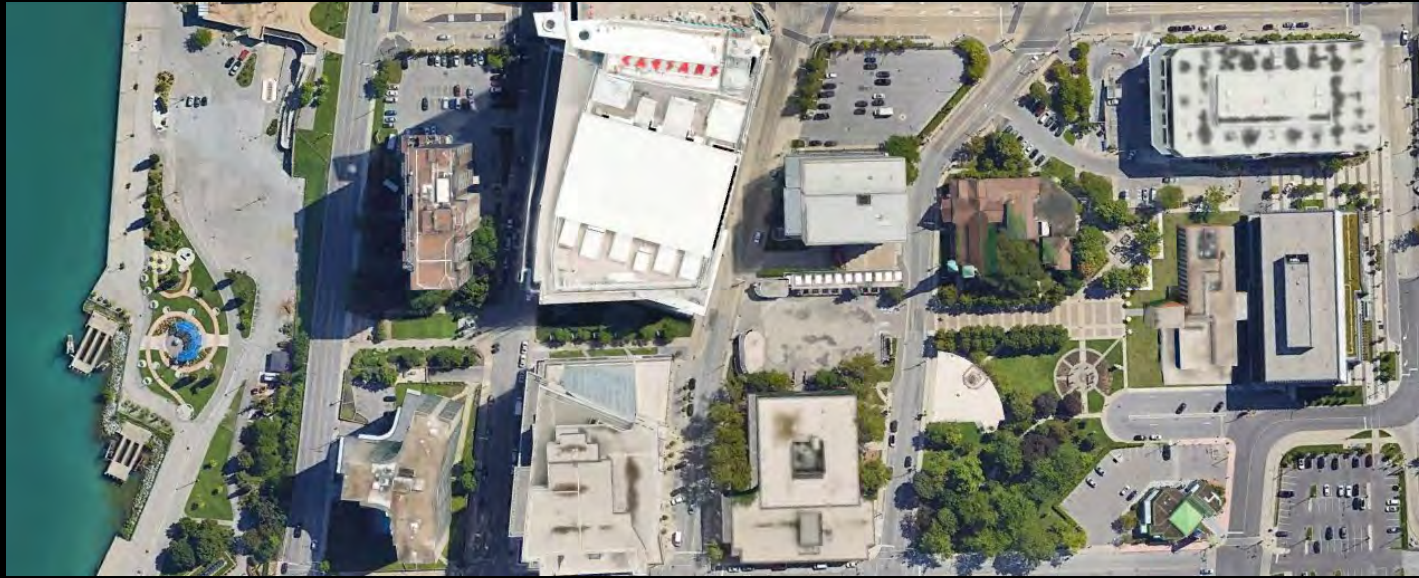
CONCEPT MASTER PLAN

MAY, 2023



CONCEPT APPROACH

EXISTING SITE



Aerial and Site Photos

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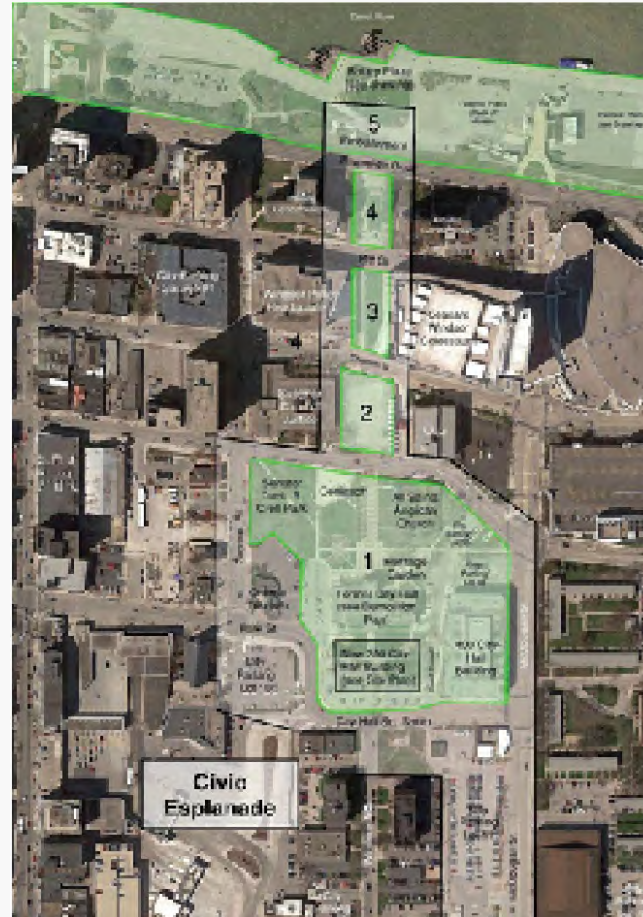
CONCEPT APPROACH

CITY OBJECTIVES

The current study provides an updated conceptual design and phasing plan for each segment of the Civic Esplanade as well as refine the program elements and provide conceptual designs for the new City Hall Square Plaza. The goals of the project are to:

Provide a functional, flexible, and programmable outdoor space for public use.

- Create outdoor space for civic ceremonies and announcements
- Incorporate the heritage, cultural and context of the existing plaza
- Increase accessibility and use of the plaza and esplanade
- Increase the connectivity and cultural footprint that the Civic Esplanade and Civic Square segment has on the core of the city.
- Develop design solutions that meet environmental and sustainability objectives
- Provide design solutions that incorporate operating and maintenance objectives
- Reinforce the Civic Campus concept adopted during the design of the new 350 City Hall building
- Connect City Hall to the Civic Esplanade.
- The Light the Path concept brings to light other important aspects of Windsor's history, and provides space for ongoing recognition of the City's vibrant diversity.



City-provided diagrams of the site area



City-provided diagrams of the site area

FORREC VISION

A NEW PLACE FOR CIVIC LIFE IN THE CITY

The City Hall Plaza and Civic Esplanade represent **a unique opportunity to bring together Windsor's diverse stories, people, and activities in the creation of a shared place.** The design process begins with research, as we discover the rich and complex history of the site, and the layered stories that give the project a meaningful context through time.

These histories persist, in the lived present day experiences of the people of Windsor. Our conversations with community members suggest **the character of spaces that will support civic life; places of celebration, of refuge, of recreation, of respite, of play.**

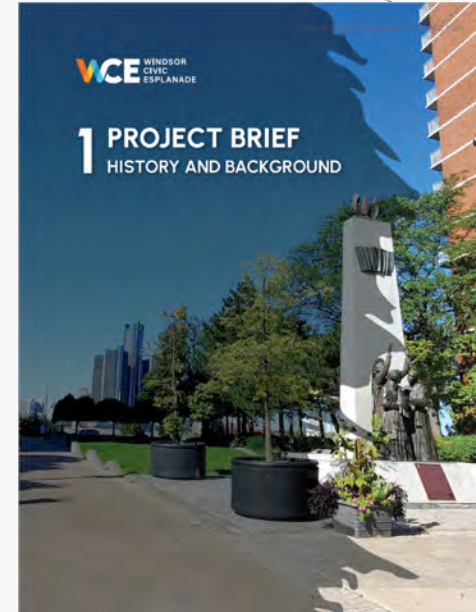
The character of these spaces then provides a framework for the evaluation of the activities and programming best suited to support and embody those varied types of civic life.

Taken together, these studies and research define key variables and components, forming a narrative that will help to guide further studies and analysis.

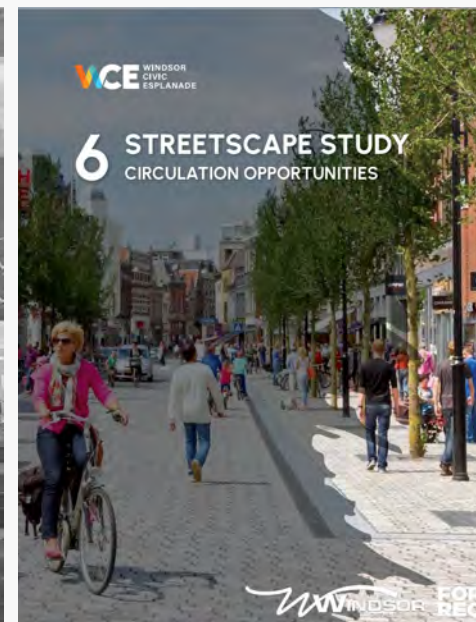


ANALYSIS & STUDIES

1. PROJECT BRIEF – HISTORY, BACKGROUND AND DIRECTIVES
2. PROGRAMMING STUDY
3. BENCHMARKING STUDY
4. SWOT ANALYSIS (STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS)
5. SITE ANALYSIS
6. STREETScape STUDY
7. WHAT WE HEARD – PUBLIC AND STAKEHOLDER ENGAGEMENT



CONCEPT APPROACH

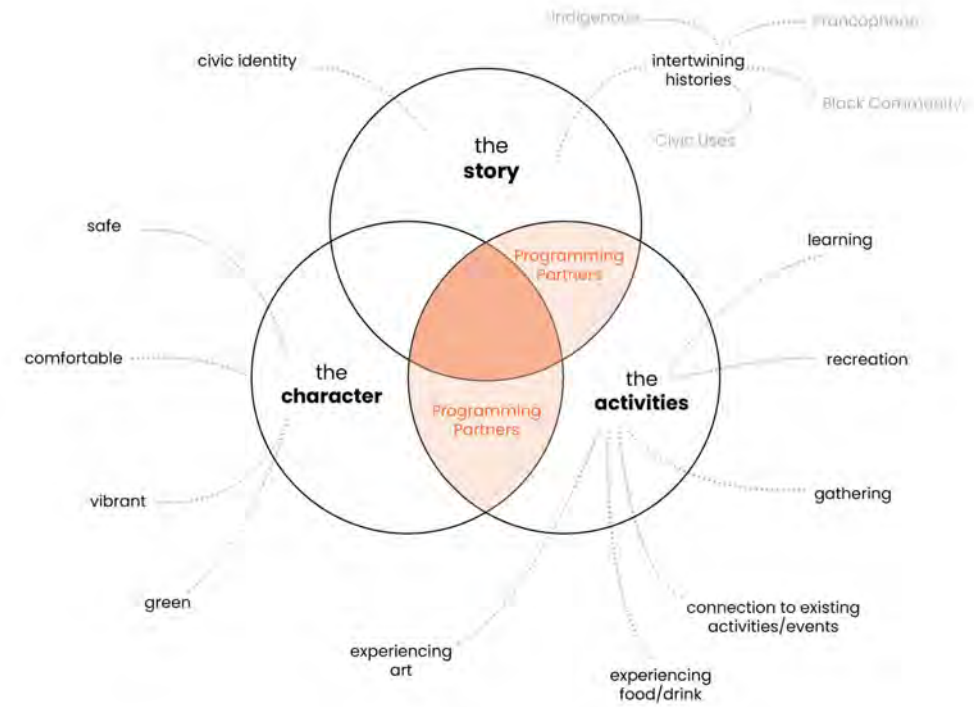


PUBLIC & STAKEHOLDER ENGAGEMENT

Through an extensive process of engagement led by GLOS Architects, the design team entered into months of conversations and feedback session with a wide spectrum of the Windsor community. The engagement included:

- An interactive, public website with a variety of tools for collecting and sharing information and feedback at www.windsorcivicesplanade.ca.
- A project awareness campaign using Facebook, Instagram, Twitter, YouTube and the City of Windsor website
- Five (5) City of Windsor Internal Focus Groups including:
 - Parks Development & Operations
 - Information Technology
 - Culture, Recreation & Special Events
 - Environmental Sustainability
 - Facilities
- Fourteen (14) External Focus Groups including:

<ul style="list-style-type: none"> • Downtown Windsor Community Collaborative (DWCC) • All Saints Church • Downtown Windsor Business Improvement Area (DWBIA) • Art Gallery of Windsor • WindsorEats • St. Clair College 	<ul style="list-style-type: none"> • University of Windsor • Windsor International Film Festival (WIFF) • Association des Communautés Francophones de l'Ontario Windsor Essex • Chatham Kent (ACFO WECK) • Ontario Tourism Windsor • Walpole Island First Nation • Black Council Windsor-Essex • Essex County Black History Research Society
--	--



Through our engagement process our team learned that the desire, support and enthusiasm for a connective, meaningful, flexible and useful space in Windsor's downtown is tremendous. We heard businesses, community groups, institutions and individuals overflow with tangible ideas of how the Civic Esplanade could capture all that downtown Windsor is, has been, and could be. We heard immense desire for partnership in keeping this place alive and full of people.

As part of an iterative and interactive process, the design team undertook to craft a concept master plan that integrated this diverse and complex feedback. To create a space that "connects the pieces of our downtown", that provides for small and mid-sized gatherings with more green space and more trees, to "establish a meaningful and Windsor-specific sense of place". We sincerely hope that the result is a vibrant and comfortable space that pulls together a cohesive vision of all that this great City has to be proud of.

SITE HISTORY AND INSPIRATION

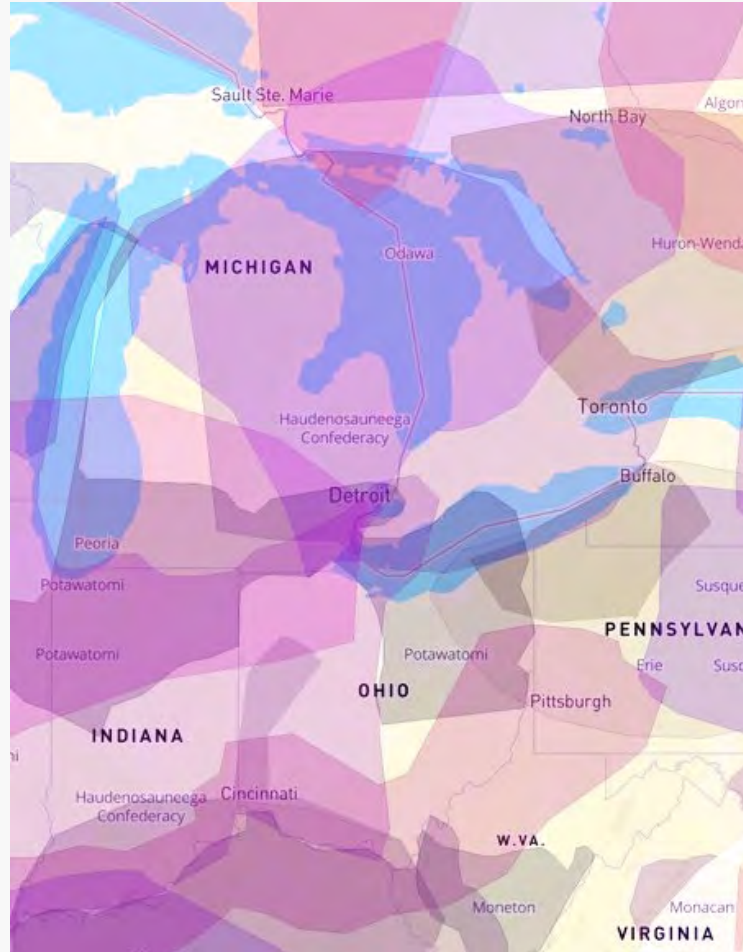


INDIGENOUS HISTORY

Bkejwanong – the place where the waters divide (the delta islands of Lake St. Clair) has been the homeland of Indigenous peoples for thousands of years. It has even been called the “soul” of Anishinabe territory. Long before Europeans arrived, the Anishinabe occupied territory which includes parts of present-day Ontario, Michigan and Ohio. The resources found there are integral to their way of life and identity. The Anishinabe defended this territory against Haudenosaunee warriors in the 17th Century and its integrity was at the core of the peace treaty they concluded in 1701, a key element of which was Naagan ge bezhig emkwaan, or A Dish with One Spoon – a metaphor for the need to come together peacefully to allow many people groups to share resources from the land.

According to Anishinabe oral tradition the Detroit River was the third stopping place during the time of Second Fire during the Great Migration or Seven Fires/Prophecies journey². Archaeological studies and Oral History confirm the presence of Anishinabe people and their ancestors on and around the site for thousands of years. Indigenous communities were numerous on both sides of the river throughout pre-colonial times and continued to prosper in the region following French colonization until after the War of 1812. Indigenous people continue to form an important part of Windsor and surrounding communities, contributing to the richness and diversity of the community.

This history, early mapping of Indigenous communities, and insight shared by Walpole Island First Nation provided key inspiration to the Light the Path concept.



- Map Showing Approximate Regions of Pre-Colonial First Nations territories.
- Areas flow and overlap, blending and merging, without hard boundaries in most places – a key inspiration for Light the Path



1707 map showing Indigenous communities on both sides of the Detroit River.

THE UNDERGROUND RAILROAD

After Canada's Anti-Slavery Law (1793) and the Emancipation Act (1833), abolished slavery, Black refugees fleeing slavery began making their way across the Detroit River. The Windsor/Sandwich area, including the City Hall Square site and Civic Esplanade, became an important terminal on the Underground Railroad.

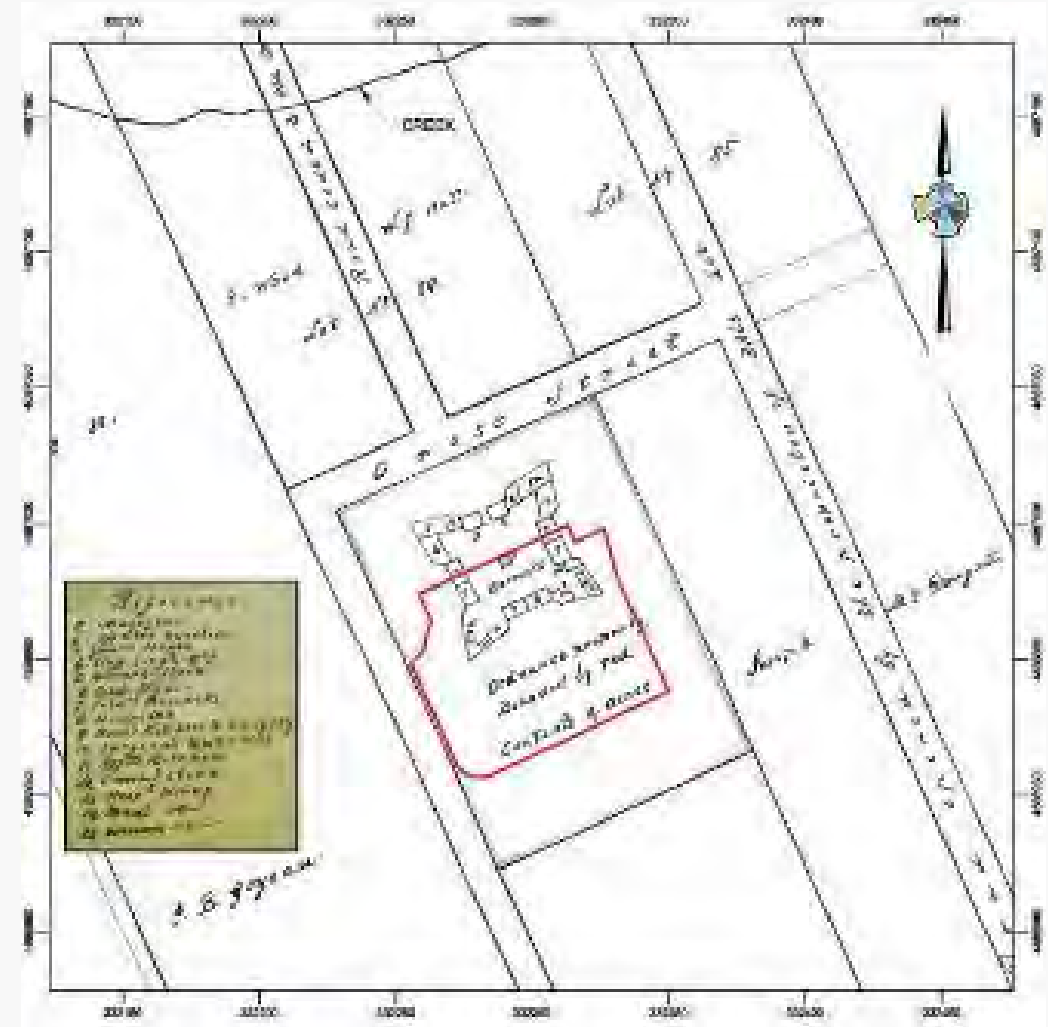
In the mid nineteenth century, refugees were housed in former military barracks on the City Hall site, until they could find employment and housing, eventually becoming a Refugee Centre in a part of the site referred to as Barracks Square. In 1861 a school was established by a member of the community, as well as a tavern and social club, and several churches, creating a community hub from 1840 until 1856.

In 1855, the Barracks were tragically destroyed by arson, displacing Black families, and a park was built on the Barracks site. The segregated school on the site remained, and was eventually converted to City Hall.

The Tower of Freedom monument in Riverside Plaza on the Esplanade was created by sculptor Ed Dwight in 2001. It commemorates the history of the Underground Railroad in Windsor and Detroit. The Gateway to Freedom monument in Detroit is visible from the site and, depicts six slaves awaiting transport across the river to Canada. The two monuments are connected by an invisible line running directly between them, as part of the original design. The "Light the Path" concept brings this line to light, and reveals the outline of the original barracks in City Hall Square, celebrating this important part of the history of the site, Windsor and Canada.



Tower of Freedom (top) and Gateway to Freedom in Detroit (bottom)



1851 Mahoney map showing the Black Refugee Barracks. The highlighted area indicates the present City Hall Square.

COLONIAL & MILITARY HISTORY

The City Hall Square site has always been an important historical and civic place, with many significant buildings and parks throughout its history. It has seen many changes in use and configuration since Colonial times. The area was likely farmland during French occupation in the mid to late 18th century. At various times, the study area has contained military barracks (1840s and again in the 1860s), a park (1850s), a public school (located to the north of the study area) and auxiliary structures (1870s–1900s), a City Hall located to the north of the study area) and other institutional buildings (from 1902 onwards).

In 1935 Windsor, Sandwich, East Windsor, and Walkerville united to form the present-day City of Windsor. In 1862, Central School, a segregated school for Black children was constructed on the site. In 1905, the school building was converted to City Hall. In 1957, a new City Hall was constructed on the site. In 2000, the Civic Square underwent a significant renovation which included the Civic Esplanade connecting City hall to the riverfront. Over the years, various studies proposed redevelopment of the City Hall Square and the creation of a pedestrian Esplanade connecting City Hall to the river. In 2014, the 1957 City Hall was demolished and replaced on a plot directly behind the original building. A characteristic curved wall from the original façade was saved from demolition to be incorporated into the new City Hall Square Plaza planned for its former site.

On the site, the Heritage Garden pays tribute to four eras in the site history including the French Farms, Military Barracks, Central School and City Hall Square.

The Light the Path concept brings to light other important aspects of Windsor's history, and provides space for ongoing recognition of the City's vibrant diversity.



1878 Birds eye view shows the 1873 Windsor City Hall and Esplanade



1873 City Hall – formerly the Central School



1957 City Hall. A portion of the curved wall façade has been preserved and integrated into the new concept.

PRECEDENTS AND INSPIRATION

UNIQUE DESIGN ELEMENTS



CONTEMPORARY GEOMETRY

"LIGHT THE PATH" – CREATIVE SITE LIGHTING



SUSTAINABILITY & GREEN INFRASTRUCTURE

PRECEDENTS AND INSPIRATION

BEACONS AND SENTINELS



SIGNAGE AND WAYFINDING / STORYTELLING MOMENTS

PUBLIC ART



INTERACTIVE MEDIA INSTALLATIONS

MURALS

STRUCTURES

PUBLIC ART

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PRECEDENTS AND INSPIRATION

UNIQUE DESIGN ELEMENTS



CREATIVE SEATING & FURNISHINGS

INNOVATIVE PLAYSCAPES

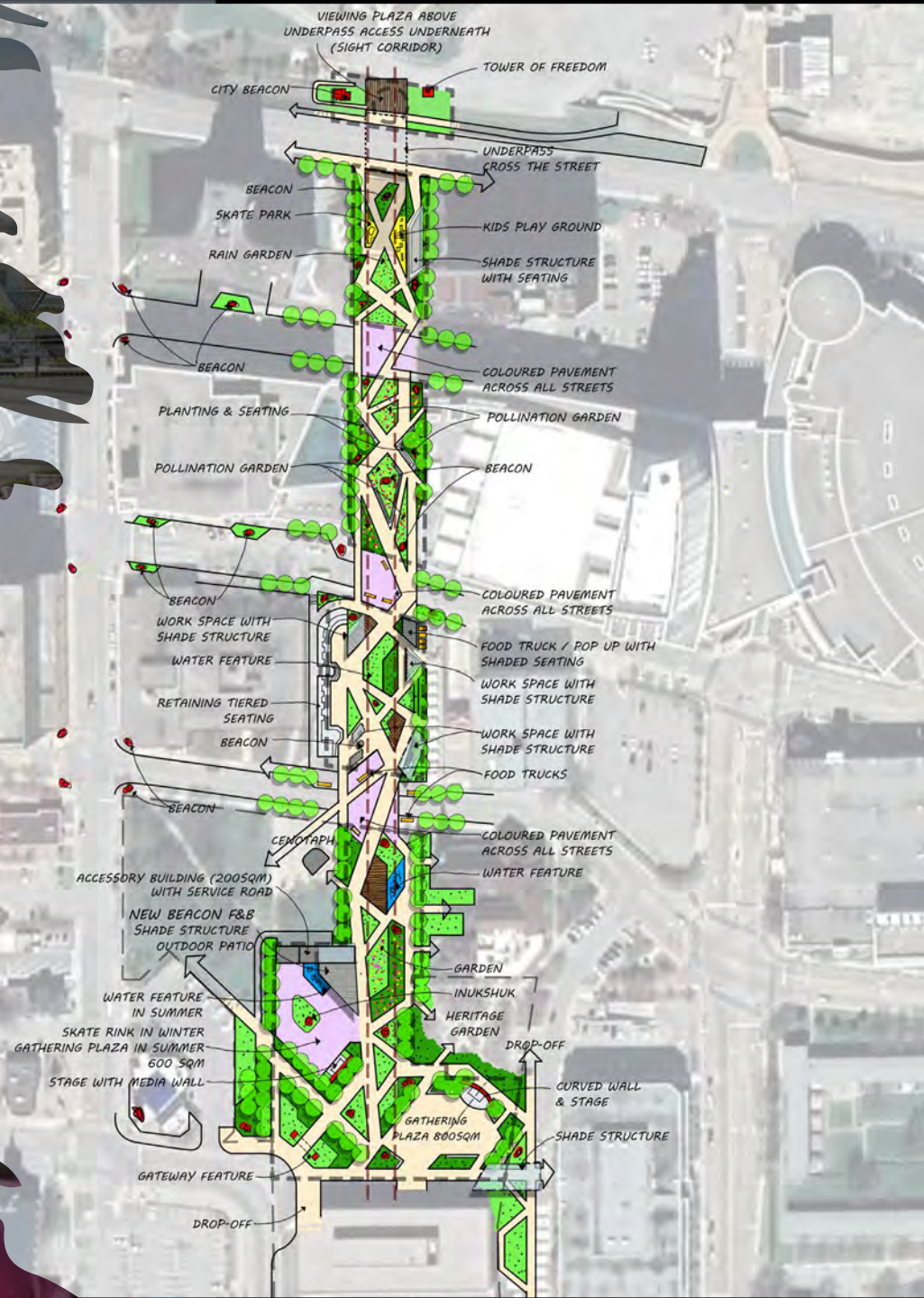


OUTDOOR WORKSPACE

POP-UP RETAIL

INTERACTIVE WATER FEATURES

INITIAL CONCEPT PLAN OPTIONS

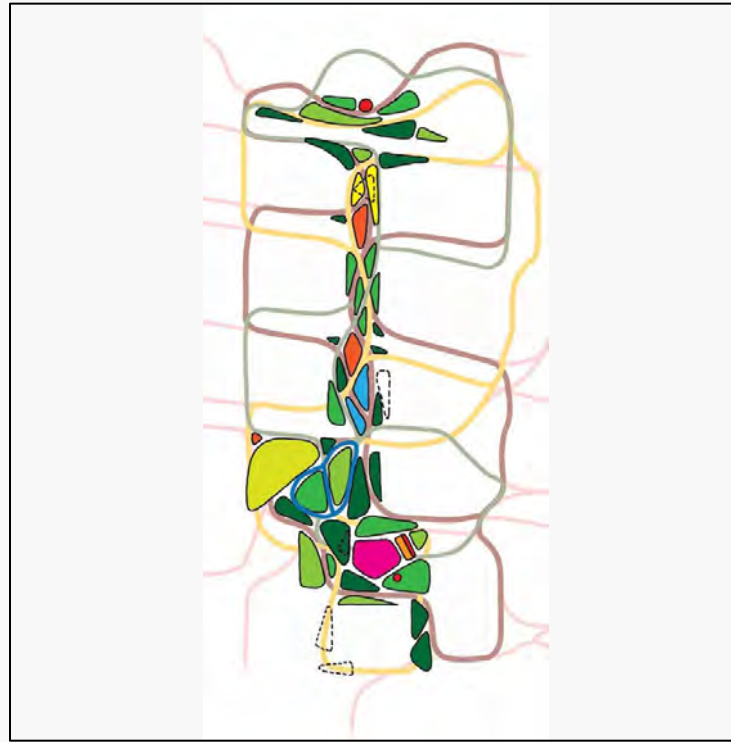




OPTION 1 - RIVER FLOW

Water flow is elemental to the historical origins of communities; especially for the City of Windsor. Modeling the flow of water movement, the people-centric design offers flexible programmatic experiences in a variety of urban scales that encourage enthusiastic exploration.

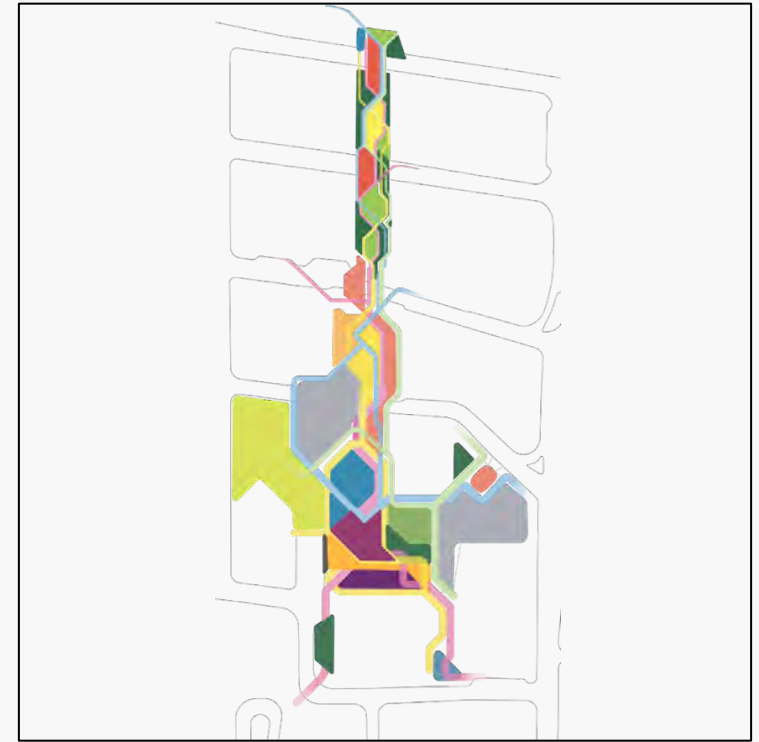
- A. Trace flow of crowd movement. **People-centric** design.
- B. Combine **skating rink and skating trail** for winter use.
- C. Both the skating/splash and large gathering space in the City Hall Square Plaza (Segment 1).
- D. **Multi-purpose court** in combination with **skateboard park and adult playground** at the Charles Square (Segment 2).
- E. **Rain Garden with Art Exhibition** at Segment 3.
- F. **Street closure** allowing flexible use of the esplanade due to events/gathering.



OPTION 2 - MATRIX GARDEN

Conceptually, the Matrix Garden looks to the larger context to consider the civic precinct as a civic park, rather than strictly confined by the axial orientation of the Esplanade. Program, activities, stories and art are woven throughout a hierarchy of paths which tell the story of the land through the people, flora, fauna, ecology and innovation.

- A. **Hierarchy** of pathways
- B. **Skating trail** at the City Hall Plaza (Segment 1).
- C. **Large gathering space at City Hall Plaza**
- D. **Dog run and Pollinator Garden** at Segment 3.
- E. **Maximize green space**(tree canopy, planting bed, garden, green roof) overall.
- F. Riverside **Pavilion** at Segment 5.



OPTION 3 - LIGHT THE PATH

The components of an eco-system overlap and fluctuate, expanding and contracting, a complex balance that is never static. Through time in this sentient space, pulsating pathways overlap to gather in shared spaces, defining the communal identity of this truly living place.

- A. **Interwoven** pedestrian circulation with flexible spaces.
- B. A series of **storytelling moments**, powered by **Beacons and Sentinels**
- C. **Two large gathering areas, skating rink and splash pad** in the City Hall Square Plaza
- D. **Food trucks / pop-up vendors, outdoor offices/classrooms** and programmable space at Charles Clark Square
- E. **Pedestrian underpass and overlook** with City Beacon at the Riverfront
- F. **Sequenced spaces** and activities along the Esplanade

PREFERRED OPTION LIGHT THE PATH



LIGHT THE PATH

When we meet a new person we say "How are you? Who are you? Where are you from? What have you experienced? Tell me more!"

When we hear a person's story, we connect, we identify, we share our stories together. This builds happiness, community, belonging and knowing.

Places have stories too.

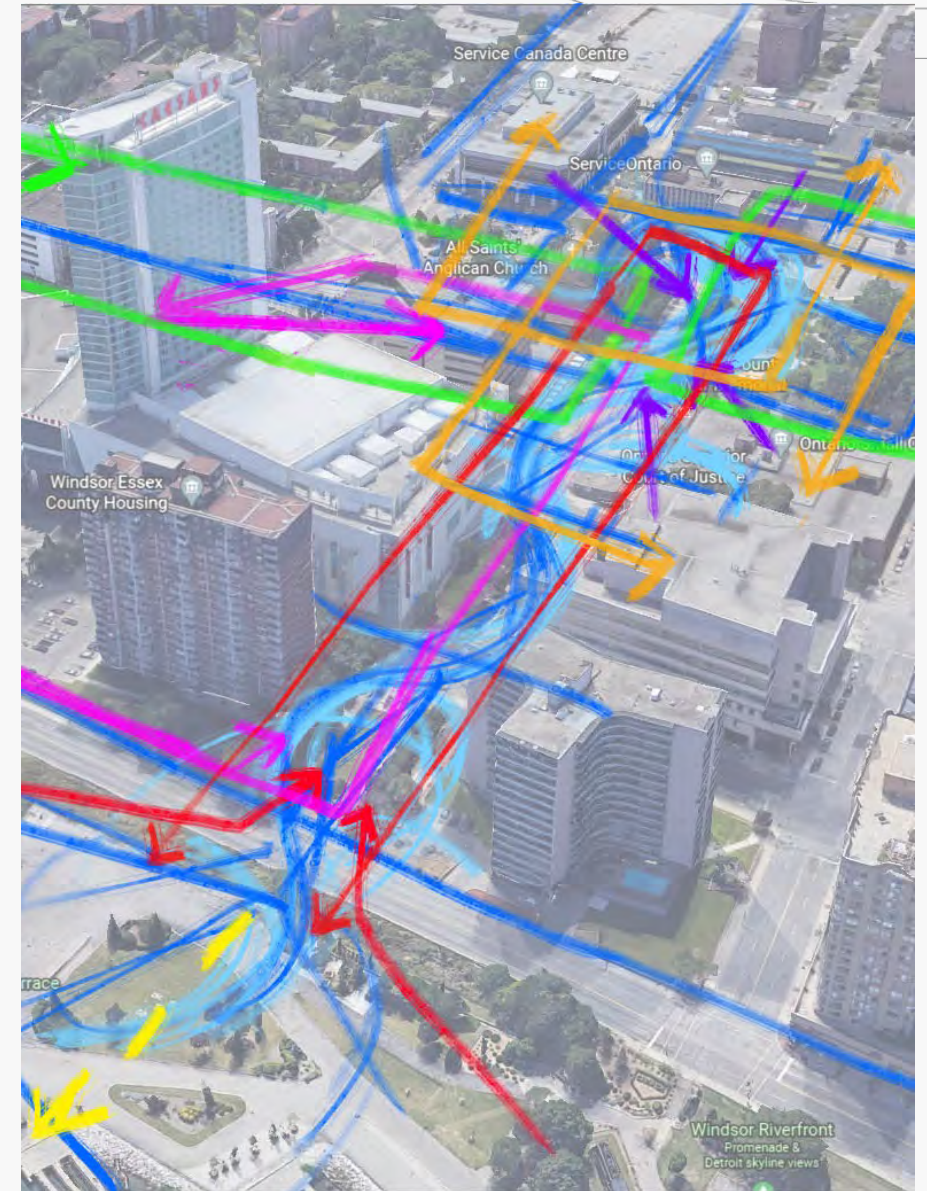
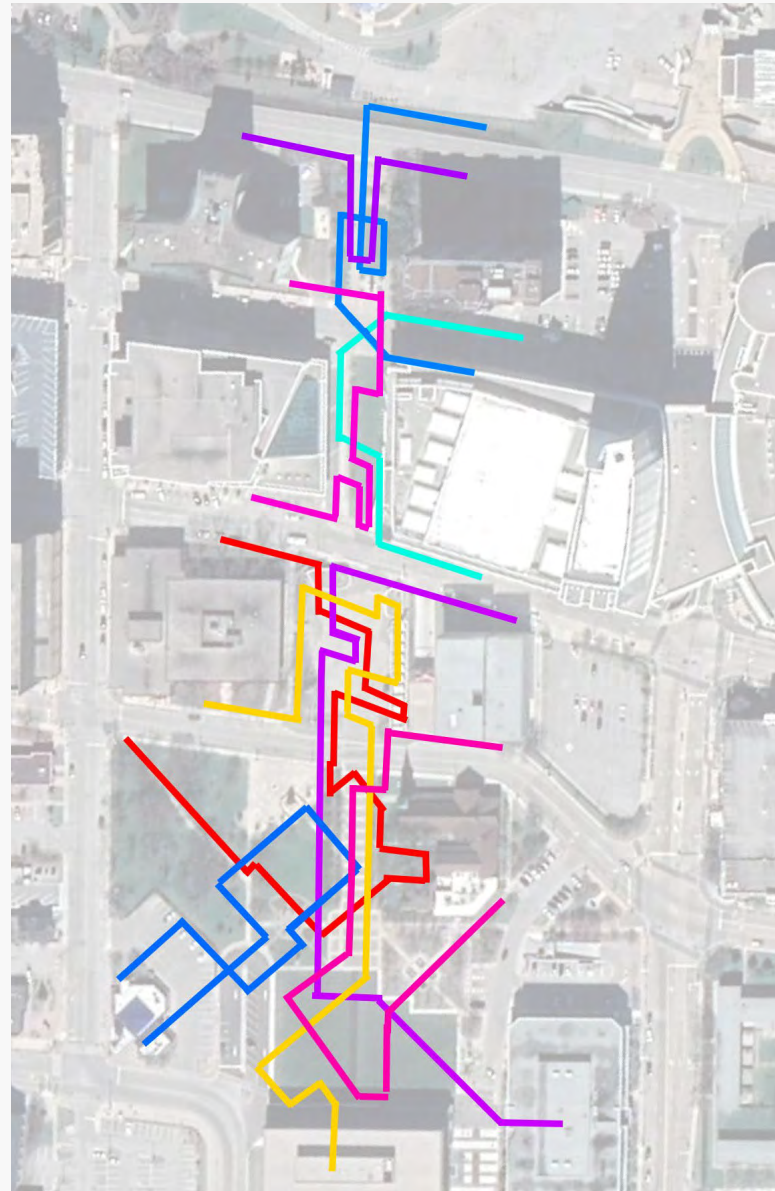
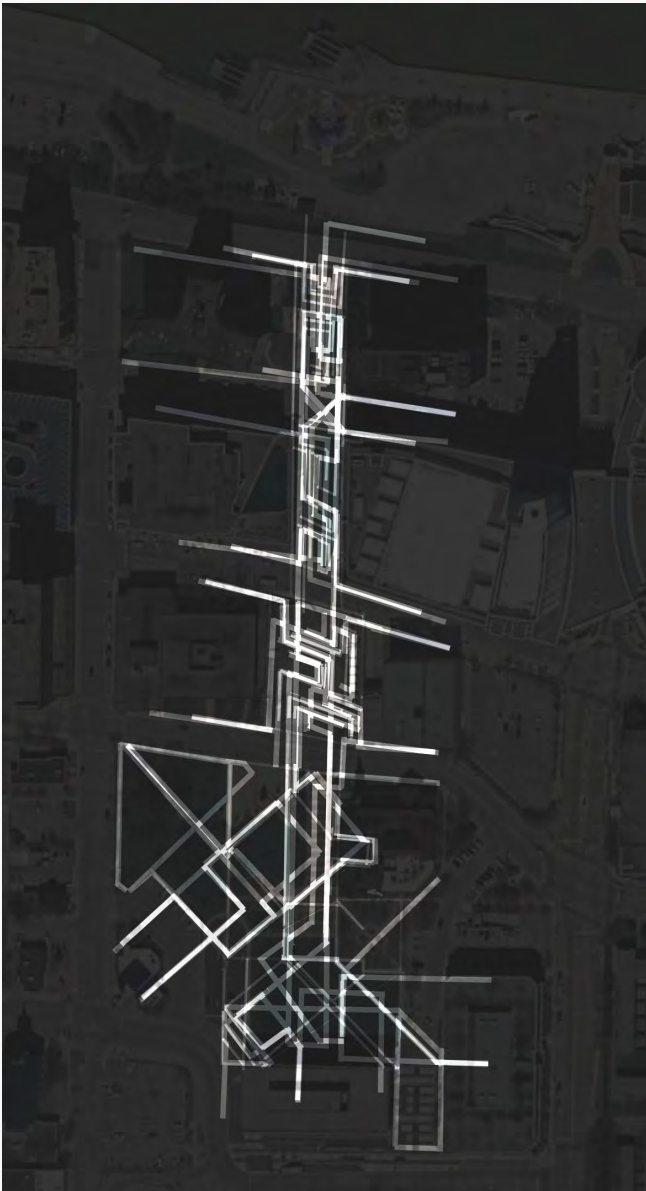
Beneath shifting layers of change, remnants of the past, told in legends, faint traces of memory on yellowed pages. A flickering path tracing its way through our past, present, and future. The ideas, hopes, tragedies and triumphs that define us.

Together with this special place, we bring these stories to light. Beacons of hope, sparks of inspiration, brilliant ideas, glowing revelations, a radiant future.

Light the Path.

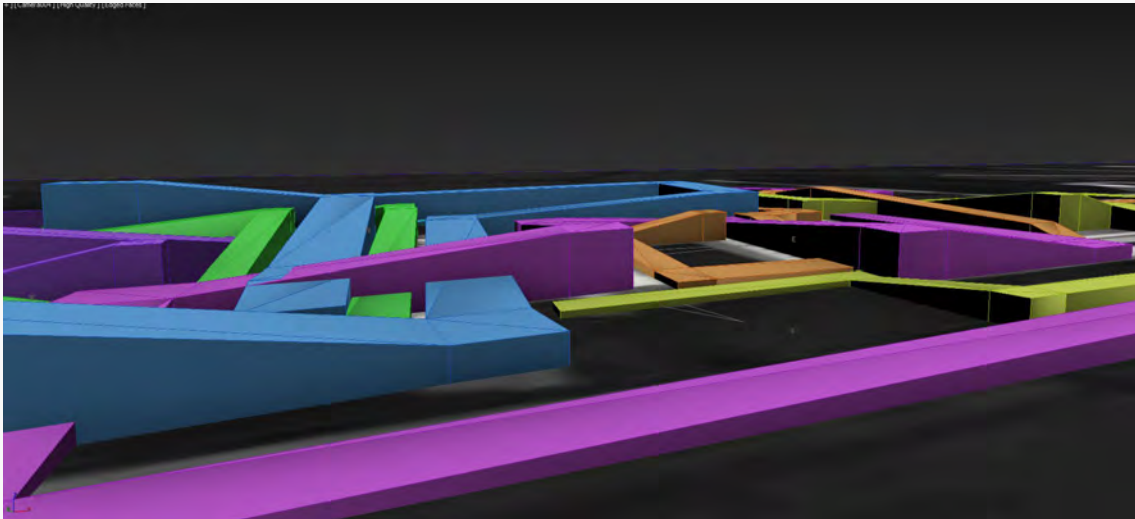
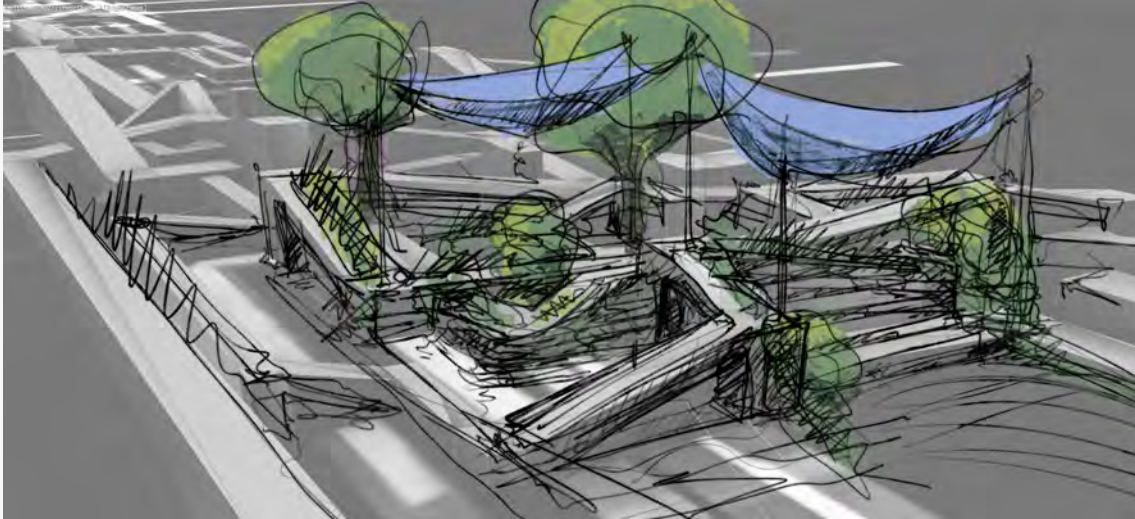


EARLY IDEAS AND DESIGN SKETCHES



PERFERRED OPTION – LIGHT THE PATH

EARLY IDEAS AND DESIGN SKETCHES



OVERALL MASTER PLAN

CONCEPT OVERVIEW

SEGMENT 5
CITY BEACON

SEGMENT 4
RIVERSIDE PLAZA

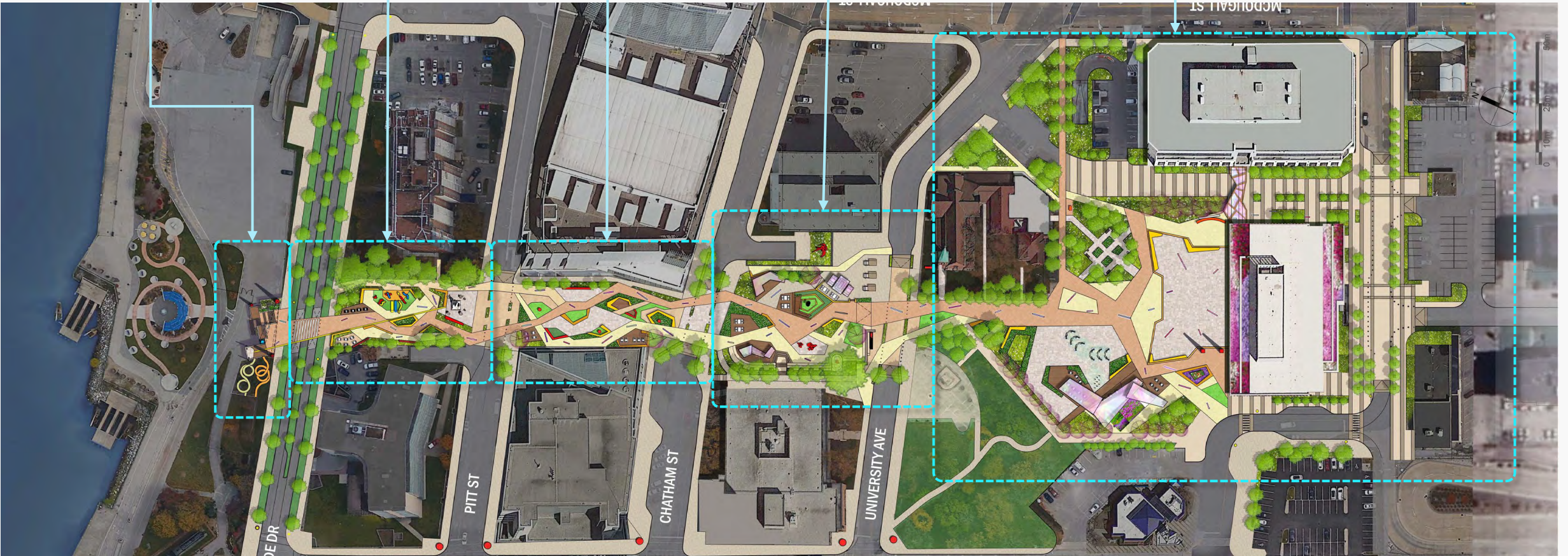
SEGMENT 3
ARTS PARK

SEGMENT 2
CHARLES CLARK SQUARE

SEGMENT 1
CITY HALL SQUARE



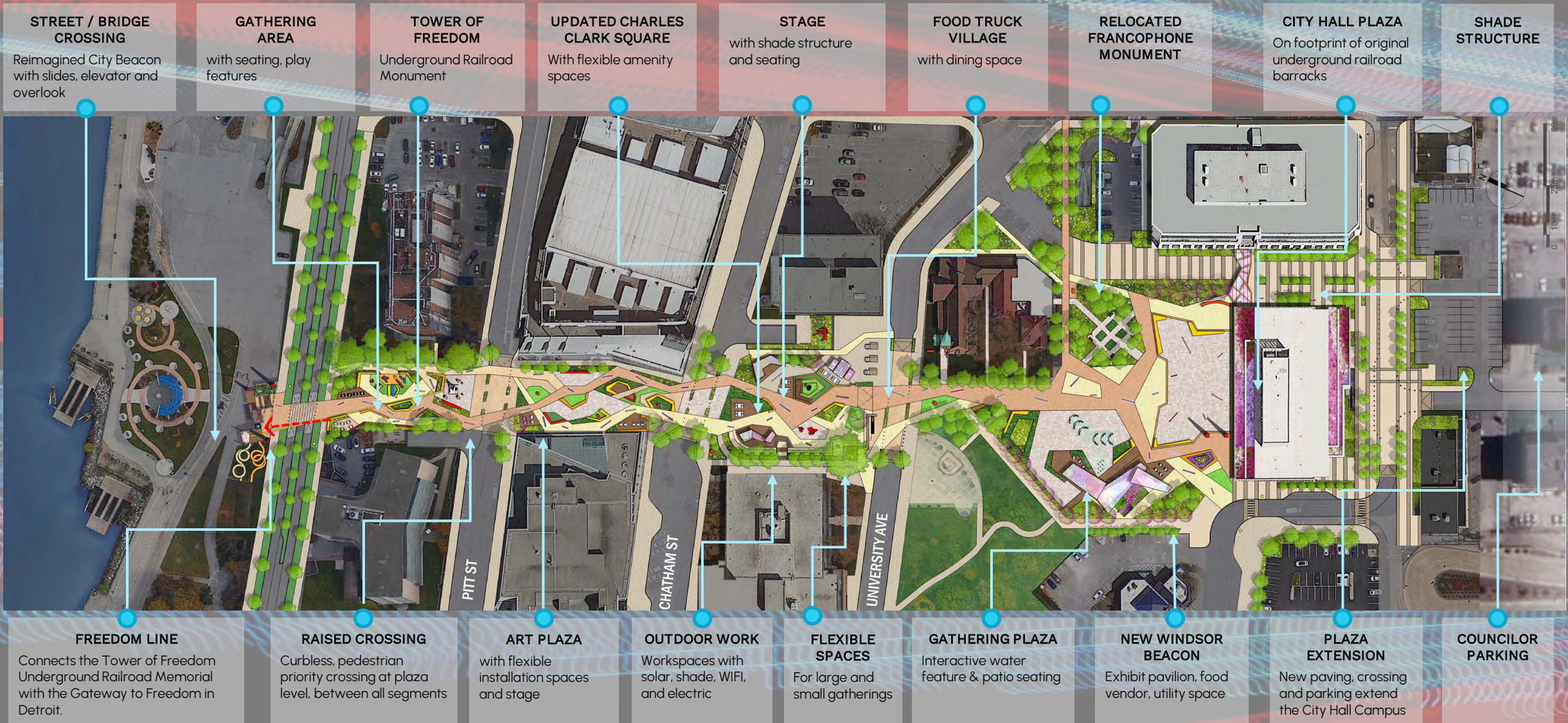
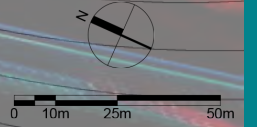
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PERFERRED OPTION – LIGHT THE PATH

OVERALL MASTER PLAN

KEY DESIGN FEATURES



STREET / BRIDGE CROSSING

Reimagined City Beacon with slides, elevator and overlook

GATHERING AREA

with seating, play features

TOWER OF FREEDOM

Underground Railroad Monument

UPDATED CHARLES CLARK SQUARE

With flexible amenity spaces

STAGE

with shade structure and seating

FOOD TRUCK VILLAGE

with dining space

RELOCATED FRANCOPHONE MONUMENT

CITY HALL PLAZA

On footprint of original underground railroad barracks

SHADE STRUCTURE

FREEDOM LINE

Connects the Tower of Freedom Underground Railroad Memorial with the Gateway to Freedom in Detroit.

RAISED CROSSING

Curbless, pedestrian priority crossing at plaza level, between all segments

ART PLAZA

with flexible installation spaces and stage

OUTDOOR WORK

Workspaces with solar, shade, WIFI, and electric

FLEXIBLE SPACES

For large and small gatherings

GATHERING PLAZA

Interactive water feature & patio seating

NEW WINDSOR BEACON

Exhibit pavilion, food vendor, utility space

PLAZA EXTENSION

New paving, crossing and parking extend the City Hall Campus

COUNCILOR PARKING

PERFERRED OPTION - LIGHT THE PATH

SEGMENT 4 & 5

INSPIRATION AND EXAMPLES



CITY BEACON

The Central Riverfront Implementation Plan established several "Beacons" – small buildings crafted to celebrate key moments along the Riverwalk. One of the most important was the City Beacon - a new bridge crossing at Riverside Drive and the Esplanade.

While several of the Beacons have been constructed and are in use, the City Beacon has awaited the development of the Esplanade Master Plan. The two options in the Light the Path concept create a new City Beacon as a bridge and as a grade-level crossing, with a dramatic overlook that enjoys the spectacular view of the river and Detroit skyline.



VIEWING ELEVATOR creates accessibility



"HELLO" Interactive Media Feature

At the City Beacon overlook, a unique feature celebrates the close relationship between Windsor and Detroit. An interactive media wall on both sides of the river allows viewing, group selfies and visual communication with visitors on both sides of the river.



MILLENNIUM BRIDGE, DENVER

Similar example of a pedestrian bridge that has become a tourist destination itself. It has a similar grade change toward the Platte River, achieved through dramatic stairs that function as amphitheater seating for events. A bike rail and glass elevators enhance accessibility.

STREET LEVEL CROSSING

RAISED CROSSWALK



Figure 2 - Raised Crosswalk at Intersection
Source: nacto.org

Raised crosswalk at an intersection

A raised crosswalk at an intersection is where the intersection crosswalk surface is elevated from the adjacent roadway and usually ties in to the sidewalk **at**, or close to grade.



Figure 3 - Raised Crosswalk Mid-Block
Source: nacto.org

Raised crosswalk mid-block

A raised crosswalk mid-block is where the surface of a crosswalk located between two intersections is elevated above the grade of the adjacent roadway and usually ties in to the sidewalk **at**, or close to grade.

Traffic Conditions

Posted speed limit should be less than or equal to 50km/h on roadways with raised treatments. There is no restriction on traffic volumes.

Road Engineering Design Guidelines: Raised Crosswalk And Intersection Guideline
City of Toronto Transportation Services



OPTION 1 – WITH MEDIAN PLANTING



OPTION 2 – WITHOUT MEDIAN

SEGMENT 4 & 5

RIVERSIDE PLAZA & CITY BEACON

AT-GRADE CROSSING OPTION

LEGEND

- 1 Grand Overlook Creates New City Beacon
- 2 Viewing Platform with direct alignment to International Underground Railroad Memorial
- 3 Beacon Towers and Cable Support
- 4 "Hello" Interactive Media Feature
- 5 Slides from Street Level to Riverfront
- 6 Elevator
- 7 Pedestrian Street Crossing
- 8 Improved Streetscape with Lane Reduction Planted Median and Offset Sidewalks
- 9 Gathering Area with Seating
- 10 Sculptural / Play Elements
- 11 Bike Path
- 12 Tower of Freedom & Plaza
- 13 Raised Crossing with Plaza Paving Extended
- 14 BOH Area
- 15 **Directional Line between Tower of Freedom and International Underground Railroad Memorial**





AT-GRADE CROSSING OPTION RENDERING



SEGMENT 4 & 5

RIVERSIDE PLAZA & CITY BEACON

BRIDGE OPTION

In addition to the at-grade crossing, a bridge alternative creates an even more dramatic crossing experience. Featuring an elevated plaza with expansive views, the bridge is accessed by grand stairways and dual glass elevators for a fully accessible route across Riverside Drive. Planters and illuminated towers present a grand gateway to the Esplanade, and from the Esplanade to the Windsor Riverfront Trail, Rotary Park and Festival Plaza. Like the at-grade crossing and overlook, the bridge also creates the City Beacon as imagined in the Riverfront Master Plan.

LEGEND

- 1 Grand Stairs / Amphitheatre
- 2 Viewing Platform
- 3 City Beacon
- 4 Viewing Elevator
- 5 Planting bed W/ Seating
- 6 "Hello" Interactive Media
- 7 Sculptural / Play Elements
- 8 Tower of Freedom & Plaza
- 9 Slides Attraction
- 10 Directional Line between Tower of Freedom and International Underground Railroad Memorial







SEGMENT 3

ARTS PARK

Referred to as "Arts Park", Segment 3 offers a series of flexible spaces which can be used individually to display permanent or evolving art installations or combine to serve medium or even larger gatherings and performance. The spaces, paths and plazas are created by paving colors and patterns with a variety of textures that define spaces without presenting barriers to larger group events. Even the level "turf panels" serve this function, creating green spaces for relaxation that can easily be used as seating for gatherings.

Sculptural seating walls provide a variety of options for sitting, lounging and contemplation, allowing individual enjoyment while inviting socialization and interaction. Interactive signage creates Sentinel Moments, conveying information on the Windsor art scene, history and events. An interactive multimedia wall allows visitors to create their own collaborative art mural, with each individual creating a part of an overall image.

LEGEND

- 1 Raised Crossing with Plaza Paving Extended
- 2 "Sentinel" Interactive / Storytelling Feature
- 3 Media / Mural Installations / Interactive Multimedia Wall
- 4 Art Installation Spaces
- 5 Bike path
- 6 Gathering Area
- 7 Planting Bed with Seating





View 1 – Planting Bed with Seating



View 2 – Media / Mural Installations / Graphic Wall

SEGMENT 2

CHARLES CLARK SQUARE

Charles Clark Square responds to the highly important priority of a flexible space for larger gatherings, that also serves the community, nearby office workers and City staff, and residents. Like in Arts Park, paving patterns form creative geometric plazas and spaces that function as outdoor rooms, and can combine to host events. A stage with canopy, and tiered planter invite performances while providing sheltered seating. A food truck area features covered seating and café tables. Outdoor workspaces with solar canopies serve employees, entrepreneurs and students alike. The existing distinctive seating walls have been preserved to maintain a connection between the old and new, including new and existing monuments, signage and public art as Sentinels within the space.

LEGEND

- 1 Raised Crossing with Plaza Paving Extended
- 2 Bike path
- 3 Gathering Area
- 4 Planting Bed with Seating
- 5 Outdoor Workspaces
- 6 Stage with Shade Structure
- 7 Art Installation Spaces
- 8 Food Truck Eatery with Seating Area
- 9 Existing Time Capsule
- 10 Existing Signage Wall
- 11 Existing Sculpture





View 1 – Gathering Space



View 2 – Gathering Space



View 3 – Outdoor Workspaces



View 4 – Outdoor Dining Area

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Charles Clark Square Birds Eye View



SEGMENT 1

CITY HALL SQUARE

City Hall Square is the heart of the Civic Esplanade, and forms the keynote element of the Master Plan. A new type of civic space, it brings together the bold and nuanced ideas that distinguish the sequence of spaces leading from the Riverfront to City Hall. The primary elements of the plan continue to "light the path" of history, culture and ideas that distinguish Windsor's past, present and future through a variety of Sentinel Moments and an all new "Windsor Beacon".

In the forecourt of City Hall, the outline of the former military barracks and Black Refugee housing continue the story of the Underground Railroad on the site while providing event space. An adjacent space features an interactive water feature with cooling jets, misting towers and a variety of seating. A new building, the Windsor Beacon, holds F&B vendors, a pavilion for exhibits and operational spaces. A new gateway, relocated Francophone moment and media screen engage visitors and enliven the experience.

OVERALL LEGEND

- 1 Event Plaza on Footprint of Underground Railroad / Former Military Barracks
- 2 New Beacon Food Vendor Pavilion
- 3 Island Gathering Space with Central Feature
- 4 Curved Feature Wall with Small Stage / Media Screen
- 5 Underground Railroad Sentinel
- 6 Shade Structure
- 7 City Hall Square South



Footprint of Underground Railroad Barracks with outline of Old City Hall

SEGMENT 1

CITY HALL SQUARE NORTH

DETAILED LEGEND

- 1 Raised Crossing with Plaza Paving Extended
- 2 "Sentinel" Interactive / Storytelling Feature
- 3 Existing Cenotaph
- 4 Planting Bed with Seating
- 5 Small Stage / Warming
- 6 New Fence for All Saints' Anglican Church
- 7 Island Gathering Space with Central Feature
- 8 Accessory Building with Green Roof
- 9 Water Feature
- 10 New Windsor Beacon Pavilion
- 11 Underground Railroad Sentinel
- 12 Event Plaza on Footprint of Underground Railroad / Former Military Barracks
- 13 Gateway Feature
- 14 Curved Heritage Feature Wall with Small Stage
- 15 Media Screen
- 16 Shade Structure
- 17 Relocated Francophone Monument
- 18 Existing Heritage Garden



SEGMENT 1

CITY HALL SQUARE SOUTH

LEGEND

- 1 Feature Shade Structure
- 2 City Hall Building Green Roof Canopy
- 3 Shared Street Raised to Curb Height
- 4 Pedestrian Crossing
- 5 Sentinel
- 6 Feature Planting
- 7 Streetscape with Seating Areas
- 8 Bollards with lighting
- 9 Rear Building Entrance
- 10 Councilor Parking
- 11 Pedestrian Crossing
- 12 Drop-Off & Bus Lay-by





CITY HALL SQUARE AERIAL RENDERING

SUMMER



CITY HALL SQUARE RENDERING



ICE RINK



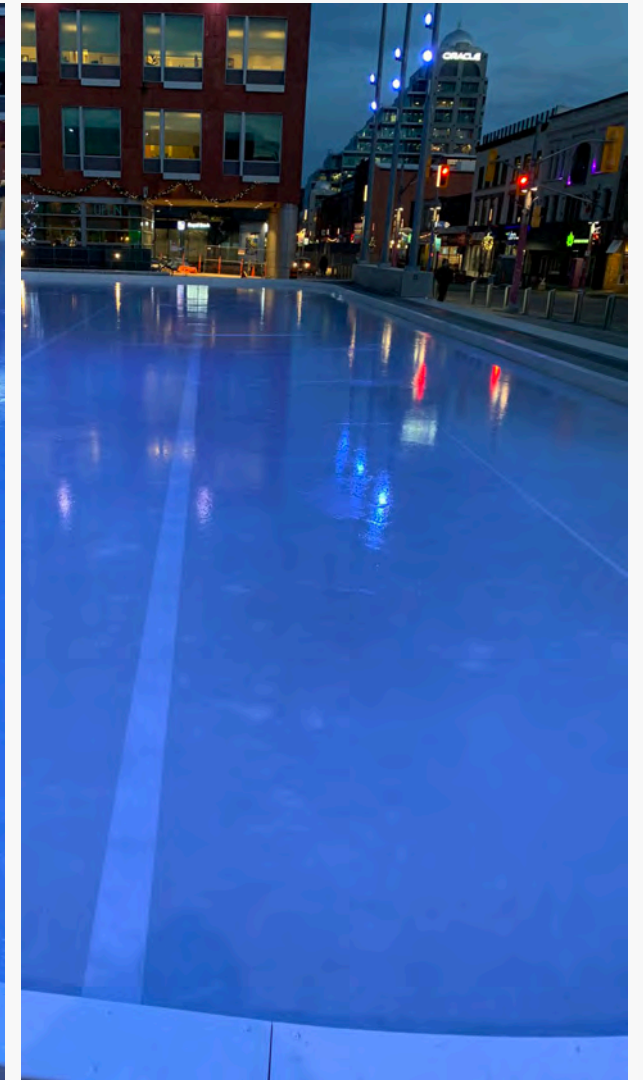
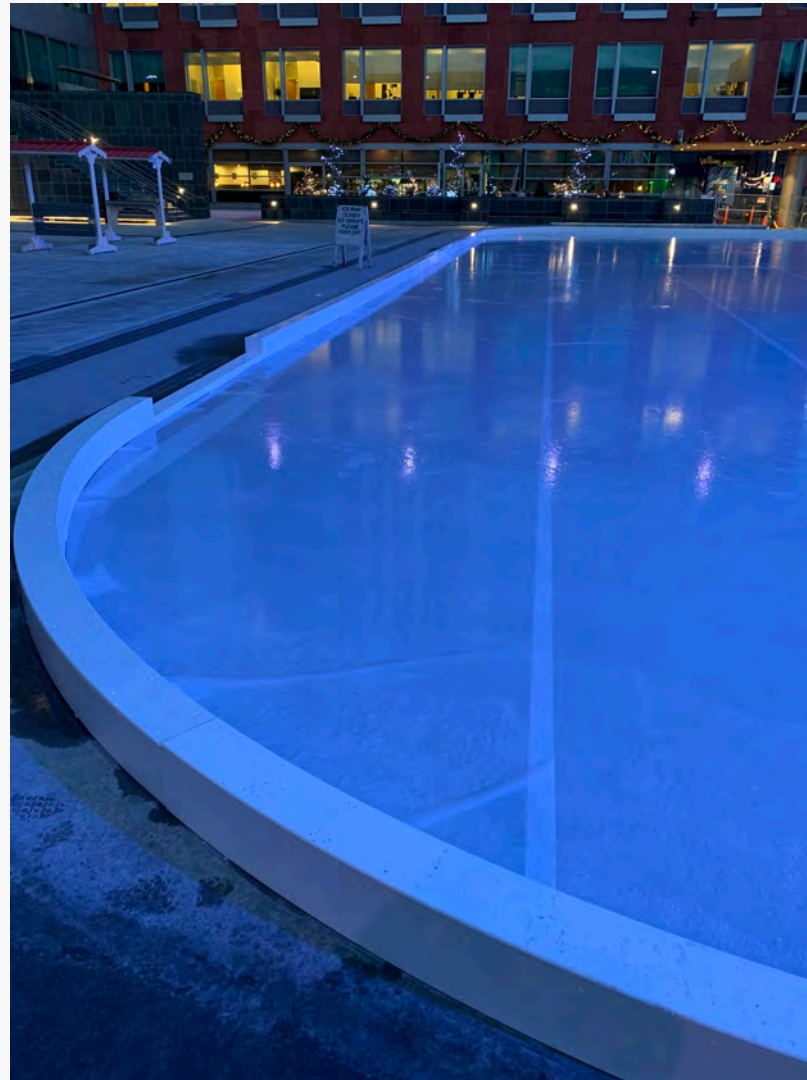
SEGMENT 1

SEASONAL ICE RINK

Key to the success of City Hall Square is the relocation of the Charles Clark Square ice rink. A temporary feature operating during the winter months, the new rink takes advantage of significant advances in ice and rink technology and construction in recent years.

The rink will be in the form of a skate trail, with a center island to discourage hockey and allow for seasonal displays. Portable curbs are frozen in place for stability and fully accommodate a Zamboni. The curbs are stored in the off-season in the nearby pavilion, along with the Zamboni. The curb would need to be stored in off season. Freezing mechanism/rink pipes are encased in concrete below the paving and are indistinguishable during the summer months.

The team explored a variety of alternatives for the rink location and configuration following City input and feedback. These concepts are shown in the subsequent pages, along with the city-preferred concept.



NEW KITCHENER ICE RINK BY CUSTOM ICE

WINDSOR CIVIC ESPLANADE

Benchmark – Skating Rinks

COLONEL SAMUEL SMITH PARK

Toronto, Ontario

- Popular skating trail in figure-8 shape
- Draws crowds during the winter months
- Includes skate rental and vendor space
- A nice walking trail during the summer



WINDSOR CIVIC ESPLANADE

Benchmark – Skating Rinks

MAGGIE DALEY SKATING RIBBON

Millenium Park, Chicago, IL

- A unique skating venue with elevated sections, surrounding a playground and climbing wall.
- Has become one of the leading tourist destinations in the state.
- ¼ mile long with skate rental and vendor space



WINDSOR CIVIC ESPLANADE

Benchmark – Skating Rinks

FUJI-Q HIGHLAND RINK

Mount Fuji, Japan

- Dramatic rink on Mt. Fuji features a number of islands creating an interesting skating experience
- Islands are used for seasonal displays
- Lighting and music create a unique experience.



SEASONAL ICE RINK

CONCEPT 1

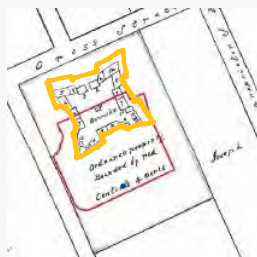
Over the course of the project, a variety of ice rink alternatives were explored. The original alternative placed the rink, configured as a skating trail, in a plaza space adjacent to the main City Hall Square and new Beacon Pavilion. The 1100 sq. m. rink doubled as an interactive water feature and gathering space during the summer months. A centre island could hold seating and festive outdoor fire pits. Skaters could use the space continuously, without interruption for civic events in the main plaza.

The Zamboni and rink infrastructure are housed in a small building to the north of the rink, adjacent to a maintenance road/path.

LEGEND

- 1 Water Feature / Interactive Fountain
- 2 Outdoor Patio / Shaded Seating Area
- 3 **New Windsor Beacon**
F&B / Pavilion / Exhibit Space
- 4 Washroom
- 5 Zamboni & Storage / Operations
- 6 Temporary Ice Rink (Area = 1100 m²)

←→ Zamboni Path (L= 1 m)



Footprint of Underground Railroad Barracks with outline of Old City Hall

SEASONAL ICE RINK

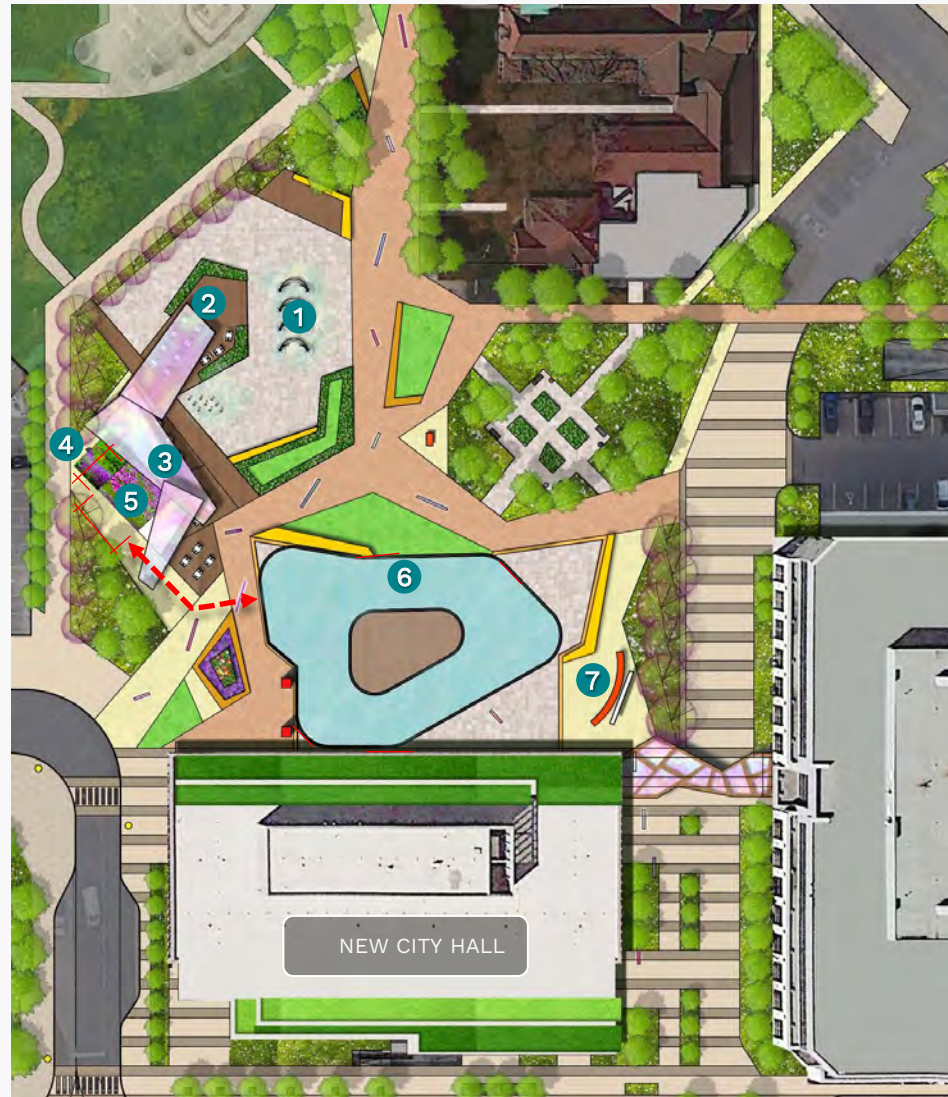
CONCEPT 2

The second configuration of the ice rink moved it to the main plaza space directly in front of City Hall. The layout fits within the outline of the Barracks Plaza, allowing its shape to be perceived even during the winter months. The size was similar and could be traversed by the Zamboni. Which was moved into the main Beacon Pavilion.

This option required the removal of some of the planters and landscape within the main City Hall Square, but preserved the majority of plaza layout and greenery.

LEGEND

- 1 Water Feature / Interactive Fountain
 - 2 Outdoor Patio / Shaded Seating Area
 - 3 **New Windsor Beacon** - F&B / Pavilion / Exhibit Space
 - 4 Washroom
 - 5 Zamboni & Storage / BOH
 - 6 Temporary Ice Rink (Area = 900 m2)
 - 7 Featured Curved Wall / Media Screen
- ←→ Zamboni Path (L= 26 m)



SEGMENT 1 - TEMPORARY ICE RINK

SEASONAL ICE RINK

CONCEPT 3 – CITY PREFERRED

After much review and consultation with the City, the configuration of the ice rink was updated to a linear oval, with NHL dimensions, facing north-south. A central island retains the trail configuration and provides space for winter displays.

The plaza was reconfigured to accommodate the oval, with removal or relocation of turf, planters and trees. The Francophone monument was relocated nearby. The outline of the Barracks remains and will be fully visible in the summer.

LEGEND

- 1 Water Feature / Interactive Fountain
 - 2 Outdoor Patio / Shaded Seating Area
 - 3 F&B / Pavilion / Exhibit
 - 4 Washroom
 - 5 Zamboni & Storage / BOH (L=8.8M W=7.6M)
 - 6 Temporary Ice Rink (Area = 1200 m2)
 - 7 Featured Curved Wall / Media Screen
- ←--→ Zamboni Path (L= 40+ m)



CONCEPT 3 WINTER



CITY HALL SQUARE RENDERING



**FOR
REC**

FORREC.COM

2023 DWBIA BUDGET SUBMISSION

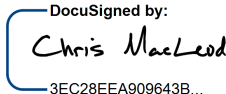
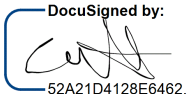
APPENDIX A**DOWNTOWN WINDSOR (DWBIA)**

	2022		2022		2023	
	Approved Budget		Projected Actual		Proposed Budget	
REVENUE						
BIA Levy	\$	667,550	\$	667,550	\$	667,550
<u>Government Grants</u>						
Federal or Provincial	\$	187,000	\$	62,339	\$	50,000
Municipal			\$	30,000		
<u>Other Revenue</u>						
Donations						
Sponsorships	\$	66,000	\$	60,000	\$	46,500
Promotions & Events Revenue	\$	4,000	\$	9,714	\$	5,800
Farmer's Market	\$	70,000	\$	76,000	\$	50,800
Miscellaneous	\$	500	\$	5,000	\$	5,000
TOTAL REVENUE	\$	995,050	\$	910,603	\$	825,650
EXPENDITURES (includes non-recoverable HST)						
Total Administrative	\$	352,300		324,966	\$	292,950
Total Capital	\$	247,000		188,494	\$	283,950
Total Marketing	\$	395,750		397,143	\$	248,750
TOTAL EXPENDITURES	\$	995,050		910,603	\$	825,650
Surplus/Deficit	\$	-		-	\$	-

ACCUMULATED SURPLUS/(DEFICIT)

Beginning Balance		\$	505,344	\$	505,344
Use of Reserve				\$	-
Addition to Reserve					
Ending Balance		\$	505,344	\$	505,344

BUDGET DECLARATION TO BE SIGNED AFTER AGM

Board of Management Approval	18/05/2023	General Membership Approval	
Date	Month	Year	Date
 3EC28EEA909643B...	5/23/2023	 52A21D4128E6462...	5/23/2023
Signature of Chair	Date	Signature of Treasurer	Date
<i>If budget is prepared by someone other than the Treasurer, please provide the name of the contact person below.:</i>			
Name: Debi Croucher Phone Number: 519-252-5723 Email Address: debi@downtownwindsor.ca			

APPENDIX A (CONT'D)

DOWNTOWN WINDSOR (DWBIA) Administrative Expenses		2022	2022	2023
		Approved Budget	Projected Actual	Proposed Budget
Staff	Salaries/Wages/Benefits	187,500	204,662	187,500
Other Admin.	Accounting			
	AGM Expenses			
	Audit	10,000	14,205	12,000
	Bank Charges	2,000	2,046	1,200
	Business Meeting Expenses (non AGM)	800	884	500
	Conferences/Seminars			
	Consultants	40,000	-	-
	Donations			
	Insurance	8,000	10,748	11,000
	IT Support	2,000	4,100	3,000
	Legal	20,000	18,630	25,000
	Memberships			
	Office Equipment/Furniture/Maintenance	10,000	13,918	6,000
	Office Supplies	4,000	4,000	3,250
	Other: Grant Writing	15,000	3,545	5,000
	Other: Property Standards Incentive	10,000	10,149	-
	Postage & Courier	500	327	500
	Printing			
	Rent/Lease	35,000	35,265	35,000
	Storage/Maintenance	5,000	2,156	2,500
	Strategic Plan	500	-	-
	Subscriptions			
	Telephone	2,000	331	500
	Transportation & Travel			
	Utilities			
Total Administrative Expenses		352,300	324,966	292,950

APPENDIX A (CONT'D)

DOWNTOWN WINDSOR (DWBIA) Capital Expenses		2022	2022	2023
		Approved Budget	Projected Actual	Proposed Budget
Capital				
(Only include BIA portion of any cost-share initiatives)	City of Windsor Loan Repayment			
	Alley Enhancements	3,000	339	1,500
	Art Alley	100,000	16,909	5,000
	Banners	10,000	10,000	0
	Benches			
	Decorations-Other			
	Decorations-Seasonal	30,000	27,938	0
	Decorative Lighting	7,500	6,141	57,000
	Hanging Baskets			
	Murals			
	Planters			
	Security Cameras & Safety Measures			108,550
	Signage			
	St Clair College/Univ. of Windsor	5,000	0	5,000
	Street Furniture			
	Technical/Professional Services			
General Maintenance				
	Broken Windows	2,500	3,651	4,000
	Cleanup - Other (please specify)	2,000	2,000	0
	Decorations			
	Festival Tent Storage			
	Flowers/Plants/Trees	9,000	15,194	11,000
	Garage sweeper	5,000	5,000	0
	Graffiti Removal			
	Hydro			
	Miscellaneous Repairs			
	Needle Collection	5,000	3,795	4,500
	Permit Fees			
	Power Washing	10,000	8,325	10,000
	Security			
	Snow Removal	20,000	16,250	15,000
	Street Cleaning	38,000	72,952	62,400
Total Capital Expenses		247,000	\$ 188,494	283,950

APPENDIX A (CONT'D)

DOWNTOWN WINDSOR (DWBIA)		2022	2022	2023
Communications/Marketing/Promotions & Events		Approved Budget	Projected Actual	Proposed Budget
Communications				
	2022 DWBIA Election	2,500	10,594	0
	Board/Committee Meeting Expense	3,000	6,564	6,000
	Budget Meeting Expense	500	710	500
	Conference Expense	3,000	3,106	500
	Downtown Safety Association			1,500
	DWBIA e-Commerce Platform	10,000	12,152	1,500
	DWBRA	2,000	850	1,000
	General Meeting Expense	1,500	1,500	500
	Internet/Website	1,500	1,290	1,500
	Member Services (Parking Tokens)	500	3,500	800
	Memberships	6,000	8,288	6,500
	Professional Development			
	Public Relations/Liaison & Advocacy	3,500	1,849	3,000
	Subscriptions			
	Travel	500	227	250
Advertising and Marketing				
	Advertising & Promotional Items	10,000	9,596	12,000
	Recruitment, Programming & Support	30,000	47,153	12,200
	Digital/ Print Advertising/Website/Brand	40,000	31,202	25,000
	Marketing/ Graphic Design	3,000	2,009	2,000
	Newsletter			
	Printing – (Flyers, Brochures, etc...)			
	Signage/ Rebranding/ Districting			
	Social Media			
	Sponsorships			
	Strategic Plan			
	Website Development/Maintenance/CRM	2,000	2,000	4,500
	Welcome Kits	1,500	0	1,500
	Wi-Fi	10,000	5,573	6,500
Promotions & Events				
	2022 CanAm Games	10,000	0	0
	Air Fair/ WIFF	21,000	18,168	26,000
	Canada Day		2,500	10,000
	Christmas			
	CONTACT The Show		15,673	
	Easter			
	Fall Event (Please specify)			
	Farmers Market	60,750	100,181	76,800
	Farmers Market e-Commerce Platform			0
	Farmer's Market Incubator	10,000	7,098	0
	Night Market	21,000	11,989	200
	Spring Event (Plant Days)	2,000		0
	Summer Event (Open Streets; Street Closures)	50,000	31,589	20,000
	Winter Event			
	Signature Event 1 (complete tab)	20,000	25,198	20,000
	Signature Event 2 (complete tab)	70,000	36,584	8,500

APPENDIX A (CONT'D)

DOWNTOWN WINDSOR (DWBIA)		2022	2022	2023
Signature Event 1 - Supporting Information		Approved Budget	Projected Actual	Proposed Budget
Event Name: Ouellette Car Cruise				
Event Dates:				
Revenues				
Must be shown on Cover Page	BIA Contribution			6,000.00
	Federal/Provincial Grant			
	Municipal Grant			
	Donations			
	Sponsorships			10,000.00
	Festival Revenue			4,000.00
Total Revenues		0.00	0.00	20,000.00
Expenditures				
	Consultants			
	Entertainers			
	Fees - EMS			
	Fees - Police	3,400.00		3,400.00
	Permits	3,300.00		3,300.00
	Signage	1,500.00		1,500.00
	Barricades			
	Advertising/Promotion	4,500.00		4,500.00
	Waste Handling/Removal			
	Porto-potties			
	Staging/ Equipment Rentals	1,800.00		1,800.00
	Volunteers & Staffing	2,000.00		2,000.00
	Graphic Design, Photography, Video & Website	3,500.00		3,500.00
	Dash Palques			
Total Expenditures		20,000.00	0.00	20,000.00

NOTES:

In 2023, the DWBIA will present the 8th annual Ouellette Car Cruise at Riverfront Festival Plaza. The event draws approximately 1,200 participants and thousands of spectators to the city centre.

APPENDIX A (CONT'D)

DOWNTOWN WINDSOR (DWBIA)		2022	2022	2023
Signature Event 2 - Supporting Information		Approved Budget	Projected Actual	Proposed Budget
Event Name: Winter Fest				
Event Dates:				
Revenues				
Must be shown on Cover Page	BIA Contribution	20,000.00		6,000.00
	Federal/Provincial Grant			
	Municipal Grant			
	Donations			
	Sponsorships	50,000.00		2,500.00
	Festival Revenue			
Total Revenues		70,000.00	0.00	8,500.00
Expenditures				
	Consultants			
	Programming	24,000.00		5,250.00
	Fees - EMS			
	Fees - Police			
	Permits			
	Signage			
	Barricades			
	Advertising/Promotion	12,000.00		850.00
	Waste Handling/Removal			
	Porto-potties			
	Staging			
	Lighting	34,000.00		2,400.00
Total Expenditures		70,000.00	0.00	8,500.00
NOTES:				
In 2023, the DWBIA will reduce its Winter Fest programming, advertising/promotion and lighting.				

APPENDIX A (CONT'D)
DOWNTOWN WINDSOR (DWBIA)
Commentary - 2022 Actual Expenditures

Explanation of Significant Variances (2022 Projected Actual vs. 2022 Approved Budget):

SUMMARY

(Include 2022 accomplishments; also indicate what was not accomplished in 2022 and why)

1. 2022 Accomplishments

See 2022 Year in Review attached.

Mandatory

REVENUES

*Provide explanations for significant variances only, i.e. **plus or minus 10%** variance for each section below*

2. Grants, Donations & Sponsorships

Certain grants and donations were awarded to the DWBRA. For example, My Main Streets Community Activator (\$125,000) and Celebrate Canada (\$10,500).

Variance
-29%

3. Promotions, Events & Other Revenues

Revenues generated through Night Markets and the Arts Fair were greater than projected, as were member contributions for the cooperative seasonal advertising and floral beautification programs.

Variance
227%

EXPENDITURES

*Provide explanations for significant variances only, i.e. **plus or minus 10%** variance for each category below*

4. Administration

Variance less than 10%.

Variance
-8%

5. Capital & General Maintenance

In 2022, the majority of Art Alley expenses were incurred by the Downtown Windsor Business Revitalization Association (DWBRA). Street cleaning efforts were greatly enhanced, and included cleaning of alleyways in the business district. Flowers/plants and trees included both the spring and fall floral beautification subsidy programs as well as the parklet and sidewalk cafe programs, and saw an increase in membership participation in 2022, as did the broken window subsidy program. However, fewer repairs and maintenance were needed on alley lighting and enhancements.

Variance
-24%

7. Communications, Marketing, Promotions & Events

Variance less than 10%.

Variance
0%

8. Harmonized Sales Tax (HST) Rebates

No significant variance.

Mandatory

APPENDIX A (CONT'D)
DOWNTOWN WINDSOR (DWBIA)
Commentary - 2023 Proposed Budget

Explanation of Significant Variances (2023 Proposed Budget vs. 2022 Approved Budget):

SUMMARY

(Include any other pertinent information)

1. 2023 Goals and Objectives

The DWBIA Board's goals and objectives for 2023 centre primarily on safety and security and maintaining cleanliness of the business district.

Mandatory

REVENUES

*Provide explanations for significant variances only, i.e. **plus or minus 10%** variance for each section below*

2. Grants, Donations & Sponsorships

In 2023, the DWBIA's Board has reduced Winter Fest, which previously generated significant revenues through grants and sponsorships. The DWBIA has also completed its Art Alley project which drew significant revenues through sponsorships, grants and donations in 2022.

Variance
-62%

3. Promotions, Events & Other Revenues

In 2023, the DWBIA expects to generate revenue through cooperative season advertising and floral beautification programs.

Variance
140%

EXPENDITURES

*Provide explanations for significant variances only, i.e. **plus or minus 10%** variance for each category below*

4. Administration

In 2023, the DWBIA Board has eliminated the budget for external consultants and brought various line items (e.g. telephones; audit; legal, insurance; grant writing; office/furniture/maintenance) in line with anticipated expenses.

Variance
-17%

5. Capital & General Maintenance

In 2023, the DWBIA has realigned its strategic priorities and increased its capital and general maintenance budget by \$36,900. 2023 priorities include security cameras and safety measures, and decorative lighting and decorations.

Variance
15%

7. Communications, Marketing, Promotions & Events

In 2023, the DWBIA has realigned its priorities and reduced its budget for Communications by \$10,950; its Advertising & Marketing budget by \$32,800; and its Promotions & Events budget by \$103,250.

Variance
-37%