

ANNUAL REPORT 2022

DOWNTOWN BROOKS

Formally (in the Bylaw) known as the "Brooks Town Centre Revitalization Zone" or the BRZ, is a designated area of downtown.

The designated area has a Board that is dedicated to improving the physical, economic, and social environment of Downtown Brooks. The Board is funded by a special tax/levy that the City of Brooks collects from businesses/organizations in the zone.

The Board of Directors are elected by representatives of the zone each year at the Annual General Meeting.

The Board is made up of volunteers from the zone that are responsible for spending the funds on the betterment of Downtown Brooks.

THE BOARD

As stated in the Bylaw, the Board shall consist of no less than six and no more than 10 members and a member from City Council. Currently the Board consists of:

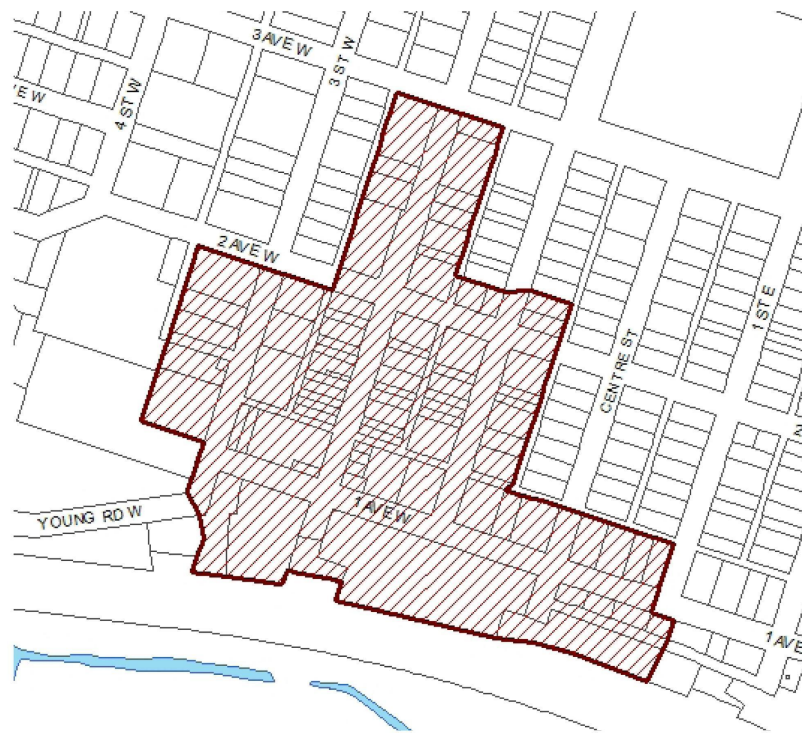
1. Open – Marcus Anstey moved mid term (President)
2. Sandy Haberman-Melvill – The Steaming Cup (Vice-President)
3. Christie Waldner - Scotiabank (Secretary/Treasurer)
4. Karen Harris - Chinook Financial
5. Debbie Smith - Merle Norman
6. Kourtney Hiebert – MomLife Maternity
7. Willy Sparrow – Thistle & Sage
8. Mohammed Idriss – City Representative

At the Annual General Meeting, BRZ members (one person representing each levy paying business or organization) shall be allowed to vote. All BRZ representatives may attend monthly meetings but may not vote unless they are elected Board members.

Currently, meetings are held the second Wednesday of every month at 1pm at City Hall. The Annual General Meeting is held in February each year.

Join the Facebook group "Downtown Brooks Businesses" for up to date meeting information and for highlights from each meeting.

DOWNTOWN BROOKS



BROOKS TOWN CENTRE
REVITALIZATION ZONE
BALANCE SHEET
As at December 31, 2022

	2021	2022
Current Assets		
Deposits on hand	\$ 7,609.05	\$ 9,629.60
Investments on hand	11,908.47	6,909.30
Fundraising account	<u>217.67</u>	<u>\$ 217.67</u>
Total Current Assets	<u>\$19,735.19</u>	<u>\$16,756.57</u>
Total Assets	<u>\$19,735.19</u>	<u>\$16,756.57</u>
 Total Liabilities		
Accounts payable	\$ 4,410.00	\$ 738.80
Total Liabilities	<u>\$ 4,410.00</u>	<u>738.80</u>
Equity		
Retained earnings	\$21,030.11	\$15,325.19
Current earnings	<u>(5,704.92)</u>	<u>692.58</u>
Total Equity	<u>\$15,325.19</u>	<u>\$16,017.77</u>
Total Equity and Liabilities	<u>\$19,735.19</u>	<u>\$16,756.57</u>

BROOKS TOWN CENTRE
REVITALIZATION ZONE
INCOME AND EXPENSE STATEMENT
As at December 31, 2022

Income	
BRZ Levies	\$12,426.39
Interest	<u>00.83</u>
Total income	\$12,427.22
 Expenses	
Office expenses	\$ 594.99
Directors Liability Insurance	902.00
Promotions and Development	
Communities in Bloom	2,109.00
Christmas in the Park	568.65
Social Media	7560.00
 Total expenses	<u>11,734.64</u>
Net <u>Income</u> /Loss	692.58

2022 Highlights

From our strategic priorities areas (see one-page strategic plan attached).

ACTIVITIES/PROGRAMS/ EVENTS

Special events

Farmer's Market

Held in Veterans Park on Thursday afternoons June through October

Downtown Car Show

September - great turnout

Halloween Route

Map of participating businesses offering treats for kids – very successful

Christmas in the Park & Moonlight Madness

3rd Thursday of November in conjunction with Kinsmen Santa Claus Parade

IMPROVE DOWNTOWN

Communities in Bloom Hanging Baskets

Participation in City of Brooks' Pop-up Patio Program

Some businesses participated in Brooks Region's Blade Sign Program

Many businesses are applying curbside appeal with flowers, tables/chairs

Discussions continue regarding completing the Terminus to Downtown Brooks (area between Connect First Credit Union and Veterans Park)

MARKETING & COMMUNICATIONS

Continuation of internal Facebook group for BRZ communications, which now consists of 67 members

Continuation of Downtown Brooks Facebook Page which now has over 1916 followers

Posts to the page are primarily shares from Business Pages within Downtown Brooks. Event posts are created

Email updates to members

New Businesses 2022/23

Smash Supplements

SMS Appliances

Twisted Roots

North Star Pho

Boutique 76

Traditional Meat Market