



MEDIA RELEASE

For Immediate Release – Wednesday March 13, 2019

Winnipeg, MB

West End BIZ Executive Director Gloria Cardwell-Hoepfner, announced she will be retiring from the role in July.

Having worked in the BIZ industry for 22 years, 12 of those with the West End, her knowledge and experience is well recognized in the industry. Gloria leaves a large legacy of creative programs and projects that will continue to benefit the Businesses and communities of the West End. Initiatives such as The West End Partners in Prevention Safety Guide, Patrols, Mural and Restaurant, tours, Lighting and Grant programs, public art initiatives and many more.

The BIZ also undertook a number of street enhancement projects including the Saigon Park Gateway Feature stage on Ellice, the Community Corner on Sargent at Maryland and the Community Crossing development underway on Notre Dame at Balmoral and added a wide variety of street elements and amenities to West End streets.

The BIZ team was honored with the International Downtown Association (IDA) Award of Distinction in Marketing and their **Open for Business** Economic Development Project won both the *Best in the West* Award presented by BIABC and the IDA Pinnacle Award, the International Downtown Associations highest honour.

The popular BIZ murals and tours were named by Where Magazine as a Top Ten Attraction in Canada, and also honored with the International Downtown Association (IDA) Award of Merit for Mural Programming and the Mural Mentorship Program.

In 2017, the West End helped recruit and co-hosted the International Downtown Association (IDA) annual conference in Winnipeg along with the Downtown and Exchange BIZ groups. The conference brought close to 700 delegates from BIZ groups all over the globe to share and exchange ideas on building urban excellence.

Rennie Zegalski, Chair of the West End BIZ Board says *“Gloria Cardwell-Hoepfner is a strong leader and passionate supporter of the West End and she has made a large impact on the BIZ community in Winnipeg. Gloria will be leaving the West End BIZ in a very strong position, with numerous programs such as the BIZ Patrol, Graffiti Removal Team and Grant Programs that are assisting businesses in a meaningful way each and every day. Gloria’s impact will be long-lasting and she will be dearly missed by the community.”*

“I would like to thank Gloria for her years of service toward the betterment of the West End BIZ,” said **Mayor Brian Bowman**. *“Gloria has been a diligent advocate in the West End and the*

Business Improvement Zone was fortunate to have such a strong leader for so many years. I wish Gloria all the best as she moves forward from this role.”

Gloria was committed to raising the profile of the West End and created strong partnerships to leverage levy dollars and expand programming to meet the growing needs of the zone.

She plans to join her husband in part time consulting and enjoy semi-retirement. The BIZ board will begin the recruitment process in the coming weeks.

Says Cardwell-Hoeppner “I will truly miss the daily connection with the people it’s been such privilege to work with. Not just our wonderful West End businesses but the entire business community, residents and wide range of stakeholders including the City of Winnipeg departments and staff and the other BIZ Zones. We all share the same goal; each contributing to make our city better”.

The West End Business Improvement Zone is the largest BIZ geographically, and includes approximately 1,100 businesses and organizations in its catchment area as well as 35,000 residents. The BIZ is a non-profit organization committed to working with business and area stakeholders to enhance, promote, advocate for, and support Winnipeg’s West End

- 30 -

For further information please call Joe Kornelsen, Promotion & Development Coordinator & Executive Assistant for the West End BIZ at 204-954-7900