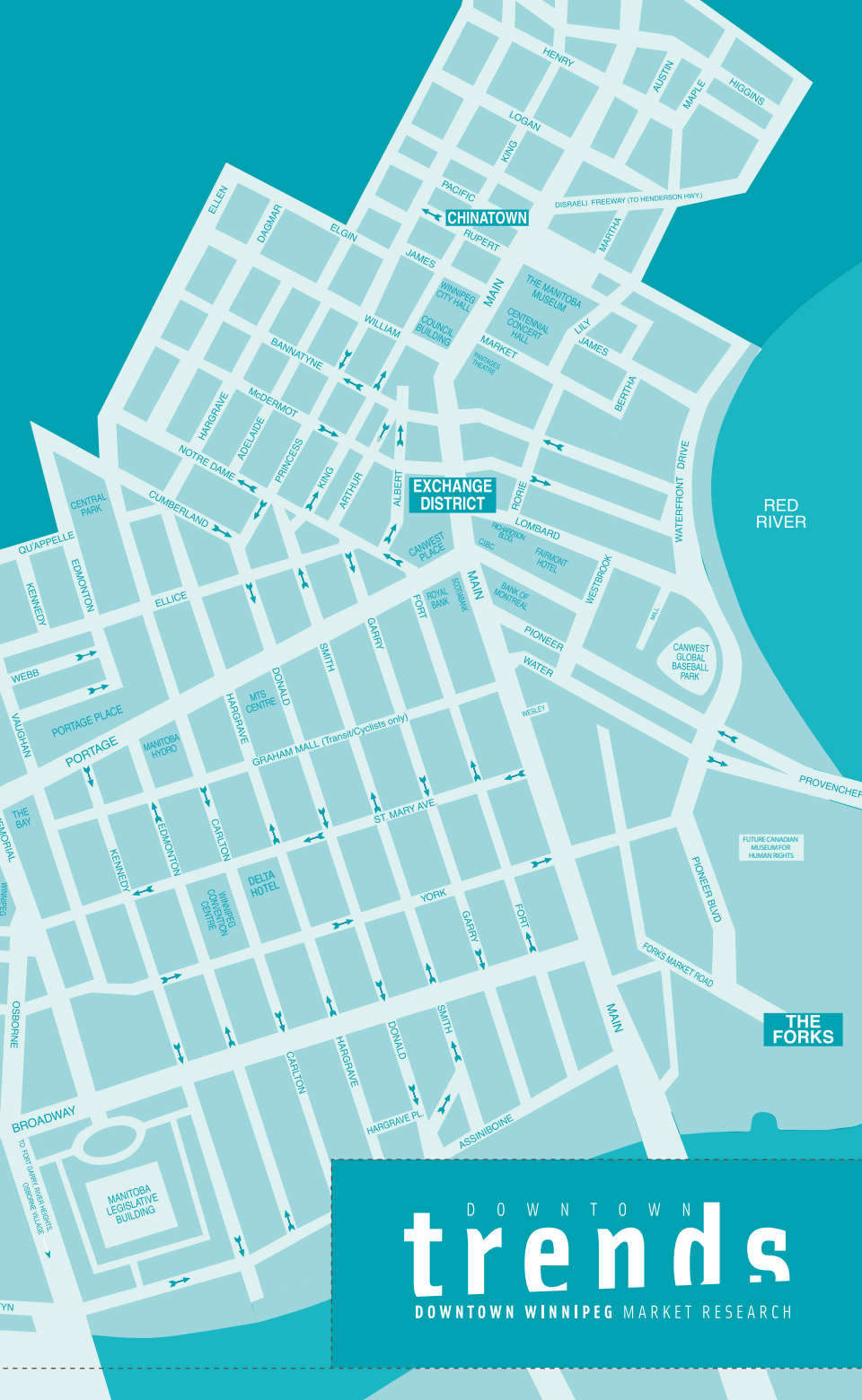


D O W N T O W N
trends

DOWNTOWN WINNIPEG MARKET RESEARCH



2010 - 2012



contents:

Downtown is Important to Winnipeg: Fast Facts	2
Profiles	4
Why Winnipeggers love their downtown	5
Putting Downtown First	7
Downtown is the Place...	
To Invest	8
Commercial Investments	8
Residential Investments	10
Recreational Investments	12
Spotlight: Canadian Museum for Human Rights	13
To Live	14
To Shop	16
Retail Strategy	17
To Dine	18
To Work	20
To Learn	24
Spotlight: The West End	26
To Play	28
Spotlight: The Forks	29
To Visit	34
Downtown:	
A Safe Place	36
A Clean Place	37
A Transportation Hub	38
Rapid Transit	39
A Pedestrian Hub	40
A Place for Green Spaces	41
The Centre of our History	42
Spotlight: The Exchange District	43
Sources	44
Resources	45

Downtown is Important to Winnipeg! Here's Why

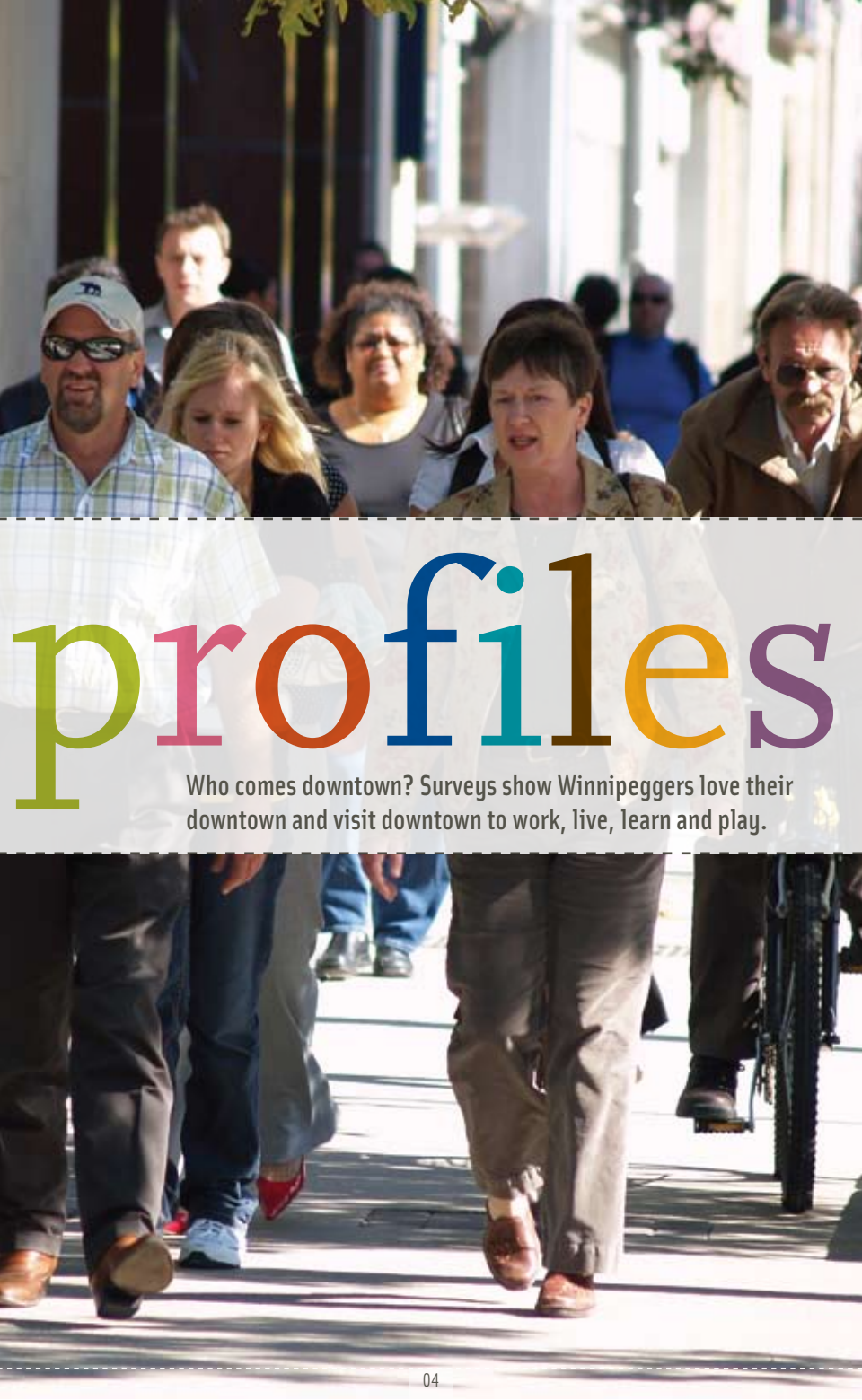
Downtown is the central driving force for the vitality of Winnipeg.

- More than **72,000** people come downtown to work everyday
- More than **40,000** students come downtown to learn every year
- Almost **16,000** people live downtown
- Downtown is the fastest growing high-income neighbourhood in the city
- Over **130,000** people live within a **7 minute** drive of downtown
- **893** housing units have been constructed since 2005, with **366** more planned
- More than **2.8 million** tourists visit Winnipeg each year with the majority of overnight visitors staying at one of downtown's 19 hotels
- An estimated **50,000** delegates attended nearly 200 meetings/conventions in Winnipeg in 2009
- There are **4 million** annual visits to The Forks
- There are about **1.5 million** annual visits to the Millennium Library
- There are **1 million** annual visits to the MTS Centre, the 13th busiest venue in North America
- There are more than **300,000** annual visits to CanWest Park (ball park)
- More than **\$1.2 billion** has been invested downtown since 1999
- More than **5000** new office workers have come downtown since 1999
- More than **24 million** shoppers visit downtown retailers every year
- More than **900,000** people attend downtown events every year
- **13.5 million** people visit downtown arts and entertainment venues every year
- Winnipeg is the only city in Canada outside of Ottawa to host a national museum (Canadian Museum for Human Rights, to be completed in 2012)



“James Richardson & Sons proudly celebrated the 40th anniversary of the opening of the Richardson Building and the Lombard Concourse with our tenants and visitors in November 2009. During our 40 years at the historic corner of Portage and Main, we have had the opportunity to witness the exciting changes that have taken place in downtown Winnipeg. The recent revitalization which included the opening of the MTS Centre, Manitoba Hydro and WRHA facilities, as well as the on-going residential developments along Waterfront Drive, ensures a vibrancy in our city’s core where we live, work and play.”

Hartley T. Richardson, President & Chief Executive Officer James Richardson & Sons, Limited



profiles

Who comes downtown? Surveys show Winnipeggers love their downtown and visit downtown to work, live, learn and play.

Why Winnipeggers love their downtown

A large portion of Winnipeggers believe downtown is the heart of this city. They come downtown to shop, to dine, to work, to learn, to invest and to play. Downtown Winnipeg is the hub of culture, arts, history and entertainment in the city and boasts a thriving office and business community. The addition of 2,150 Manitoba Hydro employees in 2009 has boosted local business and helped spur new developments.

Three quarters of Winnipeggers believe downtown is constantly changing for the better! They view downtown as a clean, pedestrian-friendly place with a variety of unique cultural districts, contributing to the formation of a contemporary and historic city centre. Here all ages, ethnicities and cultures combine to create an atmosphere unlike any other in the city.

WHY PEOPLE COME DOWNTOWN

- To invest
- To dine
- To play
- To work
- To learn
- To visit
- To shop
- To live

PEOPLE WHO COME DOWNTOWN

- More than 64% purchase meals downtown 2-3 times per week
- Almost 80% buy shoes and clothes when visiting downtown
- 80% visit a bank when they come downtown
- Almost 70% attend a concert or theatre performance at least once a month

PROFILE OF PEOPLE WHO REGULARLY COME DOWNTOWN

Education	54%	University or College Graduates
	28%	Some Post-Secondary
	17%	High School or Less
Household income	15%	Less than \$30,000
	25%	\$30,000 - \$59,999
	49%	Over \$60,000
Children at home	49%	Yes
	51%	No

Source: 2009 NRG Research Group Omnibus Survey



“As mayor, I am proud that we continue to experience a renewed vibrancy in our downtown. The recent opening of the new Manitoba Hydro headquarters has welcomed more than 2,000 new employees; the future home of the Winnipeg Police Service will significantly increase police presence positively impacting public safety; and through mixed-use, multi-family dwelling project incentives and reduced business taxes, residential and commercial projects are expanding upon downtown living opportunities. Our downtown is the pulse in the heart of Winnipeg and we’re seeing a growing momentum of opportunity for everyone who lives, works, plays and invests here.”

Sam Katz, Mayor of Winnipeg

Putting Downtown First

City council's long range policy plan is intended to guide Winnipeg into the 21st century by addressing the broad physical, social, economic, and environmental conditions in the city. The plan focuses on putting downtown first by developing the following areas:

- Promoting downtown development
- Encouraging downtown living
- Promoting a safe downtown
- Promoting the excitement of downtown
- Celebrating downtown's special features and heritage
- Encouraging accessibility to and within downtown
- Integrating rivers, parks and green spaces
- Promoting high standards of urban design



To learn more about the City of Winnipeg's plans for downtown development visit www.winnipeg.ca.

Downtown is the Place to Invest

The following investments convey continued and increased confidence in the area and are attracting thousands of people to live, work, learn and play downtown.

COMMERCIAL INVESTMENTS

It is estimated 3.7 million sq. ft of office space (approximately 18 buildings) will be needed in the next few years as almost 10,000 new jobs are created downtown.

Source: Downtown Employment Study

PROPOSED NEW DEVELOPEMENTS	TYPE	MILLIONS
311/315 Portage Avenue	Office/Hotel	25
Cultural District Parking Structure	Mixed-use parkade	11
109 James Street, Pumpthouse	Farmers' Market	7
668 Main Street	Commercial Office	2
Fairmont Hotel Renovation	Hotel	TBD
Metropolitan Theatre	Theatre	TBD
Sub-total		\$45 million
2008-2009 (complete or underway) (est.)	TYPE	MILLIONS
Winnipeg Regional Healthy Authority	Office	30
Richardson College of the Environment	University	30
Union Bank Tower	College	27
Place Louis Riel Renovation	Hotel	15
146 Alexander	Office/Museum	12
United Way Building	Office	9.5
King/Ryan Block	Parkade	9
Radisson Hotel Renovation	Hotel	6
Buhler Centre	University	4
University of Winnipeg	University	3
Hotel Fort Garry Renovation	Hotel	1
4Play Sports Bar & Entertainment Zone	Bar/Restaurant	1
88 Adelaide	Office	0.5
Sub-total		\$148 million

(continued on next page...)



2007-2008	TYPE	MILLIONS
Manitoba Hydro Headquarters	Office	278
Hostelling International	Hostel	2.5
CanWest Plaza on Portage Avenue	Outdoor	0.8
Sub-total		\$281.3 million
2006	TYPE	MILLIONS (est)
317 Donald Office Building	Office	15
Wesley Building- University of Winnipeg	University	3
Entegra Credit Union	Office	2
Sub-total		\$20 million
2005	TYPE	MILLIONS (est)
University of Manitoba Bannatyne Avenue	University	5.3
Birks Building	Retail	5
Powerhouse Redevelopment & Addition	Office	3.5
140 Bannatyne Avenue	Office	3
Credit Union Central Office Alterations	Office	2.3
CTV Television	Studio & Office	1.2
Sub-total		\$20.3 million
		Total \$514.6 million

RESIDENTIAL INVESTMENTS Projected Growth (2006 to 2021)

- Downtown is expected to have between 13.5% and 22.5% growth – approximately 2,500 to 4,100 condo/apartment units
- Downtown population growth is expected to grow by 1.9% to 2.4% per year – approximately 4,700 to 6,070 persons
- Neighbourhoods projected to have the most development include the Exchange District, Broadway-Assiniboine, The Forks, South Point Douglas, Civic Centre and South Portage

Source: Downtown Housing Study



PROPOSED NEW DEVELOPEMENTS	MILLIONS	UNITS	TYPE
Market Ave & James Ave Phase I	25	130	Condo
100 Princess	11.5	60	Rental
Avenue Building	8.3	59	Rental
Canada Building	6.3	60	Rental
155 Higgins	2	15	Rental
226 Osborne	TBD	42	Condo/Rental
Sub-total	\$53.1 million	366 units	
2008-2009 (complete or underway)	MILLIONS(est.)	UNITS	TYPE
Sky Waterfront Condominiums	35	135	Condo
Residents on York	34	181	Rental
University of Winnipeg; McFeetors Hall	17.5	168	Residence
Frost and Wood Warehouse	6.8	43	Condo
Bell Hotel	5.2	42	Assisted Living
YouCube	4	21	Condo/Rental
Centre Village Housing	4	25	Rental
Sub-total	\$106.5 million	615 units	

(continued on next page...)

2007	MILLIONS(est.)	UNITS	TYPE
The Excelsior Condominiums	19.5	48	Condo
The Strand on Waterfront	6	15	Condo
448 Hargrave	0.8	6	Rental
Sub-total	\$26.3 million	69 units	
2006	MILLIONS(est.)	UNITS	TYPE
Ship Street Village	6.2	8	Condo
Old West Market Square	5.25	8	Condo
Fairchild Lofts	5.14	50	Condo
435 Cumberland	3.4	48	Seniors
The Edge Artist Village Phase	1.5	8	Rental
WebbSite Condominiums	0.55	7	Condo
234 Portage	0.45	1	Condo
123 Princess	0.007	1	Condo
Sub-total	\$22.5 million	131 units	
2005	MILLIONS(est.)	UNITS	TYPE
The Loft on Bannatyne	2.5	20	Condo
404 Qu'Appelle	1.12	28	Rental
Supreme Racquet Court	0.32	12	Condo
Sub-total	\$3.94 million	50 units	
Total \$212.3 million			

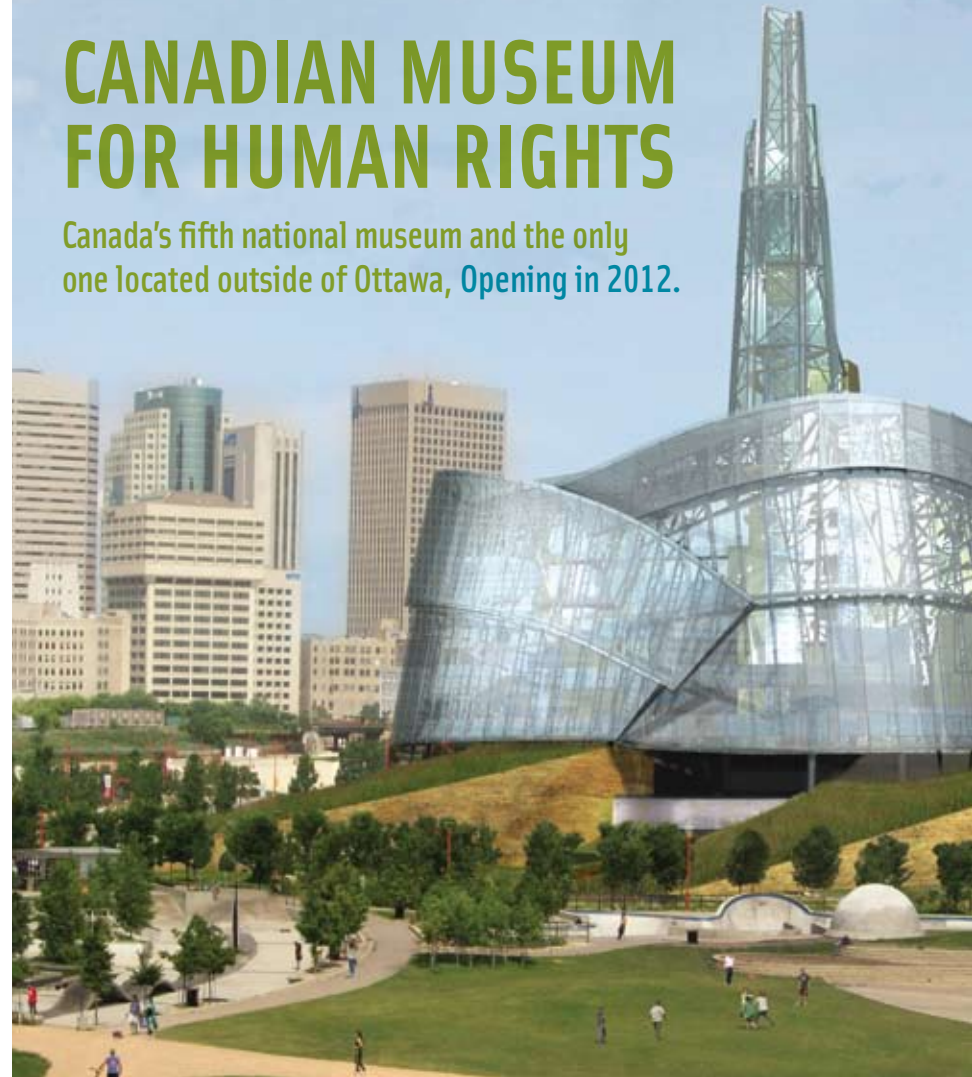
RECREATIONAL INVESTMENTS

Approximately \$100 million will be spent by the City of Winnipeg on parks, open space, community and recreational projects over the next six years.

PROPOSED NEW DEVELOPEMENTS (est.)	MILLIONS
Convention Centre Expansion	210
Burton Cummings Theatre Redevelopment	3
Sub-total	\$213 million
2008-2009 (complete or underway) (est.)	MILLIONS
Canadian Museum for Human Rights	311
Sport Manitoba Sport for Life Centre	15
Upper Fort Garry Gate	10.3
Indoor Walkway System Expansion	8.7
Central Park Redevelopment	5.6
CanWest Centre for Theatre and Film	5.5
West End Cultural Centre	3.5
Old Market Square	1.75
Sub-total	\$362 million
2007-2008 (complete or underway) (est.)	MILLIONS
Millennium Library Park	2.1
Spence Street Pedestrian Mall	-
Sub-total	\$2.1 million
2006	MILLIONS
The Forks Skate Park Plaza	1.8
Sub-total	\$1.8 million
2005	MILLIONS(est.)
Millennium Library	20.7
Sub-total	\$20.7 million
Total \$599.6 million	

CANADIAN MUSEUM FOR HUMAN RIGHTS

Canada's fifth national museum and the only one located outside of Ottawa, Opening in 2012.



BUILDING

\$310 Million
 Size: 260,000 sq. ft.
 Environmental: Silver LEED Certified
 Tower of Hope: 328 ft tall

BIG IMPACT

Annual Operating Budget: \$21.7 million
 Visitors per year: 250,000*
 Annual Visitor Spending: \$25.7 million*
 3,540 jobs from construction to operation

**estimated projections*

Downtown is the Place to Live



15,800
downtown residents
almost **900**

new residential units since 2005
with almost 400 underway!

83%

of downtown workers who do not reside
in downtown said they would move downtown
if their were more housing choices available

Source: 2008 Downtown Workers Survey



PROFILE OF DOWNTOWN RESIDENTS:

- 63% do not have children
- 72% have a college or university degree
- 55% are single
- 44% are under 35 years old

Source: 2009 Downtown BIZ Residents Survey

51% OF DOWNTOWN RESIDENTS HAVE A HOUSEHOLD INCOME OF \$50,000 OR MORE

Source: 2009 Downtown BIZ online survey

PRODUCTS

(PERCENTAGE OF RESIDENTS WHO SPEND
MONEY ON THE FOLLOWING ITEMS)

Clothing & shoes	92%
Personal care	55%
Drugstore/pharmacy	67%
Groceries	71%

SERVICES

Banks	92%
Spa/beauty	55%
Medical/health	67%

67% of downtown residents
shop regularly at Portage Place.

Source: 2009 Downtown BIZ Residents Survey

WHY PEOPLE LOVE LIVING DOWNTOWN

- They like walking to work
- They like being at the centre of arts, culture, nightlife, entertainment and sports in the city
- They like being near the city's best restaurants
- They like the pedestrian environment

Source: 2009 Downtown BIZ Residents Survey

SPENDING HABITS OF DOWNTOWN RESIDENTS

83% of downtown residents buy a meal
in downtown two to three times per week

A new housing tax incentive program will provide up to \$40,000 per unit!

Contact CentreVenture Development Corporation (see page 45) for more details.

DOWNTOWN HOUSING

- Over 9,300 dwelling units in downtown
- Approximately 90% are rental units while 10% are condominium units
- Downtown has a higher age of residents, aged 25-35, than the Central Metropolitan Area
- Downtown households tend to have relatively high percentages of employed persons that walk to work or take public transit

Average prices of downtown condo sales:

in 2007 was \$127,932
in 2008 was \$192,281
in 2009 was \$162,342

Source: WREB

Sample Waterfront Condo Prices:

The Strand: \$255,000 to \$1 million
Sky Waterfront: \$220,000 to \$550,000
Excelsior: \$388,000 to \$430,000
2010 Average Selling Price for Downtown
Waterfront Condos is \$180,461

74%

of downtown businesses are confident about the current and future direction of downtown Winnipeg



Downtown is the Place to Shop

WHY LOCAL RETAILERS LOVE DOWNTOWN

- A strong sense of community amongst local businesses
- Central location makes downtown a transit hub, bringing thousands downtown
- More than 72,000 office workers create density during business hours
- A bustling entertainment crowd keeps the population thriving in the evening
- Safe and secure weather protected walkways offer convenience
- Downtown projects a strong worldwide brand and socio-economic image
- Positive momentum keeps flowing with both public and private investments

Source: 2009 Downtown BIZ Retailer Survey

“There has been a definite rebirth of downtown Winnipeg!”

George W. Shannon, On the Edge Glass Studio

SHOPPING CENTRE/RETAILER	SQ. FT.	SHOPS & SERVICES	VISITS/YEAR
Portage Place	497,561	90 stores	8.2 million
Winnipeg Square	60,000	50 stores	5.5 million
cityplace	115,000	60 stores	4 million
Shops of The Forks Market	45,000	55 stores	4 million
Johnston Terminal	80,000	20 stores	2 million
The Bay	634,000	-	1.2 million
Mountain Equipment Co-op	33,933	-	230,000
Zellers	80,000	-	Opening in 2010

To see what support and funding is available for new and current businesses, turn to the **Resources section on page 47**, to learn more about the organizations that can benefit your downtown business.

RETAIL STRATEGY

The Downtown Retail Retention and Recruitment Strategy is designed to attract and keep businesses in downtown Winnipeg. Focusing on four specific areas, this unique strategy will benefit business now and in the future.

THE EXCHANGE DISTRICT

By day, downtown office workers near Portage & Main discover compelling lunchtime alternatives that cannot be found anywhere else and then stay downtown after work for food and drinks at casual-chic restaurants and bars. With its artsy reputation, historic architecture and distinctive atmosphere, Winnipeg's Warehouse District offers the cool factor to which today's young professionals typically gravitate for dining and nightlife, as well as shopping.

THE WATERFRONT

A part of the Exchange District, the Waterfront boasts some of downtown's premiere living opportunities. This is the perfect spot for sit-down eateries focused on breakfast, brunch and lunch. Other possibilities include salons, spas, wholesalers and professional offices.

PORTAGE AVENUE SHOPPING DISTRICT

Portage Avenue features crossover retail brands that offer merchandise at appealing prices including popular value-oriented concepts, but also, cheap-chic fashion purveyors specializing in inexpensively-priced, of-the-moment looks, geared towards the area's high percentage of 20-somethings.

Portage Avenue also caters to evening traffic with well-known food and drink brands that target a middle-market clientele with mass appeal and moderate prices. This area is Winnipeg's urban entertainment centre, offering a high-octane mix of entertainment, dining and retail, catering to the crowds at the MTS Centre, out-of-towners at the Winnipeg Convention Centre, and locals looking for a one-stop shop for their evening fun.

GRAHAM TRANSIT MALL SHOPPING DISTRICT

The stretch of Graham Avenue from Vaughn to Hargrave showcases Winnipeg's distinct cultural milieu, with a gathering of attractive and welcoming immigrant- and minority-oriented businesses that highlight the city's ethnic diversity and offer an accessible means for visitors to explore and experience it.

For more information on how the Retail Strategy can benefit your unique business, contact **CentureVenture Development Corporation** (see page 45 for details).



Downtown is the Place to Dine

There are over **250** restaurants downtown representing all types, styles and numerous ethnicities. Downtown also has 39 restaurant patios.

64% of those visiting downtown spend money on at least one meal 2-3 times per week.

77% of Winnipeggers would recommend downtown dining to their friends and family.



WHAT TYPES OF RESTAURANTS VISITORS FREQUENT MOST:

Cafes/Coffee Shops/Cafeterias	86.1%
Chinese/Thai/Japanese	57.8%
Casual/Bistro	62.4%
Fine Dining	29.3%
Pub/Bar	45.2%

OPPORTUNITY: What people want more of:

- Organic restaurants
- Healthy restaurants
- Sushi/Japanese restaurants
- Ethnic restaurants
- Restaurants with patios
- Trendy bistros

LOBBY ON YORK

Opening in 2009, this modern continental fine-dining restaurant features world-class architecture in its 8,000 sq.ft., 140-seat dining room. Catering to the business crowd at lunch and social elite in the evenings, it is the epitome of mixed-use design with 180 apartment units housed atop the restaurant.

HERMANOS RESTAURANT AND WINE BAR

Seating 140 people in its 5,500 sq.ft. dining room, this trendy new restaurant features South American fare tied with regional ingredients. Focusing on providing an entire experience rather than just dinner, large photos depicting life south of the border draw diners into another world.

SAMURAI JAPANESE RESTAURANT

Posh sushi meets the city in this new upscale restaurant. Known for fresh fish and exquisite creations, the chef in this 50-seat, 2,200 sq.ft restaurant creates feasts to order. Connected to the downtown walkway system, Samurai is tied to many of the city's major events and pedestrian traffic.

“The thriving business community, neighbourhood residents and increasing pedestrian traffic during downtown events are all reasons why we relocated from Assiniboine Park. Downtown is in the midst of revitalization and we wanted to be part of that.”

Dale Yuel, Owner, Lobby on York



Downtown is the Place to Work

WHO ARE DOWNTOWN WORKERS?

- 35% are under 35 years old, while 65% are 35 to 65 years old
- 72% earn more than \$50,000 per year
- 73% have graduated from college or university
- 65% have more than 30 minutes for lunch
- More than 50% shop multiple times per week, particularly on their lunch breaks

WHAT THEY SPEND MONEY ON?



SHOPPING

- 67% Drugstore/Pharmacy Items
- 56% Clothes
- 44% Special Occasion Cards
- 38% Groceries
- 32% Shoes



PROFESSIONAL SERVICES

- 85% Banks
- 57% Postal Services
- 24% Medical
- 19% Hair Salons



RESTAURANTS

- 86% Cafes/Coffee Shops/Cafeterias
- 72% Quick/Fast Food
- 64% Casual/Bistro
- 60% Chinese/Thai/Japanese
- 47% Pub/Bar
- 28% Fine Dining

Source: 2008 Downtown Winnipeg Worker Survey

over **72,000**
downtown workers in Winnipeg

FINANCIAL POST TOP 500 CORPORATIONS BASED IN WINNIPEG

TENANT	APPROX. # OF EMPLOYEES
Great-West Life	14,600
Canwest Global Communications	10,700
Manitoba Telecom Systems (MTS)	6,000
Investors Group	5,500
Cargill	4,000
James Richardson & Sons	4,000
Hudsons Bay Mining and Smelting	2,300
Wawanesa Mutual Insurance	2,200
Manitoba Hydro	2,150
Manitoba Public Insurance	1,100

SPOTLIGHT: MANITOBA HYDRO OFFICE TOWER



- 695,742 S.F and 22 storeys
- 2,150 employees plus tenants
- Three full-service restaurants
- 152 underground parking stalls
- \$278 million to develop
- Created to enhance downtown through design and community interaction
- Gold LEED certified

SPOTLIGHT: YOGA PUBLIC, 280 FORT STREET

- Yoga centre, event centre, and cafe
- \$3 million dollar investment
- Offering more than 100 yoga classes a week of all levels and types including workshops and teacher training programs

DOWNTOWN BUSINESS: SOME RECENT OPENINGS & EXPANSIONS

PROPERTY	S.F.	LOCATION
Zellers	80,000	The Bay Downtown
Fitness Experience	12,000	374 Donald Street
Lobby on York	8,000	295 York Avenue
Urban Wellness Centre	7,000	cityplace
Boston Pizza	6,500	cityplace
Marcello's	3,500	Manitoba Hydro
Tim Hortons	2,650	434 Portage Avenue
Samurai Japanese Restaurant	2,200	330 Portage
Atelier Bridal Boutique	1,800	246 McDermot Avenue
Starbucks	1,700	Graham Avenue
The Tallest Poppy	1,600	631 Main Street
Casa Burrito	1,500	520 Portage Ave.
Pure Healthy Café	1,400	Manitoba Hydro
Vanity Hair Salon	1,350	432 Graham Avenue
Albert Diner	1,200	48 Albert Street
Urban 101	1,106	Portage Place Walkway
Appareo Fashion Boutique	1,063	One Lombard- Concourse
Clear Concepts	1,000	325 Garry Street
Starbucks	840	Radisson Hotel

2009 WINNIPEG OFFICE INVENTORY AND VACANCY

	INVENTORY	VACANCY (S.F.)	VACANCY (%)	CHANGE FROM 2008 (%)	EST. 2010 VACANCY (%)	AVERAGE NET RENT (\$)
Downtown Class A	2,408,722	116,929	4.9	-0.2	5.0	\$16.15
Downtown Class B	2,719,776	285,522	10.5	+4.7	9.0	\$12.50
Downtown Class C	2,540,047	302,661	11.9	+3.8	10.5	\$10.00

Source: Avison Young and NewWest Enterprise Property Group

2008/2009 WINNIPEG BUILDING SALES

PROPERTY	\$ MILLIONS	
Commodity Exchange Tower	102.5	Office
cityplace	82.5	Office/Retail
317 Donald (Credit Union)	14.3	Office
Paris Building	11.0	Office
Boyd Medical Building	5.0	Office/Medical
280 Main Street (Wilson's Furn)	4.6	College
250 Portage (Lasik Clinic)	1.0	Office/Medical

SPOTLIGHT: NEW WINNIPEG POLICE HEADQUARTERS

- Former Canada Post building was purchased for \$29.5 million and will see \$105 million in redevelopment before opening in 2013; includes 2,000 police and staff
- A greater police presence, including more foot patrols, in the heart of downtown is expected to result in fewer crimes and increased perceptions of safety

Source: CB Richard Ellis and City of Winnipeg

RECENT DOWNTOWN LEASE TRANSACTIONS

TENANT	SQ. FT.
Winnipeg Regional Health Authority	65,000
Assiniboine Credit Union	62,625
Great-West Life	60,000
D'Arcy & Deacon LLP	28,000
United Way	22,000
Immigrant Centre	16,000
Goodlife Fitness	15,719
Truth and Reconciliation Commission	12,000
Healthy Manitoba Child	12,000
Public Works & Government Services Canada	10,572
Stantec	10,000
Altered Minds	5,900
MB Assembly of Chiefs	5,500
Canon Canada	3,987
Bueti & Wasyliv	2,700
GS Financial	1,342

Downtown is the Place to Learn

DOWNTOWN UNIVERSITIES, COLLEGES & SCHOOLS	STUDENTS
University of Winnipeg (full-time, part-time, continuing ed, high school, ESL)	15,000
The International Centre	10,997
Red River College (downtown campuses)	2,500
The University of Manitoba Downtown	2,200
Manitoba Conservatory of Music & Arts	2,200
MB Theatre for Young People	1,650
Royal Winnipeg Ballet School	1,090
Winnipeg Adult Education Centre	934
Aboriginal Community Campus	630
William & Catherine Booth College	500
Robertson College	500
Royal Dance Conservatory	450
CDI College	300
Heartland International English School	270
Yellowquill College	250
Horizons Learning Centres	150
Scientific Marvel	150
Neeginan Institute of Applied Technology	150
Patal Vocational Preparation Schools	73
Giselles School of Aesthetics	60
Literacyworks	30
Anokiiwin Training Institute	12

over
40,000
 students learning downtown



“The UWinnipeg has the largest cohort of people in downtown Winnipeg. As such, we are committed to its revitalization. By opening our doors to more students from the inner city, Aboriginal and new Canadian communities. By serving as a catalyst for genuine urban renewal as we develop and expand our campus. And by encouraging everyone to have the opportunity to dream, grow and flourish – this will help secure a brighter future for downtown Winnipeg.”

*Lloyd Axworthy, President & Vice-Chancellor
 The University of Winnipeg*



SPOTLIGHT: THE WEST END

Winnipeg's West End is a vibrant and growing multi-cultural community with many distinct areas, making it one of the most interesting parts of the city. It encompasses the diverse neighborhoods of Central Park, Spence, Daniel McIntyre, St Matthews, Sargent Park and Minto. It includes over 1,000 unique shops and services and a strong community base of 35,000 residents.

The West End is centrally located, bordering downtown, with four main city routes between downtown and the airport. It features:

- Wide variety of affordable commercial and residential properties
- New state-of-the-art University of Winnipeg Science Complex & Student Residence
- Cindy Klassen Recreation Center
- Health Sciences Medical Center
- An abundance of award-winning ethnic restaurants
- West End Cultural Centre, proudly supporting Winnipeg's musical talent
- Central Park redevelopment
- International Village and Gateway Feature development
- Award-winning and internationally recognized murals and mural tours
- Distinct neighbourhoods and nostalgic institutions



PROFILE: People who learn downtown

- University of Winnipeg students spend approximately \$9 million annually on goods and services in downtown alone
- 70% of University of Winnipeg students' monthly goods and services spending occurs downtown
- Food expenditures, both on and off campus, comprise the largest portion of students' monthly downtown spending

Red River College Developments

Paterson Global Foods Institute

- \$27 million culinary institute located in the historic Union Bank Building in the Exchange District
- Includes student housing for 100 residents and will attract 850 students
- Will showcase regional cuisine as students use locally-grown and produced ingredients
- Retail showcase to promote Manitoba food products
- Two restaurants including fine dining and casual diner
- Silver LEED certified building with herb garden green roof

University of Winnipeg Developments

The University of Winnipeg is currently undergoing over \$150 million in construction and upgrades that will transform the west side of downtown as well as the adjacent neighbourhood of the West End. (See Page 26)

Science Complex and Richardson College for the Environment

- State-of-the-art, energy-efficient, teaching and research laboratories for biology, chemistry and environmental studies

Buhler Centre

- Future home of the Faculty of Business and Economics and the Division of Continuing Education
- Joint venture with the Plug In Institute of Contemporary Art

New bookstore and future retail place with food and beverage outlets

Canwest Centre Theatre and Film

- Two new acting studios, film studio, prop shop, six rehearsal rooms, office space, two film-editing labs, dimmer room and state-of-the-art flexible studio theatre (seats 120-180)

McFeetors Hall

- Housing for 176 students and 25 families
- Silver LEED certified

Spence Street Promenade

- Constructed with pedestrian and cycling-friendly paving stones
- New shrubs and trees, stage with sound capacity, space for kiosks and room for outdoor recreation
- Can be used for community street festivals and other events

Downtown is the Place to Play

Downtown is Winnipeg's premier entertainment destination hosting a mosaic of districts that are home to unique cultures. It is where history meets the present and where hundreds of thousands of people gather to experience what our city has to offer. Whether it is our thriving arts and theatre, a concert or sporting event or a evening submersed in our nightlife, visitors are always spending money at local businesses, enjoying a positive downtown experience that will keep them coming back.

WHY DO PEOPLE COME DOWNTOWN?

Percentage of downtown visitors who attended the following activities or venues at least once in the past year

The Forks	96%
MTS Centre	82%
Live theatre performance	73%
Live music or dance performance	64%
Sporting event	93%
Movie	48%
Winnipeg Art Gallery	44%

Source: 2009 Downtown BIZ Survey



EVENT SPOTLIGHT: WINNIPEG FRINGE FESTIVAL

- Second largest in North America and largest arts festival in Manitoba
- 145 indoor productions doing 1,158 shows with a record ticketed attendance of 81,353 in 2009
- Over 80 acts on the outdoor stage in Old Market Square with an estimated attendance of about 80,000

THE FORKS

Winnipeg's number one tourist destination, The Forks features parks, promenades, gardens and sculptures alongside shops, restaurants and a multitude of attractions. The 56-acre site has received international awards for design excellence and worldwide attention as a model for urban renewal and waterfront development.

THE FORKS MARKET AND JOHNSTON TERMINAL

The Forks Market and Johnston Terminal include almost 75 shops with specialty items, gourmet foods, wine, locally-made crafts and souvenirs. Johnston Terminal is a former cold storage railway warehouse that has been beautifully restored with three levels of specialty boutiques, an antique mall, a billiards hall, café and a popular family restaurant. Connected to Johnston Terminal is the Explore Manitoba Centre, a themed pavilion where visitors can access a myriad of information on the province.

THE PLAZA AT THE FORKS

The Plaza at The Forks is Canada's best and largest urban skate plaza and bowl complex. The Skateable Sculpture Plaza was designed and built to integrate into the setting that already existed. The Plaza at The Forks is the first of its kind in Canada (if not the world) in its integration into the urban context in the heart of downtown Winnipeg.

OUTDOOR SPACES

Broadway Promenade: Pedestrian connection between the Esplanade Riel pedestrian bridge to Union Station and Broadway. In keeping with the area's history, The Promenade restores the original linear connection between downtown Winnipeg and St. Boniface, and includes an Aboriginal interpretive site, a fountain and more than 200 elm and oak trees.

Assiniboine Riverwalk: One of the city's jewels, it winds along the riverbanks from underneath Esplanade Riel all the way to the foot of the Manitoba Legislature. Featuring interpretive plaques concerning area history, the walk showcases a distinctive river's eye view of central Winnipeg.

Oodena Celebration Circle: A shallow amphitheatre near the convergence of the two rivers, it pays homage to the 6,000 years of Aboriginal peoples in the area. Oodena, Cree for centre of the city, features ethereal sculptures, a sundial, interpretive signage, a naked eye observatory and a ceremonial fire pit.

DOWNTOWN EVENTS

These events are held in downtown Winnipeg each year:

FESTIVAL OR EVENT	DATE	ATTENDEES (recent)
Folklorama (city-wide)	August	446,000
Winnipeg Fringe Festival	July	81,400
Santa Claus Parade	November	60,000
Cruz In Downtown	August	42,000
Groove FM Jazz Winnipeg Festival	June	40,000
Doors Open Winnipeg	May	28,500
Manito Ahbee Festival	November	25,525
Winnipeg International Children's Festival	June	25,000
WSO New Music Festival	February	10,300
CBC Winnipeg Comedy Festival	April	10,200
Ciclovía	September	10,000
Dragon Boat Festival	September	10,000
International Wine Festival of Manitoba	October	8,000
Cannes Lions Film Festival	March	5,500
In and Out to Lunch Concert Series	Jan-Mar & Jun-Aug	5,000
Downtown Living Tour & Exhibition	June	5,000
Freeze Frame Film Festival	February	3,650
Exchange District Walking Tours	June-August	2,800
City Lights Cruise	June-August	2,400
Flatlanders Beerfest	September	2,200
		Total 823,475

CONVENTIONS AND EVENTS ARE BIG BUSINESS

Special events like **Manitoba Homecoming 2010**, the **Canadian Country Music Awards**, **2008 Tim Horton's Brier and Aboriginal Music Awards** draw tens of thousands to downtown putting Winnipeg in the national spotlight. There are also many tradeshows at the Winnipeg Convention Centre that attract people to downtown on a regular basis. In 2009, there were approximately 200 events with nearly 50,000 delegates with an estimated direct spending of \$46 million.

A proposed **\$210M** expansion to the Winnipeg Convention Centre is estimated to bring 36 more events per year to downtown, bringing an economic gain of **\$327.74M**.

DOWNTOWN: THE CENTRE OF ARTS & ENTERTAINMENT

DOWNTOWN VENUE	VISITORS/YEAR
Performing Arts	
Manitoba Theatre Centre	125,000
Prairie Theatre Exchange	100,000
Winnipeg Symphony Orchestra	100,000
Royal Winnipeg Ballet	73,165
Manitoba Theatre for Young People	51,200
Manitoba Opera	25,000
MTC Warehouse	16,120
Winnipeg Jazz Orchestra	2,990
Virtuosi Concerts	2,500
Total 495,975	
Museums and Galleries	
The Manitoba Museum	221,300
Manitoba Children's Museum	135,000
The Winnipeg Art Gallery	104,500
Science Gallery	65,300
Planetarium	43,800
Splash Dash Tours	20,000
Manitoba Legislative Building	16,400
Plug In Institute of Contemporary Art	13,140
Costume Museum of Canada	9,000
Gallery 1C03	8,000
Dalnavert Museum	7,500
Manitoba Sports Hall of Fame	6,500
Ukrainian Culture & Education Centre	6,000
Winnipeg Railway Museum	5,500
Fire Fighters Museum	1,000
Manitoba Crafts Museum and Library	800
Total 663,740	

(continued on next page...)

The 2008 Canadian Country Music Awards
& Tim Horton's Brier had a combined estimated
economic impact of

\$40 million

DOWNTOWN: THE CENTRE OF ARTS & ENTERTAINMENT (continued)

DOWNTOWN VENUE	VISITORS/YEAR
Cinema	
Towne Cinema	152,161
IMAX Theatre	122,262
Globe Cinema	90,000
Cinematheque	10,610
Total	375,033
Performance / Concert Halls	
Centennial Concert Hall	185,900
Pantages Playhouse Theatre	57,670
Burton Cummings Theatre	40,000
Total	283,570
Sports & Recreation	
Millennium Library	1,500,000
Manitoba Moose - MTS Centre	417,000
Winnipeg Goldeyes - CanWest Global Ball Park	300,735
U of W Duckworth Centre	175,000
YMCA/YWCA	10,000
Total	2,402,735
Major Downtown Entertainment Venues	
The Forks	4,000,000
MTS Sports & Entertainment Centre	1,000,000
Winnipeg Convention Centre	335,000
Total	5,335,000
Grand Total 9,556,053	



“We are excited and grateful for hitting the milestone of welcoming our five millionth patron in early October, under five years from our opening in the fall of 2004. We like to think the success we have enjoyed is truly shared with our neighbors, and the downtown as a whole—clearly people are developing a greater sense of comfort and willingness to come downtown again and again. We are excited to be joined by our new neighbours at the Hydro Building, and look forward to the continued revitalization of our downtown.”

Kevin Donnelly, Senior Vice President & General Manager, MTS Centre True North Sports & Entertainment Ltd.

The MTS Centre welcomed their **5 millionth** visitor in 2009



In January 2008, the Guinness Book of World Records recognized The Forks as the home of the longest skating rink in the world – a 8.54 km-long ice rink on the Assiniboine River.

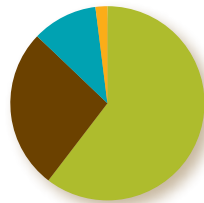
Downtown is the Place to Visit

With over 2.8 million tourists visiting Winnipeg each year—many of who stay downtown—visitors have a huge economic impact. With 19 hotels and numerous attractions and events occurring year round, downtown is a popular destination for travelers to Winnipeg. In fact it is so popular that a number of hotel expansions and renovations have occurred since 2007, as well as a new proposed Convention Centre expansion. Downtown is also expected to receive an estimated influx of 250,000 visits per year due to the construction of the new Canadian Museum for Human Rights

Winnipeg has **2.8 million** visitors annually, bringing **\$514 million** in direct visitor spending

- Winnipeg is the primary destination of travelers visiting Manitoba
- Out-of-town Manitobans, who comprise over 67% of visitors, often come on day trips to shop, do errands and attend medical appointments
- The most typical modes of transportation into Winnipeg are by vehicle (84%) and commercial airplane (14%)
- 19 downtown hotels with approximately 3,300 hotel rooms
- 848 group tours in 2009, with 25,000 passengers and an economic impact of \$7.0 million.
- In 2009, Winnipeg hosted six national sport and special events, generating well over \$14 million in economic impact

VISITORS TO WINNIPEG (2007)



67%	Out-of-Town Manitobans
23%	Out-of-Province Canadians
7%	United States
3%	Overseas

Out-of-Town Manitobans

- approx. 1.9 million visits
- 40% spend at least one night in the city

Out-of-Province Canadians

- 639,000 visits
- most are from Ontario, followed by the western provinces

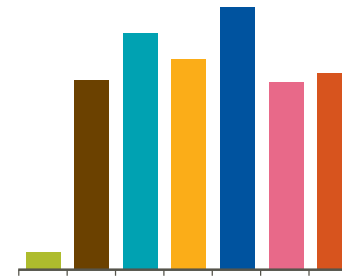
United States

- 197,000 visits
- Majority from Minnesota and North Dakota

Overseas

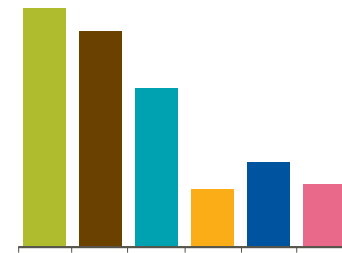
- 74,000 visits, up from 63,000 in 2004
- Almost half of visits from Europe, closely followed by Asia

VISITS BY AGE GROUP (Percent of total, 2007)



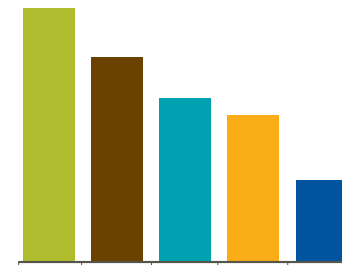
Under 18	1%
18-24	14%
25-34	18%
35-44	16%
45-54	20%
55-65	14%
65 & Over	15%

VISITOR PURPOSE (Percent of total, 2007)



Visit friends or family	42%
Pleasure	38%
Other pleasure reasons	28%
Shopping	10%
Business	14%
Other	11%

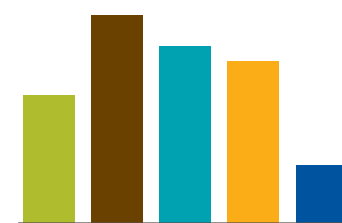
VISITOR TRIP ACTIVITIES OF OVERNIGHT VISITORS (Percent of total, 2007)



Visit a historic site	13%
Visit a museum or gallery	10%
Attend a play or concert	8%
Attend a sports event	7%
Attend a festival	4%

47% of visitors to Winnipeg are overnight visitors with an average duration of 2 days

TOURIST SPENDING (2004)



Transportation	15%
Food & Beverage	29%
Retail & Other	26%
Accommodation	24%
Recreation & Entertainment	7%

Source: Research Resolutions & Consulting Ltd. From Statistics Canada 2006 International Travel Survey Microdata (66M0001XCB) and/or 2007 Travel Survey of Residents of Canada Microdata (87M0006XCB) and Travel Manitoba 2008 Trip Report

DOWNTOWN: A Safe Place

Downtown crime represents only **5.7%** of all crimes that occur in the city.



DOWNTOWN SECURITY NETWORK (DSN), WWW.DSNWINNIPEG.COM

The Downtown Security Network (DSN) is a Downtown BIZ-led, Winnipeg Police Service-endorsed safety initiative connecting downtown business owners, property owners, and security teams with each other, the police and the BIZ. The DSN allows members to share resources and communicate immediately about safety issues to reduce crime and improve downtown safety.

DOWNTOWN WATCH AMBASSADORS / EXCHANGE PATROLS

Downtown patrols offer SafeWalks, directions, first aid and assistance to help people who live, work and visit downtown. Trained by the Winnipeg Police Service, they deter property vandalism, theft and break-ins in the city centre.

OUTREACH PATROL PROGRAM

Ten trained Outreach Patrol members enforce the Intoxicated Persons Detention Act (IPDA) and form relationships with people on the street to refer them to jobs, shelters, spiritual healing, counseling and other services.

WINNIPEG POLICE SERVICE CADET PROGRAM

This new program has put 50 auxiliary police cadets on the streets to deal with smaller incidents, freeing up police to deal with more serious issues. (Launching fall 2010)

PUBLIC SAFETY BUILDING

Winnipeg's Public Safety Building will soon be located in the heart of downtown. More than 2,000 police and office workers will contribute to the population of downtown adding more people and increasing perceptions of safety. (To be completed in 2013)

CHANGE FOR THE BETTER & MISSION: OFF THE STREETS TEAM (MOST)

The Change for the Better program offers an alternative to giving to panhandlers while also raising funds to support homeless employment programs like Mission: Off the Streets Team (MOST), where street people are hired to clean downtown while gaining work experience and social skills.

DOWNTOWN: A Clean Place

CLEAN TEAM

The 33 members of the Downtown BIZ and Exchange BIZ Clean Teams keep the streets of downtown spic and span, picking up litter, tending flowers and removing graffiti. Sidewalks shine thanks to two cleaning vacuums that scrub Portage and Graham sidewalks every weekday, and every sidewalk in downtown is cleaned at least once a week. Once the snow falls, two ploughs clear ice and snow making walkways safe to tread. The Clean Team also documents every street and sidewalk in need of repair, passing this information on to city staff to fix.

BUS SHELTER CLEANING

The Downtown BIZ Clean Team is responsible for keeping transit shelters people-friendly thanks to a joint initiative with Winnipeg Transit. Every morning, they power wash in and around shelters, cleaning walls and benches and picking up litter. In a survey conducted, an overwhelming 80 per cent of respondents agreed downtown shelters were cleaner this year than last year.

- 12 year-round Clean Team staff, 33 for almost 12 months of the year
- 50,000 cigarette butts picked up in one year
- 1,500 bus shelters cleaned in 2009
- Visitors polled from Thunder Bay and Vancouver said downtown Winnipeg was one the cleanest they had ever visited

60% of Winnipeggers say downtown Winnipeg has become cleaner in the past year, while more than **80%** think downtown bus shelters have also become cleaner in the past year.

Source: 2009 NRG Research Group Omnibus Survey, Downtown BIZ bus shelter cleaning survey





DOWNTOWN: A Transportation Hub

Downtown is a central hub, with numerous bus routes in and out of the core. Its central location means no one in the city is ever more than a 25 minute drive away.

PARKING

- Over 35,000 public parking spots
- Compared to other cities in Canada, Winnipeg has the most parking spaces per resident (0.056 spaces per resident)
- Winnipeg also has the most parking spaces per downtown employee (0.65 spaces per employee)
- The Winnipeg Parking Authority was named one of the top 10 best operated parking authorities in North America

WINNIPEG TRANSIT

- 57 routes that go downtown with 26 on Portage Avenue and 28 along Graham Avenue
- 36,000 people use Portage Avenue bus stops each weekday
- 26,300 people use Graham Mall bus stops each weekday
- 34% of downtown workers travel to work by public transit
- 46% of downtown residents use public transit to get around the city

FREE DOWNTOWN SPIRIT BUS

- 1,290 people use the free Downtown Spirit each weekday
- Most frequent use among riders is for shopping, and getting to work or medical appointments

PARK AND RIDE PROGRAM

- 13 different locations, park your car and hop on a bus to come downtown
- 6 special event park and ride lots

ACTIVE TRANSPORTATION

- Riverwalk-1km paved trail following the Assiniboine River
- River Spirit Water Taxi: 10,000 riders (2009)
- \$20 million active transportation infrastructure investment in 2009

JAMES A RICHARDSON INTERNATIONAL AIRPORT EXPANSION

Less than 15 minutes from downtown, Winnipeg's new airport has been named one of the top infrastructure projects in Canada with \$585 million in funding for the 51,000 sq. m. terminal.

Rapid Transit

Stage 1 of Winnipeg's rapid transit system is currently underway and is expected to be completed in 2011.

The project will create a network of transit routes providing fast, reliable transit service between downtown and the southwest part of the city including the University of Manitoba, and residential, commercial, and industrial areas.

BENEFITS OF RAPID TRANSIT

- Provides faster, more reliable transit service for existing and new users
- Improves transportation options
- Reduces traffic congestion on regional streets
- Decreases the need for expansion of roads, bridges, and parking supply
- Reduces greenhouse gas emissions from urban transportation
- Provides opportunities for Transit-Oriented Development (TOD) adjacent to stations
- Strengthens downtown and adjacent neighbourhoods
- Provides economic spin-off benefits for local companies

Source: City of Winnipeg



73% of downtown workers indicated that they would use a Rapid Transit system to get to work if it was available.

Source: Downtown Workers Survey



DOWNTOWN: A Pedestrian Hub

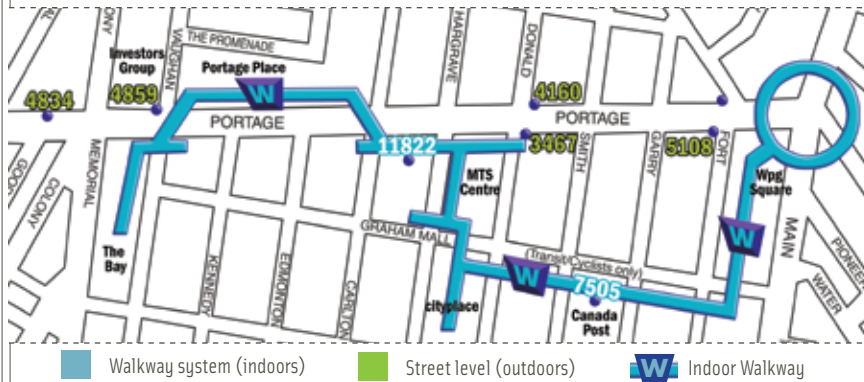
HOW MANY PEOPLE PASS BY YOUR BUSINESS EVERY DAY?

Downtown has the advantage of people. Thousands of people walk, ride and drive through downtown every day. The Downtown BIZ regularly undertakes pedestrian counts to track the flow of people in the busiest area of downtown.

Visit www.downtownwinnipegbiz.com for detailed pedestrian counts, or contact the Downtown BIZ at 958-4640.

PEOPLE ON PORTAGE AVENUE AND IN THE INDOOR WALKWAY SYSTEM

Average total number of people walking east and west from 7am to 6pm on any given weekday.



INDOOR WALKWAY SYSTEM

- 2.4 kms of indoor, climate-controlled walkways
- Connects from The Bay to Portage & Main
- More than 200 shops and amenities
- Access to more than 2 million square feet of space
- Connects 3 hotels
- Connects more than 4,000 parking stalls
- Brings together over 21,000 employees

recent expansion cost
\$8.7 million

to develop and connect
 cityplace to the Winnipeg
 Convention Centre.

DOWNTOWN: A Place for Green Spaces

Urban green spaces foster a connection between residents in a community and the natural environment, which draws people outside and fosters social contact thus creating a sense of group cohesion and belonging. Downtown Winnipeg strives to increase and maintain the amount of green space available to residents, visitors and workers. You're never more than a 10 minute walk from one of downtown's 14 parks!



RECENT INVESTMENTS IN PARKS:

- Central Park- \$5.6M
- Heritage Playground- \$1.5M
- Millennium Library Park - \$2.1M
- Upper Fort Garry Heritage Park and Interpretive Centre--+\$10.3M



MILLENNIUM LIBRARY PARK

Active and viable urban green space that will include:

- A learning terrace
- Outdoor classroom
- Urban wetland
- \$2.8 million investment



VARIETY HERITAGE ADVENTURE PARK (The Forks National Historic Site)

- 50m X 55m plus green space
- East side of Manitoba Children's Museum
- Three times the size of previous park
- Attracts families; toddlers-12 years
- Accessible for children with disabilities
- Free admission
- In winter: toboggan slide and ice rink
- \$1.5 million to develop



CENTRAL PARK REDEVELOPMENT

- \$5.6 million to rejuvenate the historic park
- Restoration of Waddell Fountain
- Toddler play area
- Toboggan and summer slide hill
- A large splash park
- Artificial turf soccer field

DOWNTOWN: The Centre of our History

Our downtown has a wide mixture of heritage buildings with valued historical significance. Many of the buildings have been refurbished to keep their original architecture intact and are used for residential, commercial and entertainment purposes.

NATIONAL HISTORIC SITES

THE EXCHANGE DISTRICT

The Exchange District was the centre of grain and wholesale trade, finance and manufacturing in the historical time periods from 1880 to 1900 when Winnipeg became the gateway to western Canada and between 1900 and 1913 when its growth made it the biggest metropolitan centre of the region. The 20-block area is home to 62 of downtown Winnipeg's 86 heritage structures, which have been preserved and redeveloped into various businesses, offices and residential units. It is the arts and cultural hub of Winnipeg, boasting many theatres, unique boutiques and retailers, art galleries and nightclubs. Learn more about the Exchange District on page 43.

THE FORKS

The Forks is a 54-acre site located downtown at the junction of the Red and Assiniboine rivers. For 6000 years The Forks has been a meeting place for early Aboriginal peoples, European fur traders, Scottish settlers, Métis buffalo hunters, riverboat workers, railway pioneers and tens of thousands of immigrants. Today the location is Winnipeg's number one tourist destination and is dedicated to preserving and presenting The Forks rich history. The site includes a complete market with food retailers and restaurants, interpretive exhibits, a native prairie garden, an outdoor riverside amphitheatre for events and performances, and walking tours/trails. Learn more about The Forks on page 29.

BUSINESSES WITH HISTORY

There are a number of businesses that have been in operation in downtown Winnipeg for more than 20 years!

Here is a snapshot of some of them:

BUSINESS	OPERATING SINCE
Winnipeg Art Gallery	1912
Hotel Fort Garry	1913
The Chocolate Shop	1918
The Bay Downtown (HBC)	1926
Royal Winnipeg Ballet	1939
Mitchell Fabrics	1946
Hy's Steakhouse	1958
VJ's Drive Inn	1958
Prairie Theatre Exchange	1960
Holiday Coiffures Hair Salon	1975
Restaurant Dubrovnik	1976
Oscar's Deli	1982
Colliers Pratt McGarry	1984



SPOTLIGHT: THE EXCHANGE DISTRICT

HISTORY

Named after the original grain exchange, the Exchange District is an historic area in downtown Winnipeg. Unique in character and distinct from the main central business district, the area is known for its collection of terracotta and cut stone architecture from the turn of the 20th century. The Exchange District received National Historic Site status in 1997, as its remarkable group of historic buildings "...vividly illustrates Winnipeg's transformation between 1878 and 1913 from a modest pioneer settlement to western Canada's largest metropolitan centre..."

ARCHITECTURE

The contemporary Exchange District is one of North America's most colourful and cosmopolitan neighbourhoods. The 30-block district showcases North America's most extensive collection of turn-of-the-twentieth-century architecture, and offers Winnipeg's finest cultural, dining and retail amenities.

ATTRACTIONS

The district is home to Winnipeg's unrivalled arts community, and is known for its wide range of entertainment activities and specialty shops and restaurants. The number of residents is growing with historic warehouse conversions as well as condo developments on the eastern edge of the District. There are two significant green spaces in the area: Stephen Juba Park along Waterfront Drive features a riverfront park and trail system, and Old Market Square is the heart of the Exchange and is home to many events including two of Winnipeg's premier cultural festivals: Jazz Winnipeg and the Winnipeg Fringe Festival.



mosaic by Robert Bruce

Want to set up shop downtown?

Downtown Winnipeg has numerous resources and organizations to help you.

Downtown Winnipeg BIZ

426 Portage Avenue
(204) 958-4640
www.downtownwinnipegbiz.com

Represents 1,400 businesses in downtown and runs programs targeting downtown advocacy, image, cleanliness, safety, transportation, parking, marketing and events.

Exchange District BIZ

2nd Floor - 133 Albert Street
Old Market Square
(204) 942-6716
www.exchangedistrict.org

Represents the businesses in downtown's Exchange District by supporting its unique culture and heritage while creating a clean, safe and thriving environment.

CentreVenture Development Corporation

492 Main Street
(204) 954-7733
www.centreventure.com

The City of Winnipeg's downtown development corporation mandated to stimulate downtown revitalization by working with investors and developers to identify opportunities, access incentive programs, create partnerships, form innovative improvement strategies and serve as an accessible conduit to support economic development initiatives.

West End BIZ

581 Portage Avenue
(204) 954-7900
www.westendbiz.ca

Represents over 1,000 unique shops and services in the West End through street enhancement, communications and safety.

sources:

INFORMATION SOURCES

CentreVenture Development Corporation
City of Winnipeg
Winnipeg Transit
Winnipeg Parking Authority
Avison Young Commercial Real Estate
Statistics Canada
Speak Up! Winnipeg
Research Resolutions & Consulting Ltd. From Statistics Canada 2006 International Travel Survey Microdata (66M0001XCB) and/or 2007 Travel Survey of Residents of Canada Microdata (87M0006XCB)
The Johnson Report June 2009
Winnipeg Downtown Parking Study, MMM Group Limited
CB Richard Ellis
Institute of Urban Studies, University of Winnipeg
Statistics Canada
Canadian Mortgage and Housing Corporation
Travel Manitoba Trip Report

MARKET RESEARCH GATHERED BY THE DOWNTOWN BIZ

Pedestrian Counts (2007-2009)
City-Wide Omnibus Survey by NRG Research Group
Downtown Residents Survey
Downtown Winnipeg Employment Study
Downtown Housing Study
Downtown Workers Survey 2008

The Downtown BIZ has gathered information and data for this publication from several sources and has made best efforts on accuracy of this information, but makes no representation on the reliability and accuracy of all data.

The Forks North Portage Partnership

200-350 Portage Avenue
(204) 987-4360
www.theforks.com/partnership

A key stakeholder in the development of downtown responsible for the ownership, management and continuing renewal of The Forks and North Portage sites.





The recent developments in downtown Winnipeg are bringing more people to the city centre to work, live and play. And these people are increasingly optimistic about the future of our city centre. Downtown business owners are also positive about where downtown is headed, recognizing the many opportunities that exist here. Downtown is the place to do business, work, learn, live and play. Its distinct architecture, history, culture, diversity and character create a unique experience for everyone who visits the heart of our city.

**For more information, please contact the
Downtown Winnipeg Business Improvement Zone (BIZ)**

426 Portage Avenue
Winnipeg, Manitoba R3C 0C9
Ph: (204) 958-4640 | Fax: (204) 958-4630
E-mail: info@downtownwinnipegbiz.com
www.downtownwinnipegbiz.com

downtown
WINNIPEG BIZ