

DOWN
TOWN
WINNIPEG BIZ

2020 DOWNTOWN SNAPSHOT



OUR MISSION

We promote, care and advocate for a vibrant and inclusive downtown where business thrives and people are drawn to work, live, shop and explore.

Covid-19 has posed a challenge to local businesses like no other. But our community is resilient, and the Downtown Winnipeg BIZ is working to help downtown businesses come back stronger than ever before.

Despite an incredibly challenging year, the future of downtown remains bright. This snapshot offers a high-level view of our downtown right now – and reasons to feel more optimistic than ever about where we're going.

WORK

Where do we work downtown?

The top five employment fields
in downtown Winnipeg:



WORK

DID YOU KNOW?

- **Over 70,000 Winnipeggers work downtown.**
- Our downtown makes up just **3.5%** of Winnipeg by area, but nearly **40%** of Winnipeg's top employers are located downtown.
- Despite an incredibly challenging year, **19 new businesses** opened their doors in downtown Winnipeg in 2020.

“The downtown community is incredible. Downtown Winnipeg is both charming and safe, and the people who live, work and visit downtown are super friendly. We're a new business and there's no place we'd rather be.”

Lily Zhao –POKÉ MONO





WORK

“Thousands of hungry workers, ample foot traffic and easy loading for vehicles – the decision to open downtown was a no-brainer. We’ve loved the warm welcome since we opened, and we’ve had such great support as we shifted our operations back to home delivery during the pandemic. We can’t wait to see downtown back to bustling and stronger than ever.”

Phil Klein –BAGELSMITH

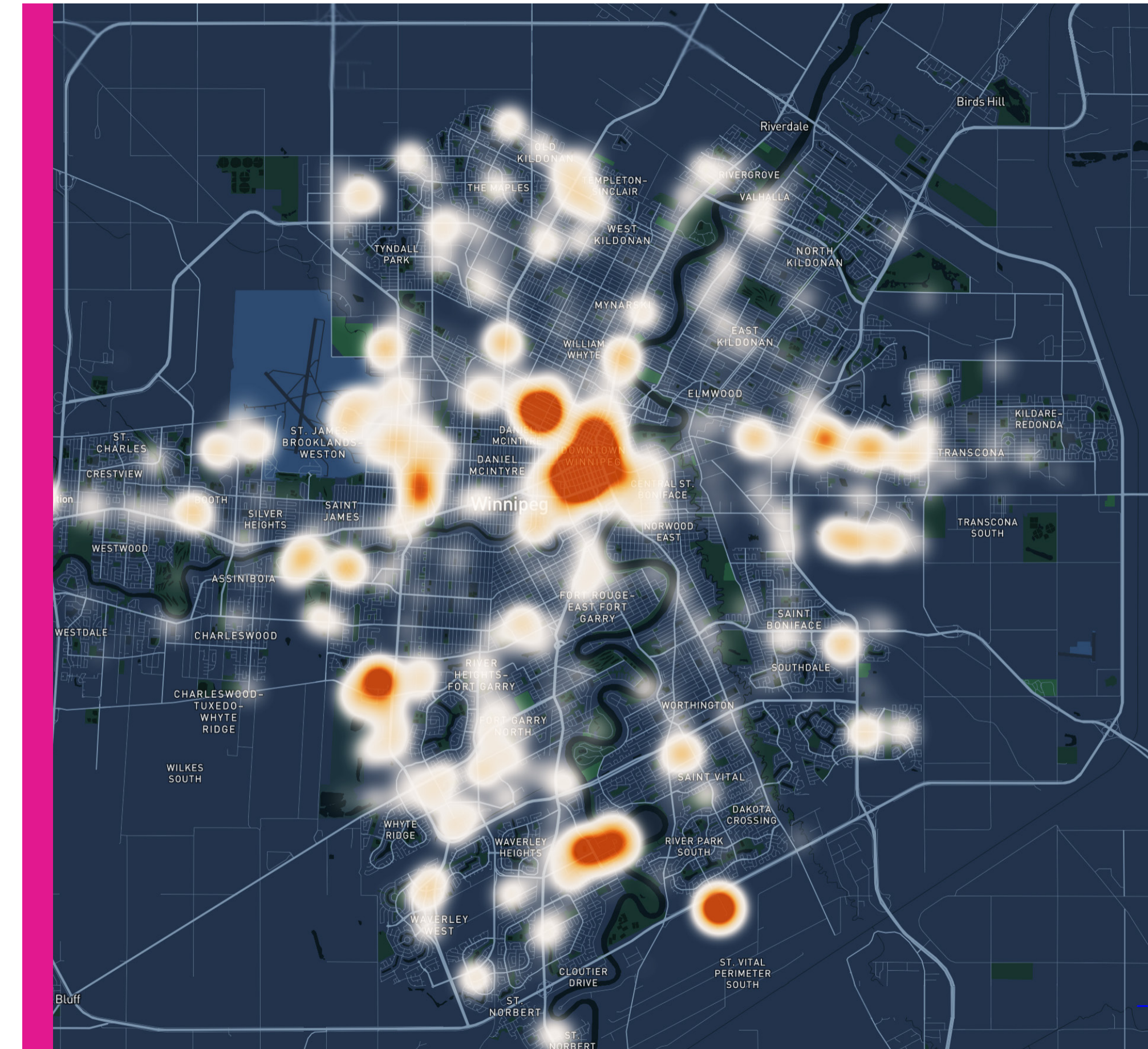
WORK

- End of Q2, 2020: The commercial vacancy rate in downtown Winnipeg was **11.5%** – consistent with vacancy levels in 2018 and 2019. Q3, 2020 data shows vacancy increased by **0.6%** as a result of the pandemic.

DID YOU KNOW?

Non-residential building investment from 2010-2019 has high concentration in downtown Winnipeg. Winnipeg has more commercial real estate located downtown as a percentage of total commercial space than any other major city in Canada.

Non-Residential Building Investment Total Construction Value from 2010 to 2019



SOURCE: CITY OF WINNIPEG ECONOMIC RESEARCH;
CITY OF WINNIPEG PROPERTY, PLANNING & DEVELOPMENT DEPARTMENT

An estimated **16,000** people live downtown.

Another **2,000** residents are expected to call downtown home in the next two years.

LIVE

Downtown is diverse:

The top three demographics living in downtown Winnipeg by age are those:

25-29 YRS. **14%**

30-34 YRS. **12%**

35-39 YRS. **9%**

Winnipeggers aged **55 and older** make up **a quarter** of downtown residents.



DID YOU KNOW?

Over **30 nationalities** are represented downtown. Indigenous people make up **15% of the downtown population.**

57% of downtown residents have a post-secondary degree, diploma or certificate.

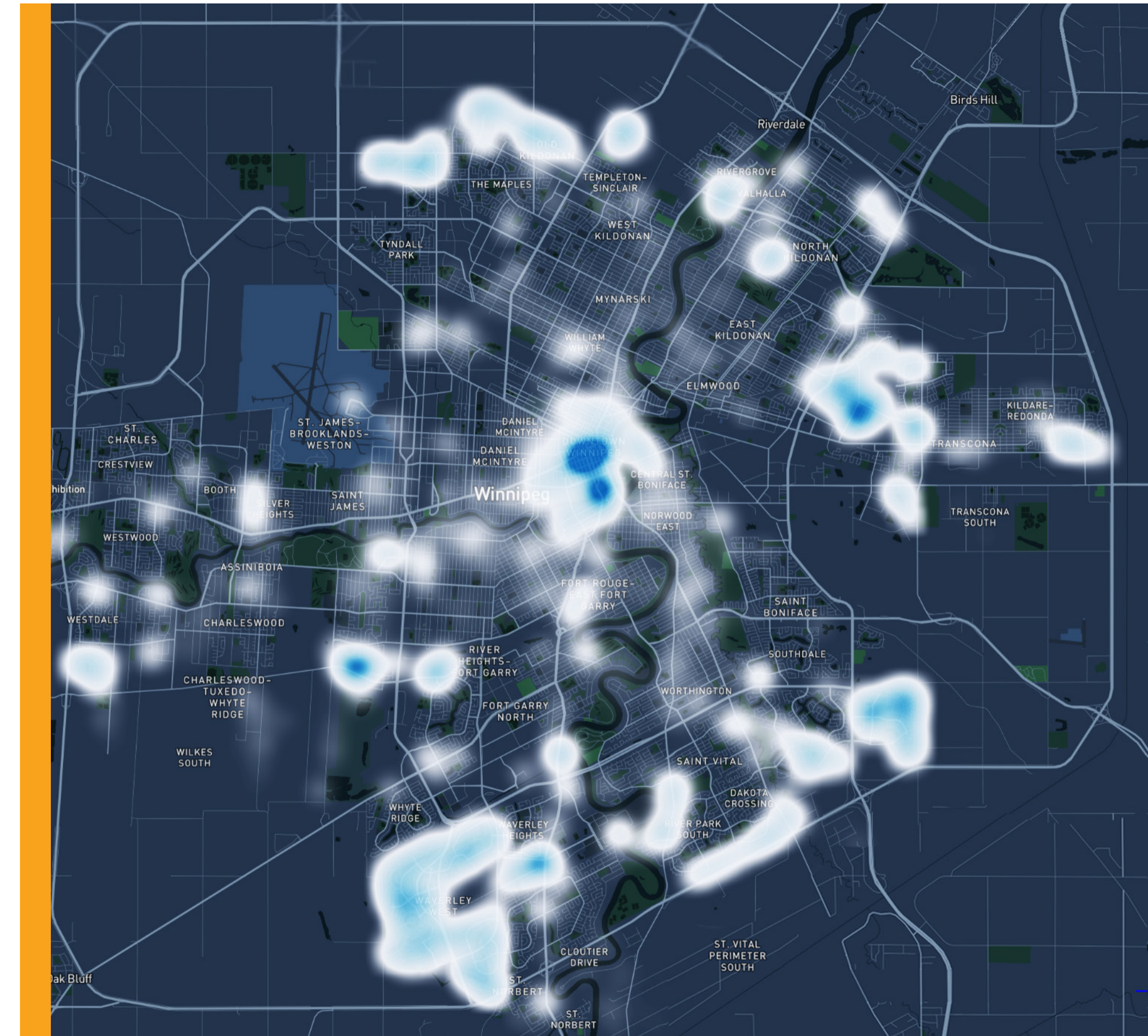
LIVE

- More than **900 new housing units** were created in downtown Winnipeg from 2017-2020, including **12 new builds** that together generated over \$221M in economic activity

Residential projects under construction in 2020:

- 10 projects creating 1000+ units that are generating over **\$355M** in economic activity

Residential Building Investment: Total Construction Value From 2010 to 2019



SOURCE: CITY OF WINNIPEG ECONOMIC RESEARCH;
CITY OF WINNIPEG PROPERTY, PLANNING & DEVELOPMENT DEPARTMENT



SHOP

- **1,100** Downtown Winnipeg BIZ members operate downtown.
- Downtown residents and visitors enjoy dining at nearly **200 restaurants** located over just 2.43 square km – a density of 81 restaurants per square km.
- Downtown offers over **120 places to shop;** **51** stores per square km.

Downtown destinations by sector:

197

Drinking
and dining

124

Shopping

49

Arts, culture
and entertainment

49

Wellness services
and salons

SHOP

DID YOU KNOW?

- Since last year, downtown Winnipeg has welcomed **15 new places to eat, drink and shop.**
- There are **5 grocery stores** in downtown Winnipeg, including the new Mottola Market at True North Square and longtime favourites like Downtown Family Foods which has been operating for over 20 years.
- **Diverse downtown:** Over 100 member businesses across our downtown are BIPOC-owned.



Getting around:

Downtown is walkable, with an average walk score of **88.6**



Serviced by **48** bus routes



Over **25km** of bike lanes throughout the downtown



Over **20,500** parking spots



13 car-sharing locations



EXPLORE

Places to stay:

- Downtown Winnipeg offers **2,100 hotel rooms** across **16 hotels**, and 288 more hotel rooms are under construction at Sutton Place Hotel, scheduled to open in 2022.

Culture and entertainment:

- There are **49** arts, culture, sport and entertainment venues downtown. The Downtown Winnipeg BIZ is advocating for ongoing support for live venues as the pandemic continues.



A safe, welcoming and inclusive downtown for all.

- A new \$5-million provincial investment has allowed the Downtown Community Safety Partnership to become a permanent organization entirely focused on enhancing health, safety and well-being across our downtown. The new investment will significantly enhance outreach and safety throughout our community, including 24/7 coverage in key areas for the first time.



What's ahead.

- Proposed \$400-million **Portage Place redevelopment**, including over 500 new housing units and nearly 500,000 square feet of mixed-use space.
- **300 Main tower:** \$165-million project bringing 400 new high-end housing units, plus new top-tier office and commercial space.
- **Railside at the Forks:** over 300 residential units and 66,000 square feet of ground floor commercial space.

- **Fifth tower at True North Square:** Wawanesa Insurance HQ representing 300,000 square feet of space.
- \$65-million, 40,000-square-foot Winnipeg Art Gallery addition – the newly named **Quamajuq**.

New capital projects underway in downtown Winnipeg have a combined construction value of an estimated **\$1 billion**.

- **Market Lands development:** new year-round, mixed-used destination on former Public Safety Building site.
- **Medical Arts redevelopment:** over 100 new residential units plus 140,000 square feet of retail space.

Q: What's next for downtown?

A: We understand 2021 will still be a challenge and it will take time to recover. Part of that recovery includes record capital investment and more places to live, work, shop, eat and play than ever before.

The Downtown Winnipeg BIZ will continue to proudly support and advocate for downtown businesses through the pandemic and beyond.
Learn more about how we're supporting the downtown community during Covid-19 at www.downtownwinnipegbiz.com

#finditdowntown

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