



2022 key accomplishments  
and highlights.

# WE'RE MOVING FORWARD



**DOWN  
TOWN**  
WINNIPEG BIZ

Our downtown is on Treaty No. 1 territory  
and the traditional Homeland of the Red River Métis.

# Message from our Board Chair

With the return of major events, more folks returning to the downtown office, and increased investment downtown, this past year felt like the thaw after a long winter. We know it was still a challenging time for our Downtown Winnipeg BIZ members and for the downtown community. Key recovery milestones have been achieved, but there's still a long way to go.

There were times this year when moving forward felt like going on a road trip without a map. But through the challenges, the Downtown Winnipeg BIZ team was there. The team's work to help make downtown feel welcoming, clean and safe for everyone is what continued to stand out. Achievements like the Building Business grant program, Downtown Culture Days and bringing back favourites like ManyFest and Patio Fest were made possible through collaboration and a whole lot of care and dedication to downtown.

In a survey conducted in the fall, members told us their top concerns are safety downtown and not enough workers. To address these concerns, we advocated for workers to return to downtown offices and as of this fall, 64 per cent have returned at least part time. We also advocated for support for the Downtown Community Safety Partnership (DCSP) and now with more funding from the Manitoba government, DCSP is able to continue its work to support downtown safety for everyone.





Thank you to the Downtown Winnipeg BIZ team and my colleagues who have served with me on the board for your hard work and dedication to this neighbourhood. My hope for the future is that downtown becomes a place that all Winnipeggers can be proud of and where everyone feels like they belong.

“Key recovery milestones have been achieved, but there’s still a long way to go.”

From childhood and through my working life, downtown has always had a special place in my heart. It has a personality of its own, and a history kept alive through stories told by many Winnipeggers, including me. As my six years on the board and my time as board chair comes to a close, I will continue to cheer and advocate for the neighbourhood as a proud member of this community.

*D Haus*

**Dawn Haus** BOARD CHAIR



# Downtown Recovery



The Downtown Recovery Strategy is an innovative and intensive coordinated action and investment plan to kick-start downtown recovery post-pandemic. Working alongside partners with support from all three levels of government, this community effort will create a cleaner, safer and more prosperous downtown.

**Learn more at [downtownrecovery.ca](https://downtownrecovery.ca).**

- **\$10M invested** in high-impact infrastructure projects to improve destinations and better connect downtown neighbourhoods.
- Downtown Culture Days attracted thousands of Winnipeggers to six locations in the fall.
- **\$5M** to support the Building Business Program to fill vacant storefronts and support existing businesses.
- **\$30M secured** in tax increment financing for new downtown developments including affordable housing.

THANK YOU TO THE **DOWNTOWN ACTION TEAM** FOR YOUR COLLABORATION.



# We're here to help

- **3,443** member business check-ins.
- **207** courtesy walks provided.
- **5,894** blocks of sidewalk plowed.
- Partnered with DCSP whose mission is to improve safety downtown for everyone.
- Kept members up-to-date on news and key information about downtown.
- Provided an outdoor workspace for remote workers.
- Three member roundtables held to find solutions on issues that matter.

REPORTING PERIOD: DEC.1, 2021 – OCT. 31, 2022



# We keep downtown lookin' good

- **27,677** pails of litter picked.
- **6,036** graffiti tags removed.
- **5,282** transit shelters cleaned.
- **210** flower pots planted.
- Portage & Main barricades painted with new artwork.
- **18** banners celebrating the Year of the Tiger installed around Chinatown.

REPORTING PERIOD: JAN. 1 – SEPT. 30, 2022



# We bring the people

- **10,000 people** attended  
Downtown Winnipeg BIZ lunchtime events.
- **40,000 people** attended  
Manitoba Liquor and Lotteries ManyFest.
- **\$72K funded** 10 third-party events through the  
Downtown Winnipeg BIZ's Host It Downtown grant.
- **11 ice sculptures** carved and lit up  
at six different downtown locations.



# We drive business downtown

- **\$265K** in Downtown Winnipeg BIZ Gift Cards sold.
- **Over \$133K** in Downtown Winnipeg BIZ Gift Cards spent at downtown businesses.
- Downtown Winnipeg BIZ's social media platforms garnered almost **8M impressions** with nearly 60K followers combined.
- Mingle e-newsletters promoted arts, culture and sporting events to **5,000 subscribers** weekly.

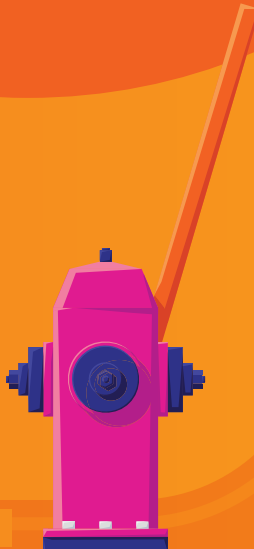
REPORTING PERIOD: JAN. 1 – OCT. 31, 2022





# We advocate for change

- **64%** of downtown workers are back in the office at least part time as of the fall.
- **\$3.6M** of new investment secured for Downtown Community Safety Partnership.
- Nine op-eds written by community leaders on why downtown matters published in the Winnipeg Free Press.
- New public washroom, Amoowigamig, opened next to Thunderbird House (finally!)



# We honour Indigenous culture

- APTN's Indigenous Gardens planted for the eighth year in a row at Air Canada Park.
- Two Elder-led lunchtime learning sessions for the public.
- Featured Indigenous makers and artists in our events.
- Honoured National Day for Truth and Reconciliation.



# LOOK

The state of downtown is different and it's time for a new vision.

As our work in the next couple of years takes shape with input from our members, staff and board, delivering value to our members will continue to be at the core. The ways we deliver that value will keep our organization and our neighbourhood moving forward.



# PLANNING



## RECOVER

We will continue along the road to recovery as we move into year two of the three-year Downtown Recovery Strategy and together with our partners, we will deliver on key projects to regain the momentum we had in 2019.

## REBUILD

We will focus on making downtown clean and attractive and work to promote a downtown full of people to drive economic activity.

## REIMAGINE

We will realize a new vision for downtown and advocate for policies that help move our neighbourhood forward. We will attract new businesses and grow our residential population to have a thriving downtown that supports our entire city.

# THE HEAD

This work builds on our foundations:

**Our people**

**Our funding**

**Our reconciliation journey**

We will keep collaborating with partners and stakeholders. Together we are stronger and with a shared vision for downtown, we will continue along the path to recovery and a new downtown vision.

# Finance and governance

The Downtown Winnipeg Business Improvement Zone (BIZ) is governed and administered by a Board of Directors. The board includes individuals who are a proprietor, director or employee of a member business, and one member appointed by the City of Winnipeg Council.

The Downtown Winnipeg BIZ is primarily funded by zone levies collected by the City of Winnipeg based on an Annual Rental Value (ARV) of a business operating within the designated downtown Winnipeg zone.

During 2022, the Downtown Winnipeg BIZ worked with an annual operating budget of \$4.2M. Over \$3.1M is funded through the levy. Additional non-levy revenue including sponsorships, grants and partnerships contributes to the remainder of the budget.

## 2022 Budget Highlights

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**\$1.2M**

Clean and Attractive

**\$880K**

Safety, Outreach  
and Engagement

**\$760K**

Promotion and Engagement

**\$180K**

Business Development,  
Advocacy and Research

The Downtown Winnipeg BIZ secured **over \$6.36M** in additional funding to support recovery efforts and various programs downtown. Projects pertaining to this funding will operate in 2022 and carry forward into 2023 and 2024.

# Message from our CEO



Downtown is the neighbourhood where business, arts, culture, sports and community all come together. It's where people connect, share ideas and get inspired. Our downtown generates revenue that supports services and amenities across our entire city and while a lot has changed over the last couple of years, we have incredible opportunities in front of us to transform our downtown.

When it comes down to it, downtown is about people. Having people here is what makes the neighbourhood safe, vibrant and a place where people are drawn to live, shop, work and spend time. We know we can't rely on workers alone so it is critical to focus on growing our residential population and ensuring there is a mix of housing options for various income levels throughout our downtown. We must also give Winnipeggers a reason to want to be downtown, a place to gather and reconnect as we build a strong community in the heart of the city.

The Downtown Winnipeg BIZ will find ways to increase frequency of events downtown and support new and unique experiences. With our partners, we'll work to create more green spaces and improve public spaces where everyone feels welcome. We will focus on attracting new businesses downtown and we'll get back to the basics that make downtown safe and accessible.



Collaboration is key to achieving these goals. We will strengthen relationships with Indigenous partners and the community as we continue our reconciliation journey. We will continue our efforts with the Downtown Community Safety Partnership and Downtown Action Team and work with all levels of government for the betterment of the downtown community.

I couldn't do any of this work without an incredible team. Every person at the Downtown Winnipeg BIZ cares about our downtown and together, they've accomplished so much in 2022. They did it all while having fun and bringing joy to our office and the neighbourhood every day. Our team is excited about the year ahead as we get laser focused on moving downtown forward and dealing with the challenges head on.

It's time for a new vision for downtown and we're excited to go beyond recovery, to rebuild and reimagine our downtown with you.

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**Kate Fenske** CEO







426 Portage Avenue  
Winnipeg, Manitoba R3C 0C9

T 204.958.4640  
[info@downtownwinnipegbiz.com](mailto:info@downtownwinnipegbiz.com)

[downtownwinnipegbiz.com](http://downtownwinnipegbiz.com)  
[@downtownwpgbiz](https://twitter.com/downtownwpgbiz)

#finditdowntown

This publication is available in alternate formats upon request.  
For more information, contact: [info@downtownwinnipegbiz.com](mailto:info@downtownwinnipegbiz.com)

The Downtown Winnipeg BIZ is grateful to our supporters,  
dedicated staff and Board of Directors.

The success of our programs would not have been possible this  
year without the generous support of our sponsors and partners  
including, but not limited to:



Thank you to our generous downtown recovery funders including:  
the Manitoba government and Manitoba Chambers of Commerce,  
City of Winnipeg, Department of Canadian Heritage, and Western  
Economic Diversification Canada.

A special thank you to our partners at the City including  
Active Transportation; Graffiti Control; the Mayor's Office;  
Planning, Property and Development; Public Works;  
Special Events; Winnipeg Parking Authority and Winnipeg Transit.

To stay up-to-date on what's happening downtown and with  
the Downtown Winnipeg BIZ, follow @downtownwpgbiz on  
social media, visit [downtownwinnipegbiz.com](http://downtownwinnipegbiz.com) and subscribe to  
the Mingle e-newsletter.