



June 1 – Sept. 30

**DOWNTOWN SNAPSHOT** is a quarterly report by the Downtown Winnipeg Business Improvement Zone designed to give a high-level overview of key data and information about the neighbourhood. The report highlights downtown developments and aims to build understanding of the current economic landscape in the zone.



## Q3 saw signs of increased confidence in downtown, with new investments announced and more people visiting for summer events

In the third quarter of 2023, we saw a renewed interest in downtown. There's been an uptick in downtown's appeal with more people choosing to visit the area, invest in it, and participate in the unique experiences here you can't find anywhere else. To sustain this positive momentum, it is crucial that new development projects move forward as planned without delays or barriers. We also saw a bump in visitation during the summer, thanks to new and recurring events.



Burt Block Party

## NEW BUSINESSES

### 19 new businesses opened in the Downtown Winnipeg Business Improvement Zone this year

Business attraction is a key focus for Downtown BIZ and some of our efforts are starting to make an impact.



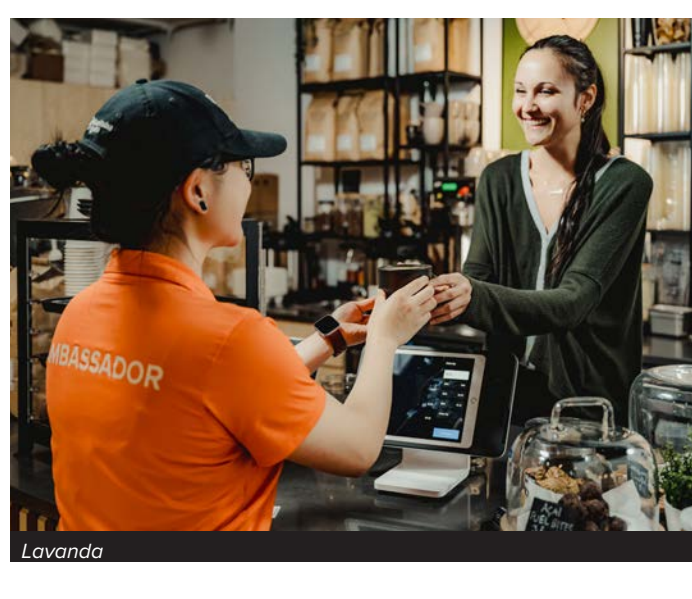
By the end of Q3 this year, **19 businesses have opened** and 29 have closed or moved (net loss of 10).

*Last year over the same time period, the net loss was 19.*

Five new businesses have opened in the zone in Q3:

- » **VIDA Cucina Italia**  
restaurant inside Fort Garry Hotel
- » **Lamar Donair and Burgers**  
food court at Cityplace
- » **Lavanda**  
café at Smith Street Lofts, 185 Smith St.
- » **Dark N Light Hobbies**  
retail offering anime products at 280 Donald St.
- » **Passerby**  
cocktail and snack bar at The Forks

*Six have either closed or moved out.*



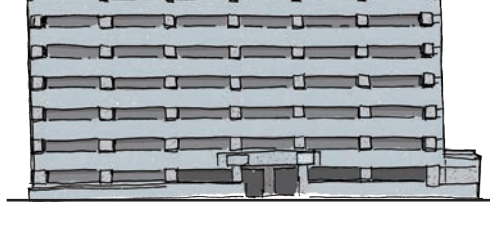
Lavanda

## OFFICE SPACE

### Adaptive reuse will fill empty office space with people

Empty buildings do nothing to contribute to a vibrant and economically successful downtown. Office vacancy increased slightly from 17 per cent in Q2 to 17.4 per cent in Q3, but there were also some exciting announcements that will soon fill vacant space in our downtown.

- Manitoba Métis Federation (MMF) acquired **200 Main St.** and adjacent **165 Fort St.** The buildings will house MMF departments and affiliates.
- **325 Broadway Ave.** will be redeveloped into Western Canada's first Hyatt Centric boutique hotel. The former Canada Revenue Agency offices will undergo a **\$38.6 million transformation into a 140-room hotel.**



## RESIDENTIAL

### More places to live downtown

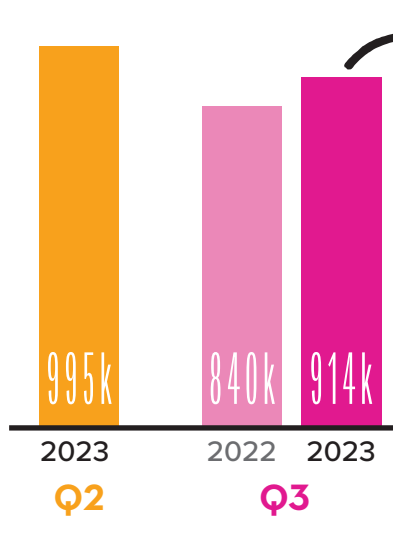
The key to having a vibrant and safe downtown is more people living in the neighbourhood and here beyond the 9–5 hours. While residential growth takes time, Q3 saw some notable progress.

- **300 Main welcomed its first tenants on July 1** adding to downtown's residential community. At 40 stories, **Winnipeg's tallest building houses 400 new apartment units.**
- With support from both the Province and the City, **308 Colony St.** will be developed as a mixed-income, mixed-use building. The **\$70.5 million** project will house **214 apartment units** with two commercial spaces on the ground floor. 86 of the units will be set aside for affordable housing.

## VISITATION

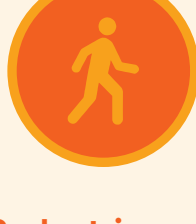
### Data indicates a modest increase in downtown visitation over last year

It's clear there's been a steady increase in downtown visitation over the last year. However, there were fewer visitors in Q3 than in Q2. This is likely because Q3 falls over peak summer vacation season in Manitoba.



*9% higher than the same time last year.*

Downtown visitation was higher than it was at the same time last year.



**Pedestrian** counts were **3% higher** than they were the same time last year.\*



On-street paid **parking** hours were **6% higher** than they were the same time last year.



There was a **30% increase** in **cyclists** counted\*\* since Q2, showing the popularity of active transportation in the summer.



\* average from counters at Donald & Portage, Donald & York.



\*\* data from counter at Donald & York.

## Q3 HIGHLIGHTS

### New and returning events attracted people downtown this summer



The newest Canadian Elite Basketball League (CEBL) team brought **65,609 fans** downtown to the Canada Life Centre over its first season from May to August 2023, including playoff games. This equates to an average of **5,964 attendees per game.**



An average of **1,200 attendees** danced the night away at True North Square every Sunday over July and August, adding vibrancy on a normally quiet evening.

### Students returned downtown this fall

Approximately **10,000 students** returned to several campuses across the downtown this fall. Student spending has significant economic impact for downtown businesses.



World Police & Fire Games, Fringe Festival, Folklorama, Nuit Blanche, Winnipeg Jets preseason games and many other events attracted thousands of people in the evenings and on weekends to venues all over downtown in Q3.

## COMING UP IN Q4

### Q4 brings key opportunities and a new community recreation space

#### NEW OPENINGS

- Open this fall in Portage Place, **Pitilkwé Skatepark** provides Winnipeg skateboarders with the opportunity to enjoy their passion year-round. This recreation facility and community space will attract young people and add vibrancy to the area on evenings and weekends.
- Makers, creators, and artisans can grow their businesses and test operations in a downtown space at **Maker Faire**, a new market space at The Forks.



Artist rendering of Portage Place redevelopment. (Architecture 49/True North Real Estate Development)

#### DEVELOPMENT PROJECTS

- Before the end of the year, we should know if the \$500 million **redevelopment plan for Portage Place** will move forward. True North Real Estate held community consultations this summer and has the option to purchase the property by the end of 2023.

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

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