

PLAY

Profile: People who play downtown

While downtown is a great place to work and live, it also offers a wide array of fun and unique things to do that aren't found anywhere else in the city. Hundreds of events take place downtown each year, attracting hundreds of thousands of people to the city centre to be entertained. While downtown, these visitors not only spend money at local businesses, but enjoy a positive downtown experience that will keep them coming back.

WHY DO PEOPLE COME DOWNTOWN?

	UNDER 35 YRS.	35-54 YRS.	OVER 55 YRS.
	OFTEN OR SOMETIMES	OFTEN OR SOMETIMES	OFTEN OR SOMETIMES
Shop downtown	61%	53%	35%
Dine out downtown	57%	41%	41%
Attend a concert or play downtown	34%	29%	39%
Attend a sporting event downtown	29%	15%	9%
Go to a movie downtown	30%	25%	17%
Go to a museum or art gallery	16%	16%	12%
Go to the Forks	64%	47%	45%



Snapshot of an Event: Doors Open Winnipeg

About 40,000 people come downtown to explore some of our city's most interesting buildings during this weekend event in May. Here's what they said:

- 93%** said they were likely to attend next year
- 82%** planned to spend money on food items
- 63%** had a positive opinion of downtown
- 1 in 5** said they planned to shop
- 78%** thought the event would improve perceptions of downtown
- 27%** spent \$20 - \$50 per party
- 8%** spent \$50 or more

DOWNTOWN EVENTS

These events are held in part or in full in downtown Winnipeg each year.

FESTIVAL OR EVENT	DATE	ATTENDEES
In & Out to Lunch Concert Series	Jan - Mar & Jun - Aug	5,000
WSO's New Music Festival	February	4,800
NSI Film Exchange	February	5,000
Freeze Frame Film Festival	March	6,000
Cannes Lions Film Festival	March	8,000
CBC Winnipeg Comedy Festival	April	10,000
Doors Open Winnipeg	May	40,000
Winnipeg International Children's Festival	June	22,000
Cool Jazz Winnipeg Festival	June	35,000
Winnipeg Fringe Festival	July	72,000
Folklorama (citywide)	August	440,000
City Lights Cruise	June - August	2,400
Cruz In Downtown	August	40,000
International Wine Festival	October	5,000
Manito Ahbee Festival	November	20,000
Santa Claus Parade	November	100,000
The Forks	Year-round	4 million

CONVENTIONS AND EVENTS ARE BIG BUSINESS

Special events like the **2005 Juno Awards, 2006 Grey Cup, 2007 IIHF World Women's Hockey Championships, 2008 Tim Hortons Brier and the 2008 Canadian Country Music Awards** draw thousands to downtown and put our city in the national spotlight. There are also many tradeshow at the Winnipeg Convention Centre that attract people to downtown on a regular basis.

- Over 416,000 people attended events at the Winnipeg Convention Centre in 2006
- Nearly 200 meetings and conventions a year in Winnipeg
- 54,000 delegates and over \$47 million in spending in 2006
- 2008 Tim Hortons Brier: est. \$20 million economic impact
- 2008 Canadian Country Music Awards: est. \$5 million economic impact

DOWNTOWN: THE CENTRE OF ARTS & ENTERTAINMENT

DOWNTOWN VENUE	VISITORS/YEAR
Performing Arts	
Manitoba Theatre Centre	117,000
MTC Warehouse	16,000
Manitoba Theatre for Young People	55,000
Prairie Theatre Exchange	34,000
Royal Winnipeg Ballet	83,000
Winnipeg Symphony Orchestra	120,000
Winnipeg Jazz Orchestra	2,700
Virtuosi Concerts	3,500
Manitoba Opera	14,000
Manitoba Chamber Orchestra	13,000
Museums and Galleries	
Dalnavert Museum	7,000
Gallery 1C03	5,000
Manitoba Children's Museum	121,000
The Manitoba Museum	210,000
Planetarium	22,500
Science Gallery	22,500
Ukrainian Cultural & Educational Centre	6,000
Manitoba Legislative Building	40,000
Manitoba Sports Hall of Fame	5,000
The Winnipeg Art Gallery	150,000
Plug-In Institute of Contemporary Art	31,000
Winnipeg Railway Museum	7,000

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The IIHF World Women's Hockey Championship
in Winnipeg April 3-10, 2007 had an estimated
economic impact of
\$12 million



DOWNTOWN: THE CENTRE OF ARTS & ENTERTAINMENT (continued)

DOWNTOWN VENUE	VISITORS/YEAR
Cinema	
IMAX Theatre	118,000
Towne Cinema	153,700
Cinematheque	16,500
Globe Cinema	100,000
Performance / Concert Halls	
Burton Cummings Theatre	35,000
Centennial Concert Hall	193,900
Pantages Playhouse Theatre	60,700
Sports & Recreation	
Manitoba Moose - MTS Centre	396,900
Winnipeg Goldeyes - CanWest Global Ball Park	334,300
U of W Duckworth Centre	175,000
YMCA/YWCA	12,000 members
Millennium Library	1.3 million
14 Downtown Parks	-
Major Downtown Entertainment Venues	
MTS Sports & Entertainment Centre	1.4 million
Winnipeg Convention Centre	416,000



In 2006, *Pollstar Magazine* listed the MTS Centre as the 22nd top grossing arena worldwide and 3rd busiest in Canada.

(Excludes professional sports.)

The 2006 Grey Cup drew an estimated 15,000 visitors from across the country.



“The MTS Centre draws over 1 million paid patrons per year, with a direct benefit to neighbouring shops, restaurants and parking outlets. We believe the MTS Centre has provided an opportunity for countless people to become re-familiar with the downtown and hope this re-builds shopping patterns and confidence in the downtown area and all its amenities.”

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