



NOISE

IN THE  
EXCHANGE



THE  
**EXCHANGE**  
DISTRICT BIZ





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A MESSAGE FROM  
THE CHAIR AND  
EXECUTIVE DIRECTOR



While the Exchange District BIZ was formally created as part of a City of Winnipeg Bylaw in 1989, its history stretches back to 1976. At that time, the Old Market Square Association comprised a partnership of businesses with the vision, leadership, and determination to breathe new life into what we now refer to as the West Exchange.

Working together with the City of Winnipeg and Heritage Canada, the group successfully transformed what was then the brownfield site of Winnipeg's demolished Firehall #1 into what we know as Old Market Square today. As a centrepiece to begin revitalizing the area, it was highly successful, drawing seven to eight thousand people on days when the farmer's market operated.

The group launched marketing efforts, put up signage marking the historic district and established the Historic Walking Tours that continue to be facilitated by the Exchange District BIZ today.

Over the past year, the board has been working together with various stakeholders to set a new strategic direction for our

organization. We have examined our organization's history, researched successful initiatives from like-minded organizations around the world, and engaged in many meaningful conversations with our members and partner organizations.

One driving force continues to stand out: there is no substitute for businesses rallying together around a common vision in partnership with the broader community. We look forward to working together to capture our community's spirit with our collaborative strategic plan in early 2020.



**David Pensato**  
EXECUTIVE DIRECTOR

**Cheryl Oakden**  
CHAIR

# CREATIVE COLLABORATIONS

The Exchange District BIZ continues to cultivate and expand neighbourhood vibrancy through strategic partnerships and initiatives.

A partnership with The Forks and Sport Manitoba Fitness Centre brought Canada Day festivities to the Exchange District for the first time. These partnerships enabled us to develop programming for two live concert stages and family activities that brought many people to Waterfront Drive and Stephen Juba Park.

Our partnership with Culture Days Manitoba continues to connect arts, culture and the vibrancy of the Exchange District to thousands of Manitobans. Three large scale public art installations co-produced by Culture Days Manitoba and Winnipeg Arts Council allowed thousands to experience interactive art in Old Market Square and Bijou Park.

In April, 102 BIZ members came together for the Spring Spruce Up collecting 100 bags of debris from the streets.

Our historic walking tours continued to grow in 2019 through partnerships with Doors Open, Jane's Walk, and Historic Places Day. Nearly 4000 people explored and engaged with The Exchange District by foot. We added two additional tours this year: an expanded 100th anniversary Winnipeg General Strike tour and a Winnipeg's Wonder Women tour.

Our First Fridays Bike-In events continue to engage and support new cyclists to bike to the Exchange District. Our guided rides bridged north, south and west active transportation networks to The Exchange District.



# COMMUNITY CONNECTIONS

In 2019, the BIZ hosted a variety of community events cultivating opportunities to bring people together to experience the vibrancy of the Exchange District.

Our Canada Day event connected The Forks to the Exchange District with a walkway of family activities along Waterfront Drive leading to Stephen Juba Park. These activities attracted a diverse crowd to the Exchange District; many visitors experienced the beautiful green space of Stephen Juba Park for the first time.

We are continuing to develop our Bike Friendly Business strategy in 2020. Consultations with our members have informed a new multi-pronged approach to both support existing cyclists and encourage new cyclists to downtown. We are developing a short video to be released in spring 2020 with downtown cycling tips.

Concert Movies at the Cube was hosted for the second year in Bijou Park. The unique park

space was buzzing with people enjoying music, drinks from Nonsuch Brewing Co. and the Prince film *Sign O' the Times*. During warmer months, Alleyways attracted thousands of people to explore the alleys of the Exchange District and circulate through the area each First Friday.

Year-round the Exchange District BIZ encouraged BIZ members to meet new people, build community relationships, and enjoy the urban business lifestyle through lunch hour programming.

In winter, we hosted weekly games of Thursday Throw (curling) on the Old Market Square rink. In summer, we hosted friendly bocce matches in Stephen Juba Park. Both initiatives brought many people outside for fresh air, movement and provided an opportunity to meet new people in the community. We look forward to continuing to build on these initiatives.



# 2019 TOURS



**3940**

TOTAL NUMBER OF TOUR GUESTS  
2829 in 2017

**388**

TOTAL NUMBER OF TOURS TAKEN  
356 in 2017

**1494**

STUDENTS FROM  
MANITOBA SCHOOLS



# AN INSPIRING ENVIRONMENT

From watering 2,107 flowers in summer, to clearing hundreds of kilometres of sidewalks and bike lanes during winter, our team works to keep our shared spaces clean, maintained and beautiful in all seasons.

This year, our maintenance team removed 2,248 tags of graffiti using paint removal products from local BIZ member Western Paint. Our quick response rates allow us to remove graffiti within 24 hours of a member calling when weather allows.

As a community, we diverted 172,808 lbs of recycling from landfills in 2019 using 85 community recycling containers in the neighbourhood.

Our maintenance and beautification team continue to work closely with the City of Winnipeg. In 2019, we developed a system to

track and report street and sidewalk repairs to create shorter feedback loops for street repairs.

We also worked in partnership with the City Parks department and Councillor Vivian Santos to maintain the Old Market Square ice rink.

Our annual full-time maintenance team grew from two to three members. During summer months, our team expands to seven members to accommodate our busy summer travel and festival season.



**NOVEMBER 2018-OCTOBER 2019**

**2248** GRAFFITI TAGS REMOVED

**150** BIKE RACKS INSTALLED

**187,808** LBS RECYCLING REMOVED

**102** SPRING SPRUCE-UP HELPERS

# SHARING STORIES

Whether it's celebrating the opening of a new business, connecting members with city services, or sharing the vibrancy of the neighbourhood, the profile of the Exchange District continues to rise.

We connect to nearly 30,000 followers on our social media platforms daily with engaging content.

From January to October 2019, our website [exchangedistrict.org](http://exchangedistrict.org) had 161,000 visitors from all over the world. Our business listings and event guide continue to be an online resource as a first introduction to our community. We recently streamlined and updated our website to improve user experience. Our new site will allow us to continually improve and add functionality.

We worked with the City to develop new parking map signs. These signs also support pedestrian navigation, identifying walking times to Old Market Square.

Our popular Explore the Exchange walking map was updated and continues to be in high demand. The maps are distributed to Tourism Winnipeg, hotels, restaurants and shops.

The 100th anniversary of the Winnipeg General Strike brought national attention to our expanded Winnipeg General Strike Tour, with features on CBC, The National, The Winnipeg Free Press, CTV and Global Television.

Throughout the year, we received earned media highlighting the vibrancy and energy of the Exchange District through our events: Thursday Throw, Alleyways, First Friday Bike-ins, Nuit Blanche and National Canadian Film Day.

We explored new mediums this year, sharing our stories with the podcast Exchanging Words. The nine episode podcast was a series of conversations with the people behind the places in the Exchange District. Through

## SOCIAL MEDIA COMMUNITY

(AS OF NOVEMBER 7, 2019)

FACEBOOK: **3884**

TWITTER: **5606**

INSTAGRAM: **19.7K**

EXCHANGEDISTRICT.ORG  
MONTHLY SITE VISITS: **15,000**

Exchange Words, we were also able to have extended conversations exploring the Winnipeg General Strike, 100 years later.

Our Hot Beverage Week campaign continues to cultivate and support exploration of our diverse food and drink community. This time-limited campaign during the early holiday shopping season encourages visitors to explore the neighbourhood.

Shop the Exchange was a multi-faceted campaign in partnership with participating businesses, featuring a monthly full-page ad in the Winnipeg Free Press, online content and a prominent window display.



# COMMUNITY SAFETY

The Exchange District is proud to be a place for everyone to gather. Our neighbourhood continues to grow every year with more businesses, festivals, residents and visitors bringing more people to our streets. Safety is paramount in all we do, and our Community Foot Patrols are on the streets six days a week to support all members of our community to be safe on our streets.

With additional funding from the City, our community foot patrol grew from six to eight full time team members. We also expanded our services with an additional Saturday shift. We continue to serve our members as extra eyes and ears on the streets; providing safe walks, offering safety presentations, wellness checks, safety audits, and working with Winnipeg Police Service and partner agencies such as Main Street Project to connect

available services to vulnerable community members.

All our patrols are trained in mental health first aid, First AID, CPR and Non-Violent Crisis Intervention techniques.

We continue to work closely with the City of Winnipeg Police Service. Open lines of communication strengthen our collective efforts. We adopted new methods of data collection to better connect geography to issues. Daily reports are submitted to the police providing an update on street activity.

Our Community Foot Patrols are committed to building and supporting a safe community for all. We are active members on both the Dangerous Panhandling and Ending Homelessness committees and continue to work collaboratively with all partners to improve access and support systems for all.



## NOVEMBER 2018-OCTOBER 2019



TOTAL ENCOUNTERS: **4,023**

TOTAL INCIDENTS: **1,833**

TOTAL ASSISTANCE: **2,190**

SAFEWALKS: **348**



## OUR BOARD

**Cheryl Oakden** Scatliff + Miller + Murray

**Matt Erhard** Summit Search Group

**Gilles Belair** Wellington-Altus Private Wealth

**Lainey Bokhaut** Bokhaut CPA Inc

**Mike Del Buono** King + Bannatyne

**Colin Findlay** Taylor McCaffrey LLP

**Glen Murray** Emerge Knowledge Design

**Emily Patrician** Mere Hotel

**Allana Schmidt** Tripwire Media Group

**Sherry Sobey** Generation Green

**Nick Van Seggelen** Bodegoe's

**Nils Vik** Parlour Coffee, Dogwood Coffee Canada

**Councillor Vivian Santos** City of Winnipeg

**Martin Pasieczka** City of Winnipeg BIZ Liaison

**Craig White** Endeavour Wealth Management

## OUR STAFF

**David Pensato**

EXECUTIVE DIRECTOR

**Derek Manaigre**

MANAGER OF COMMUNITY SAFETY  
AND BEAUTIFICATION

**Alyssa Sherlock**

OFFICE & ADMINISTRATION ASSISTANT

**Sandy Klowak**

SPECIAL PROJECTS & EXECUTIVE ASSISTANT

**Lindsay Somers**

INTERIM COMMUNICATIONS COORDINATOR

## MAINTENANCE

**Mitchell** SUPERVISOR

**Jordan**

**John**

## EXCHANGE PATROL

**Madison** SUPERVISOR

**Branden**

**Vincent**

**Monica**

**Brylin**

**Taven**

**Griffin**





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**#exploretheexchange**  
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NO. 1



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