



THE SHED

SPORTS, HOSPITALITY
& ENTERTAINMENT
DISTRICT

**Looking to the Future:
The Next Phase of Investments**

SHED INVESTMENTS

Construction to Date

Centrepoint and Glasshouse	\$130.0
The Met	\$17.0
Cityplace Interior Renovation	\$3.0
The Pint	\$4.0
Misc Properties	\$15.0
Subtotal	\$169.0

Planned by 2020

True North Square	\$434.0
MB Liquor & Lotteries	\$74.0
St. Regis Parkade/Commercial	\$40.0
SkyCity	\$175.0
Misc. Properties	\$5.0
Subtotal	\$728.0
Total	\$897.0

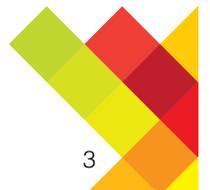


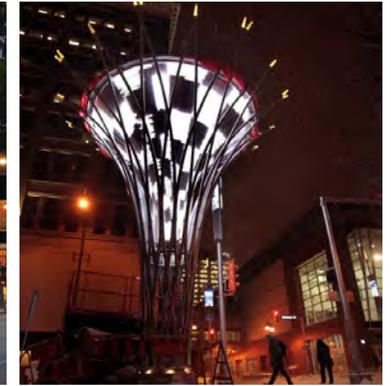
Exceeding Expectations

Sports, Hospitality and Entertainment District (SHED)

In 2010, The City of Winnipeg endorsed the Portage Avenue Development Strategy (PADS), in which CentreVenture first proposed the vision of creating a vibrant mixed-use district centred on the activity of the MTS Centre and the expanded RBC Convention Centre. The concept was to drive new development to the district with strategies to enhance the public realm and put in place the economic conditions required to encourage new private investment. The SHED is about placemaking, economic development, and reinvigorating our downtown.

By 2012, The City of Winnipeg and the Province of Manitoba put in place Tax Increment Financing (TIF) for CentreVenture to fully realize the vision of the SHED. Since first conceptualized, the SHED has significantly exceeded expectations with nearly \$900 million to be invested in the district by 2020. The SHED is changing downtown Winnipeg, with even more exciting opportunities on the horizon.





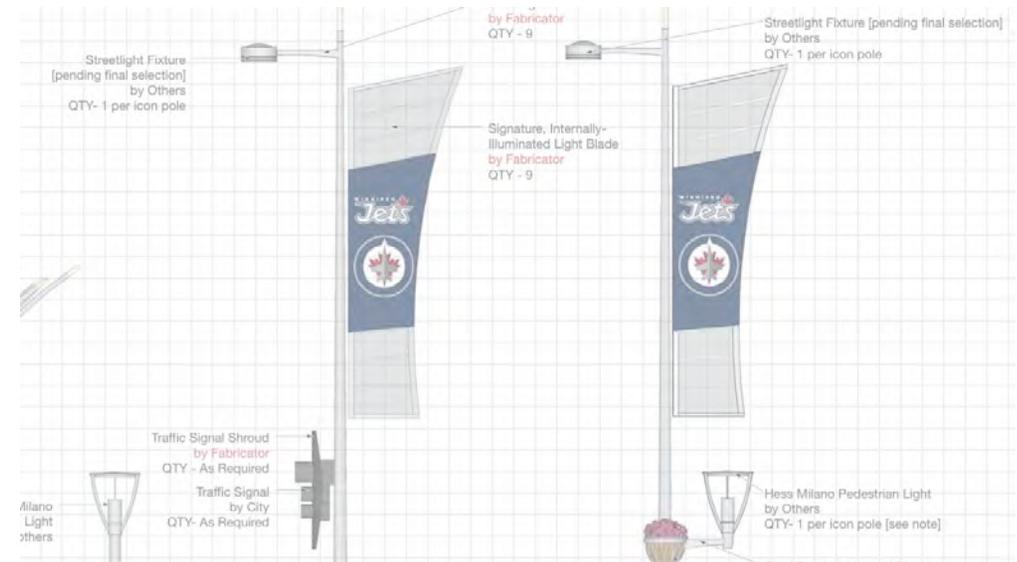
Creating a Sense of Place and Pride

To date, a tremendous amount of progress has been made toward the goal of achieving a unique character and sense of place in the SHED. It has captured the attention of investors and is creating a sense of pride with Winnipeggers as they experience this urban district that matches the feel and appearance of other great cities they have visited.

\$6.2 million has been invested in new streetscaping and pedestrian improvements on Donald Street (Millennium Library to Centre Point), Graham Avenue (Donald to Hargrave), and several sections of Hargrave.

Ten storefronts are being improved in the district through a pilot program that provides modest grants for professionally designed improvements to building exteriors. Through a SHED contribution of \$220,000, over \$1.8 million is being invested by the private sector in improvements that enhance the pedestrian experience and increase the viability and longevity of street-level retailing in the district. Owners along Garry Street responded with a coordinated building lighting strategy to enhance safety and to celebrate the heritage buildings along this burgeoning corridor.

New retail concepts are popping-up in and around Graham Avenue, starting a rebirth of this pedestrian shopping district.





Attracting Attention and Investment

The SHED vision and public realm enhancements have been a powerful tool to draw the attention of the private sector. It shows a commitment on the part of governments and the community to building a better downtown, and investors have taken notice. In a short time, through the SHED initiative and CentreVenture's land assembly activities, developments in excess of \$165 million have been constructed.

One of the first projects was the complete rehabilitation of the Metropolitan Theatre on Donald Street. This historic property sat vacant for more than two decades. CentreVenture assembled the adjacent land to develop a more viable proposition for redevelopment. Canad Inns responded to create a brand new, top-notch entertainment centre concept, which fully restored the original theatre to its former glory.

The tired A & B Sound Building on the corner on Portage and Donald faced an uncertain and potentially unproductive future. CentreVenture assembled the property and worked with Longboat Development Corporation who acquired a number of other properties on the block to mount the largest private development in downtown Winnipeg in over 25 years – Centrepoint. The project attracted Toronto developer Urban Capital to build Glasshouse condominiums and the Quebec based Germain Group who built their first ALT Hotel in western Canada. Stantec moved downtown to be part of Centrepoint and the development now houses five businesses, employing over 500 employees collectively.

Through CentreVenture's acquisition of the St. Regis hotel, land was made available to attract Vancouver-based The PINT Public House to Garry Street. These smaller investments are adding-up as other hospitality businesses see the potential and attraction of this new buzzing urban district.





Next Phase of Investments

True North Square

The cornerstone of Phase Two is the True North Square project. It will be a fully integrated \$434 million mixed-use development spanning two sites and three buildings on 225 Carlton and 220 Carlton. This signature development will generate over 2,000 person-years of employment and more than \$50 million in provincial taxes from construction. Once complete, each year the project will generate over \$4.6 million in municipal and provincial property taxes.

This project provides the key connective element between the MTS Centre and the RBC Convention Centre. Through its enhanced street-level public realm and skywalk connections, these two major SHED venues will be fully integrated through this development project.

Its location on Graham Avenue will also provide a critical anchor for this emerging retail street, which is anchored by The Bay building to the west. True North Square is nucleus, the icon, and the pinnacle of the SHED.

MBLL Headquarters

The recently announced Manitoba Liquor and Lotteries (MBLL) headquarters will be constructed immediately west and adjacent to the current SHED TIF zone, on a Graham Avenue surface parking lot connected to Medical Arts Building. This \$75 million investment will bring 400 new office workers downtown, drawing more activity along Graham Avenue.

Smith Street Parkade and Commercial

A new 625-stall parkade with ground floor commercial is planned for the former site of the St. Regis Hotel, immediately east and adjacent to the current SHED TIF zone. This project will assist to replace parking eliminated by the redevelopment of surface parking lots in the district. It joins other completed and planned developments on the eastern end of Graham Avenue, including the proposed SKYCity condominium project.



MBLL Headquarters



Smith Street Parkade & Commercial

major developments taking shape



building hospitality and entertainment

True North Square will be a focal point of activity with hundreds of new office workers, a new signature hotel, destination retailers/restaurants, and spaces for new and expanded public gatherings. Adjacent is the Graham and Portage Avenue retail district, characterized by smaller-scale, pedestrian-oriented, but underutilized retail spaces. There is a tremendous opportunity for shops along Graham, Portage, and intersecting side streets to be reinvigorated and to capitalize on the opportunities brought by the new, denser developments in the district.

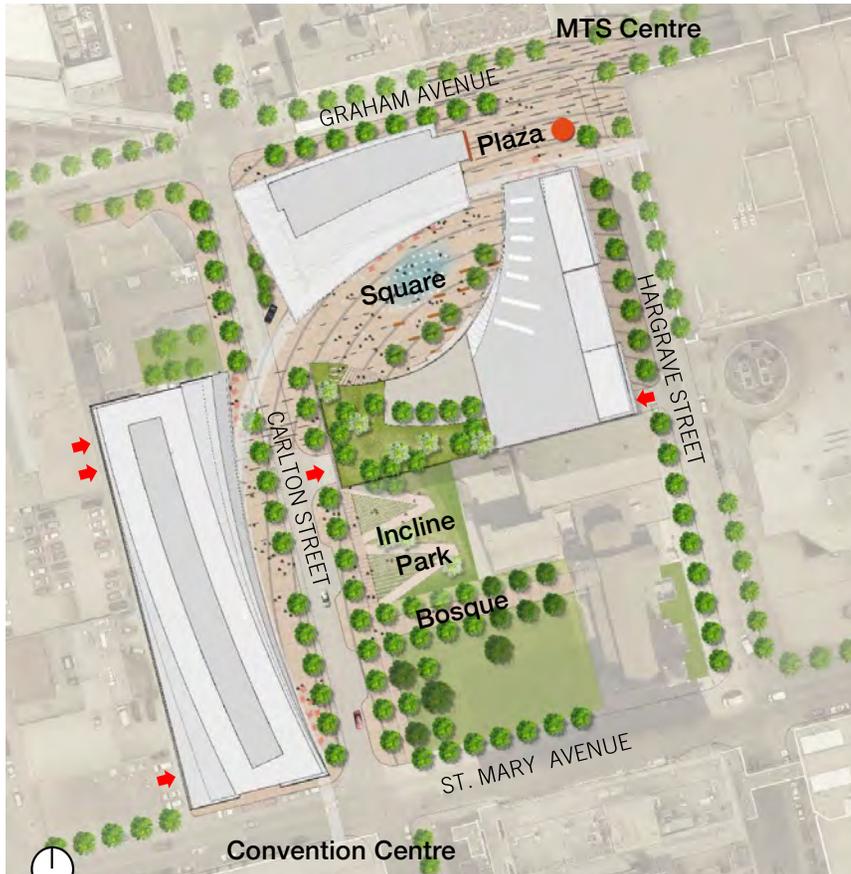
A new and enhanced ground floor activation strategy will layer CentreVenture's storefront improvement and PUSH programs to encourage independent local retailing. CentreVenture will also continue to recruit new retail and hospitality concepts to the district, similar to ALT hotel, Merchants Kitchen, The Pint Public House and other SHED successes.

The Downtown Winnipeg BIZ is also providing critical support for the SHED through their safety, cleanliness, and events programming funded through BIZ levies and corporate support. Other community partners like Nuit Blanche, The Delta Hotel, The MET, CityPlace, the RBC Convention Centre, and the MTS Centre are driving traffic to the District through their ongoing activities.

fostering destination and independent local retailing



True North Square and Public Spaces



True North Square, its plazas and parks, aim to create an iconic central destination in the SHED that embraces daily urban living and celebrates the special moments in our community. Its multipurpose, flexible spaces will provide for endless programming options – something for everyone, all year round.

It is designed to create a dynamic sequence of connected spaces that seamlessly unite the MTS Centre with the RBC Convention Centre – a primary and driving objective of the SHED.

These spaces aim to reach the highest standard of public space design, creating an urban experience that matches the best in North America. In doing so, The SHED and True North Square will join The Forks and The Exchange District as ‘must experience’ attractions in Winnipeg.

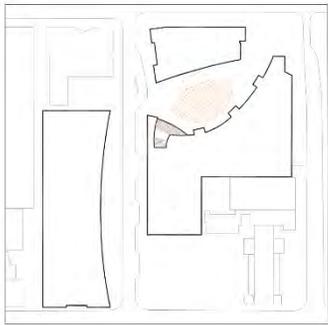
Critical to the success of the SHED is its connectivity, especially for pedestrians and cyclists. The corridors that draw people in, and connect them, to various venues in the district must be inviting, they must be clean and safe, and they be unmistakably and uniquely “SHED”.

SHED archetypal lighting and pedestrian features (enhanced sidewalks, signage trees, planters, furniture) installed in the first phase of the SHED will be expanded in the other key corridors in the district. This will create an even greater sense of destination and identity for the district to truly complete the vision.

Combined with stunning architecture, The SHED and its exceptional public spaces will be a clear statement about the progress, stature, and faith in the future of our great city.

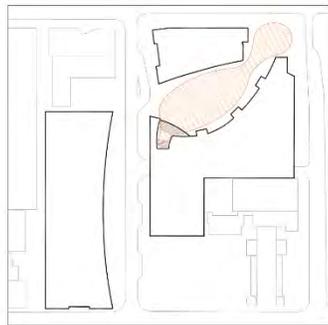


something for everyone, all year round



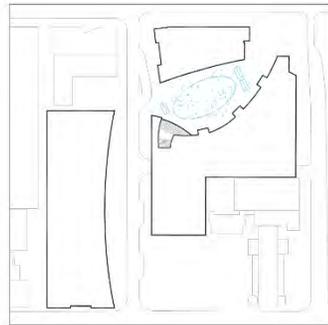
Outdoor Concert

- 600 sq. m viewing area,
- 1450 standing crowd at 0.4 sq.m per person



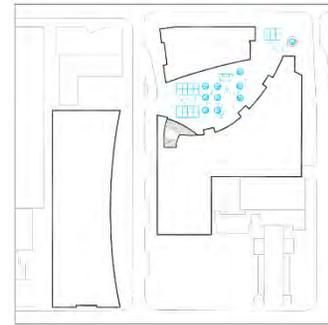
Game Day Party

- 1500 sq. m event area



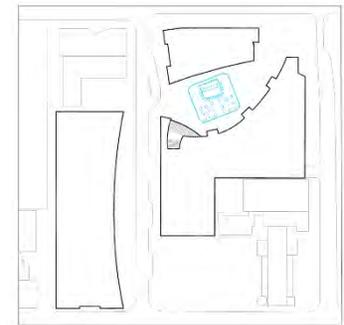
Casual Ice Rink

- 525 sq. m ice rink



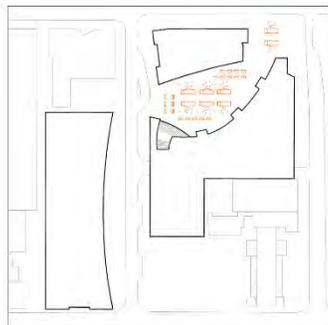
Christmas Village

- 22 market stalls, at 3 x 3 m
- 3 m x 6 m stage with 300 sq. m gathering space for standing crowd



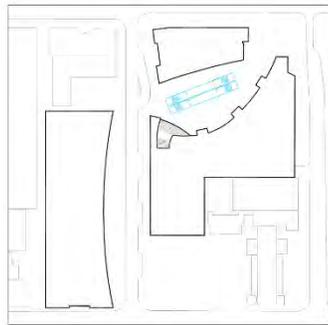
Ice Bar

- 480 sq. m designated area
- 90 sq. m bar area
- 20 circular tables for 160 patrons



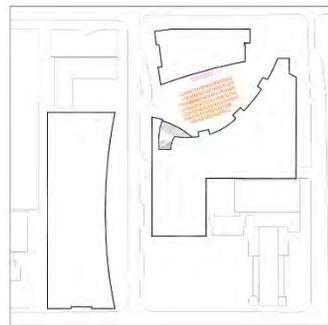
Food Truck Festival

- 8 food trucks
- 20 tables to seat 120 dining patrons



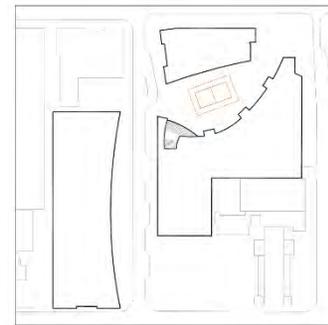
Curling

- 2 curling lanes
- 40 m long x 4 m wide



Outdoor Movie

- 550 sq. m with 140 seated audience on chairs at 4 sq. m per person



Sand Volleyball

- Standard volleyball course
- 360 sq. m sand area



