

A photograph of two women smiling in a boutique. The woman on the left has long blonde hair and is wearing a purple and blue patterned dress with a black belt. The woman on the right has blonde hair, wears glasses, and a black sleeveless top with a white diagonal sash. They are standing in front of a display of colorful handbags (yellow, teal, blue) and shoes. A sign that says 'SHOP' is visible on the counter. The background shows clothing racks and warm lighting from pendant lamps.

Winnipeg's
West End

Open *for* Business

IMAGINE THE POSSIBILITIES.



"What I like about this neighbourhood is that it's right in the centre—my customers come from all parts of Winnipeg. I just opened a second business in the West End on Portage Avenue."

TAM DUY NGUYEN
Owner, Tam Custom Tailor



DEBBIE REUTHNER
Owner, The Flower Lady

WELCOME TO THE WEST END!

You think you know the West End? Look again.

"I've been in the West End for 20 years because this community has supported me and my small business. The West End has grown leaps and bounds and it has become a walking and biking area. The great part about having a business in the West End has been watching it grow for the last 20 years."



ASHWANI NAGPAL
Owner, India Palace Restaurant

"The West End BIZ's ongoing commitment to improve, promote and undertake projects is making this a healthier, stronger, competitive business district while enriching the community."

"India Palace has been in the West End since 1979 and we are now serving the grandkids of our original customers. The community and our neighbours are great. There are so many local events in the neighbourhood that we love to participate in and help out at."

ANGELA MATHIESON
President & CEO,
CentreVenture
Development Corporation

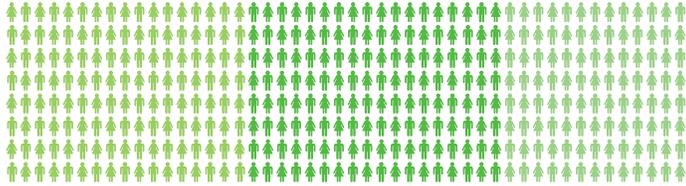


DEMOGRAPHICS

Who comes to the West End? Everybody!

The population of the West End is 36,000.

That's the population of Steinbach, Selkirk and Portage la Prairie combined!



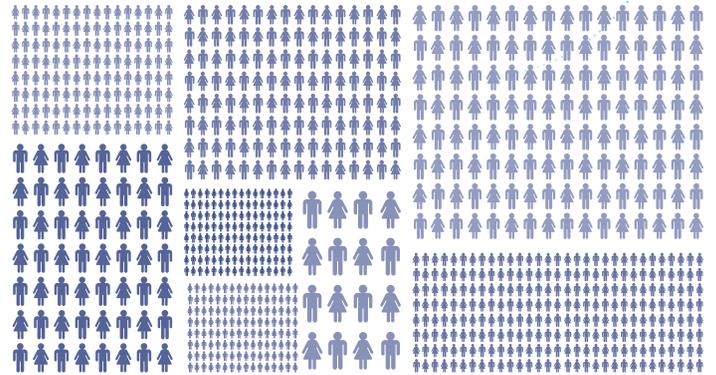
Over 8,000 people work and volunteer at the Health Sciences Centre.

60,000



60,000 go to work downtown every day.

Downtown is next door to the West End.



Population density in the West End is 5,317 people per sq km.

That's one of the densest customer catchment areas in Manitoba.

10,000



More than 10,000 students

are enrolled annually at the University of Winnipeg.

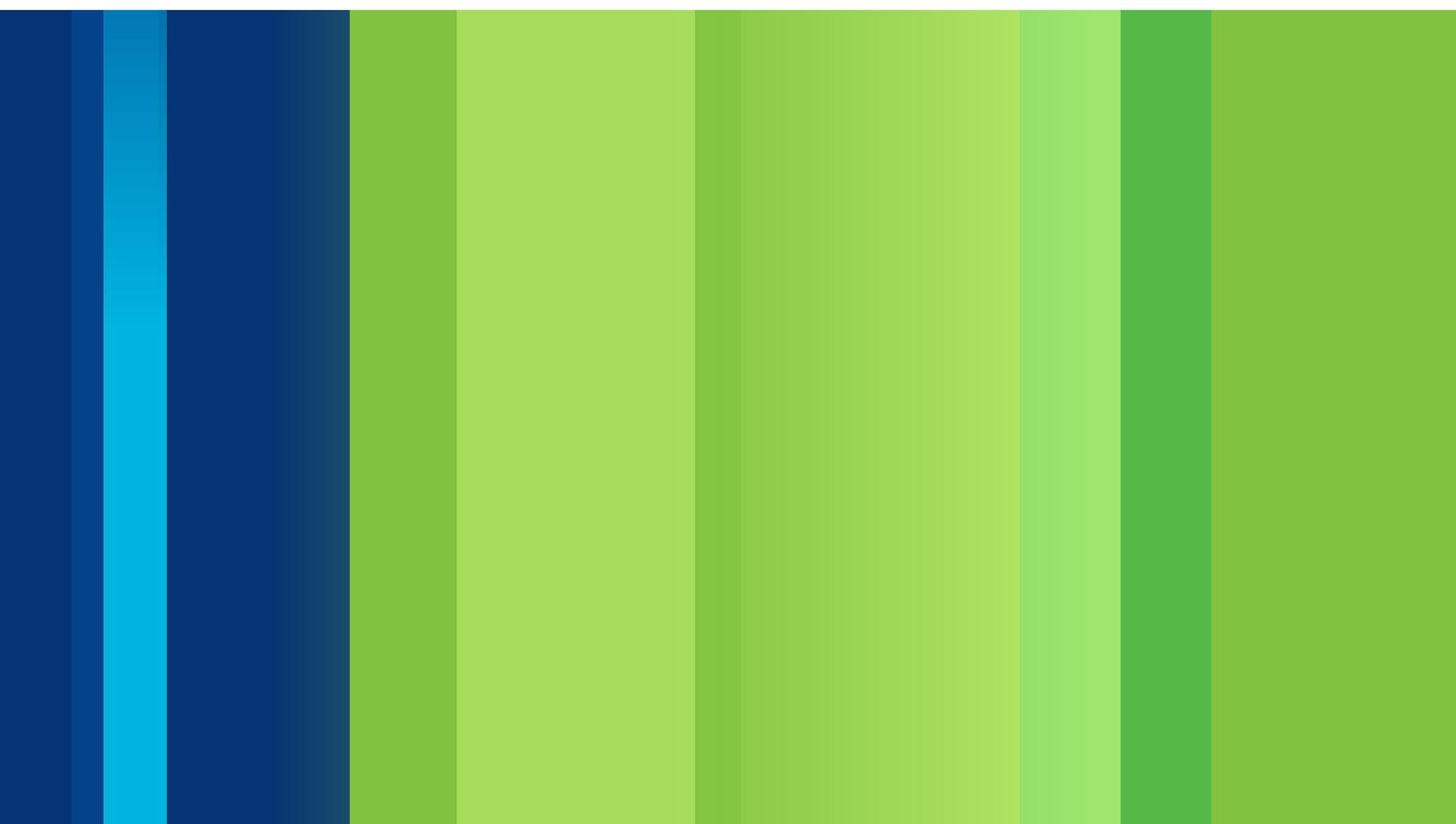
35,000



35,000 people attend events at the acclaimed West End Cultural Centre.

THINGS TO DO

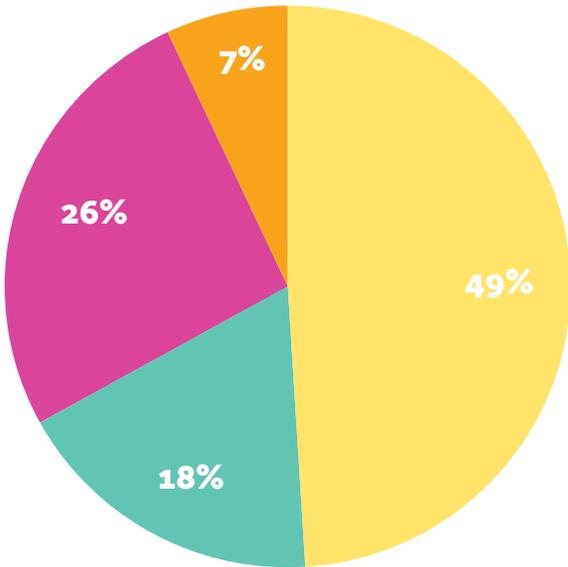
It's not all business in the West End.



BUSINESS

This is your market!

WHERE DO OUR CUSTOMERS COME FROM?



- Central Winnipeg
- Near Central Winnipeg
- Suburban Winnipeg
- Outside Winnipeg

THE WEST END ADVANTAGE

- **Maximize your visibility.** The vehicle count on Portage and Notre Dame is well over 100,000 vehicles daily.
- **Maximize your customer catchment area.** 36,000 people live in the West End and the neighbourhood is a 25-minute drive from all ends of the city.
- **Maximize your networking opportunities.** The West End BIZ has a membership of nearly 1,000 businesses.
- **Minimize costs.** Commercial retail leasing rates are among the most affordable in Winnipeg.
- **Minimize travel time.** It takes less than 15 minutes to drive to the airport, CentrePort and downtown from anywhere in the West End.

KEY THOROUGHFARES

- **Sargent and Ellice** are an eclectic mix of international themed restaurants and services.
- **Sherbrook and Maryland** are key corridors linking the north and south parts of the city.
- **Portage Avenue** is Winnipeg's premier thoroughfare linking the west part of the city to downtown.
- **Erin/Wall corridor** is characterized by businesses small and large. It is a major industrial employment centre in the neighbourhood.



ZONING

Data from 2014

- Commercial
- Industrial

Key Thoroughfares

- Sargent & Ellice Avenue
- Portage Avenue
- Sherbrook & Maryland Street
- Erin & Wall Street

THE WEST END BIZ

The Buzz About the BIZ

WHAT IS A BIZ?

A Business Improvement Zone is a designated geographical area where all businesses located in the boundaries are automatically members. Business owners make up the board of directors and the organization is funded by a special levy collected from each business. This funds the work of the BIZ which includes economic development, area image improvement, marketing and much more to help grow and support a strong business environment.

WHAT IS THE WEST END BIZ?

The West End Business Improvement Zone is a hub for promotion, advocacy and support for the area's business community. The BIZ team works with businesses and stakeholders to enhance and promote the West End and its amenities as a great place to do business, work, shop and live.

The West End BIZ is Winnipeg's largest BIZ and has been serving its members for over 20 years. In 2013, the BIZ garnered international attention, winning the 2013 Merit Award for Marketing and Communications awarded by the International Downtown Association. In 2009, our extremely popular mural tours were chosen by Where Magazine as one of Canada's Top Ten Attractions. That same year the BIZ also received the IDA Award of Distinction for our mural tours.

WHAT CAN WE DO FOR YOU?

The West End BIZ offers a wide range of ways to assist and support our business community! We offer information, grants, advocacy, and a number of great programs, projects and other services to help you build your business and drive customer traffic to the zone. We are here to help and want to be your best resource to call. If we don't know the answer or can't assist you, we aim to direct you to someone that can.



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WELCOME

Urban Entrepreneur's Landscape



Gateway to West End



Pho Hoang Vietnamese Restaurant



Winnipeg's West End is an excellent place to start, operate and grow a business!

ABOUT WINNIPEG'S WEST END

The West End is a diverse and centrally-located community that offers a little bit of everything. With great traffic infrastructure and ample parking, West End businesses attract customers from around the city. Even better, the neighbourhood is walkable and bicycle friendly—businesses sit virtually on the door step of the West End's 36,000 residents.

Major East-West arteries such as, Portage and Notre Dame Avenue, move traffic smoothly through the neighbourhood and make the West End accessible to all corners of the city. Nearly a thousand businesses of all sizes offer more services than one can imagine—all within 6.6 square kilometers! Better yet, the West End is positioned right between Winnipeg's downtown and the airport. In the West End, you're better connected to customers and Winnipeg's major transportation hubs.

Built in the early 20th century, the West End was designed as a mixed-use community with commercial and residential properties built in close proximity to one another. After decades of single-use development in the suburbs, urban experts world-wide now strongly favour mixed-use neighbourhoods for their accessibility and convenience.

This historic, mixed-use neighbourhood is an excellent place to grow your business. Whether you're starting your business or considering relocating, the West End is the accessible and convenient neighbourhood you are looking for.

If you think you know the West End, look again!

"Open for Business has the information your clients are looking for when deciding where they want to locate. Access, population base, affordability, amenities and culture, and how Business Improvement Zones are an incredible tool to support business.

The West End is where historically many new businesses and families started their stories. Let us help start yours."

GLORIA CARDWELL-HOEPFNER

Executive Director, West End Business Improvement Zone

Getting Down to Business

Get More in the West End



SUNNY SEO
Y-Not Foods

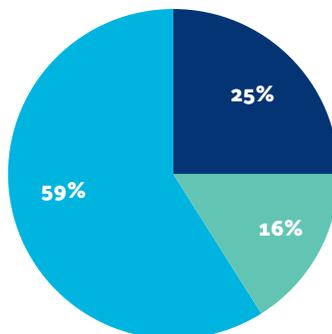
Because the population density in the West End is so high, investment goes further, customers are closer and transportation infrastructure is better.

With over a thousand businesses and organizations already located in the West End, it's easy to find the supplies and services you need to help run your business smoothly.

LOW COST, HIGH QUALITY NEIGHBOURHOOD

Stable, long-standing businesses dominate the West End business landscape, but that doesn't mean there isn't a healthy contingent of start-ups. There's more value for your dollar in the West End. Commercial and industrial properties are affordably priced and come in all shapes and sizes. It's a low-cost but high-quality neighbourhood.

WEST END BY THE NUMBERS



LENGTH OF TIME WEST END BUSINESSES HAVE OPERATED

- Less than five years
- Five to ten years
- More than ten years

Made with available city records.



Deluca's Specialty Food Store

Total industrial space:	7.25 million sq ft
Total retail space:	300,000 sq ft
Retail vacancy rate:	2.2% (Winnipeg: 4.0%)
Average asking retail rental rate:	\$12.63/sq ft (Winnipeg: \$17.59/sq ft)
Industrial vacancy rate:	1.5% (Winnipeg: 3.2%)
Average net industrial lease rate:	\$5.25/sq ft (Winnipeg: \$6.44/sq ft)

Source: **Johnson Report, 2014**

WEST END BUSINESSES & ORGANIZATIONS

Automotive	68	Restaurants	108
Grocery and Food Services	51	Retailers	134
Hair and Body Aesthetics	56	Convenience Stores	14
Construction and Building Materials	88	Wholesale Distributors, Warehouses	18
Manufacturing and Machining	40	Non-profits, Government Agencies, Churches	178
Financial and Insurance Services	60	Other	195
Health and Medical Services	62	Total Businesses and Organizations	1,072

Source: West End BIZ



"I have always been interested in growing flowers, so a couple years ago I decided to open a flower shop in the West End. I opened my business in stages and with each stage the response has been overwhelming and my business has really taken off. The West End has been a great place to embrace my entrepreneurial spirit."

ANGELA HYLAND
Owner, Flowers in Bloom

TRANSPORTATION

Shoes, Cars and Handlebars



Ellice Avenue



Sargent Avenue



West End BIZ Office

The West End has the parking, traffic flows, transit routes and pedestrian traffic that every business wants.

The infrastructure and layout of the neighbourhood allow visitors and West Enders to get around the neighbourhood easily by all modes of transportation.



HOW WEST ENDERS GET AROUND

By Car

West End thoroughfares are designed to carry tens of thousands of vehicles daily. Accessible on-street parking is available to all businesses. Most West End business properties come with their own parking lots or nearby on-street parking.

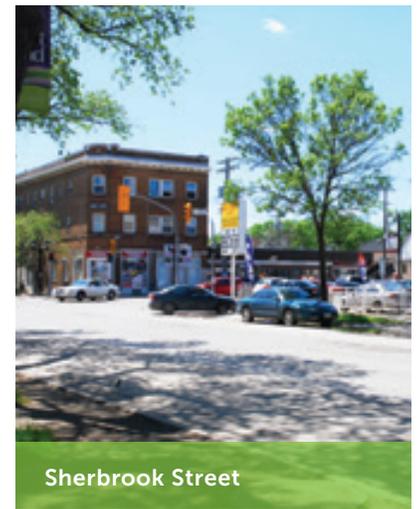
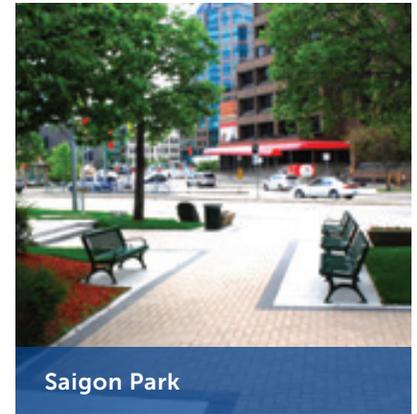
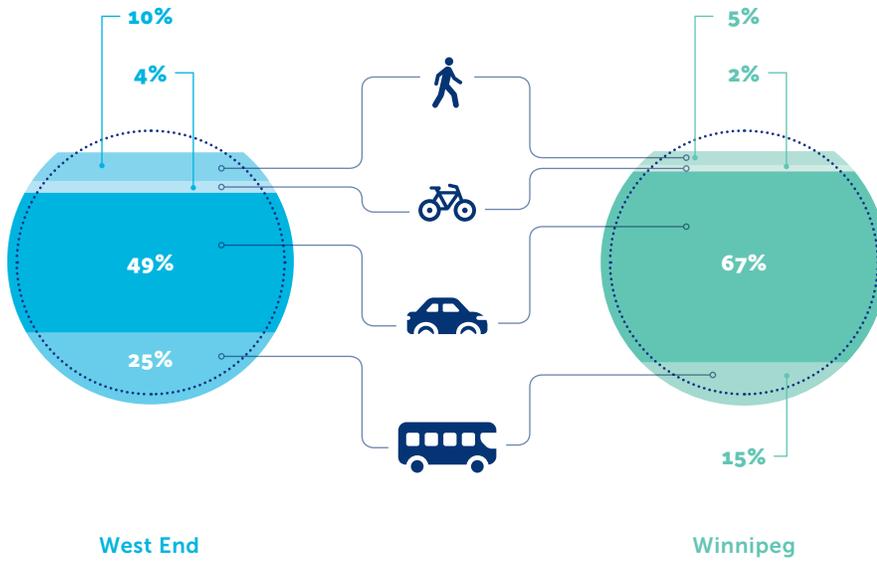


WEEKDAY TRAFFIC VOLUMES

Data from 2012



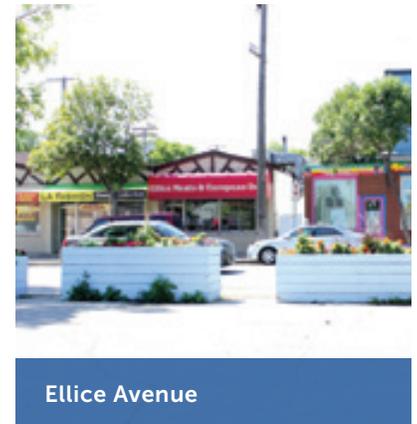
HOW WEST ENDERS GET AROUND



By Winnipeg Transit

Bus headways on most routes are some of the best in Winnipeg.

BUS ROUTES	FREQUENCY/HOUR		BUS ROUTES	FREQUENCY/HOUR	
	Rush Hour	Weekday		North/Southbound	Rush Hour
East/Westbound			North/Southbound		
(14) Ellice Ave	5	5	(71) Arlington St	6	6
(15) Sargent Ave	5	3	(29) Maryland/ Sherbrook Sts	9	4
(11) Portage Ave	6	6	(19) (33) (38) Balmoral St	6	6
(19) Notre Dame Ave	5	3			



By Bike

Cycling infrastructure is one of the newest developments in the West End. Maryland, Sherbrook and St. Matthews all have dedicated bike lanes. Portage Avenue has a shared bus-bike lane.



By Foot

There are 144 businesses per square kilometer in the West End. With so many businesses so close together, walking is a convenient way to explore the businesses in the neighbourhood.

Seven Interesting Facts about the West End



*In size, the **West End** makes up 1.9% of the Winnipeg's area, but in population, the **West End** makes up 5.25% of the city's total population.*

*The West End's population is **younger** than the Winnipeg average. There is a larger proportion of people between the ages of 20 and 44 than the city-wide average.*

*House prices in the West End **increased by 141%** between 2006 and 2013.*



*Between 2006 and 2011, real household income in the West End rose by **8%**—that's 3 percentage points higher than the city-wide increase.*

*Between 2006 and 2011, the **West End** showed higher stability than Winnipeg as a whole: during that five-year period 40% of Winnipeggers moved to a new place, while only 33% of West Enders changed addresses.*



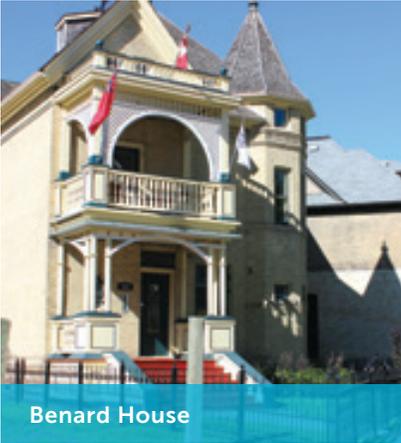
*Between 2003 and 2012, crime in the West End fell in every year but two—overall, **crime fell by 36%**.*



*Just under half of West End residents use a car to get to work. The proportion of people who walk or bike to work is **double** that of the Winnipeg average.*

OTHER ORGANIZATIONS

A Community in Action



Benard House

The West End is full of hardworking individuals and community groups that are working to make the community a great place for everyone.

COMMUNITY-DRIVEN ORGANIZATIONS

Here are a few of the many community-driven organizations:

The **Spence Neighbourhood Association (SNA)** and the **Daniel McIntyre–St. Matthews Community Association (DMSMCA)** work to improve the well-being of residents in their respective neighbourhoods. These organizations operate under a board of directors from the community and offer a wide variety of services including home-improvement support and grants, youth programs and newcomer orientation for recent arrivals to Canada.

www.spenceneighbourhood.org / www.dmsmca.ca

Central Neighbourhoods Development Corporation (CNDC) works to rejuvenate Winnipeg's inner-city neighbourhoods. Through grants and partnerships with local stakeholders, the CNDC works to improve housing, safety and justice, and provide education and recreation. www.cndc.ca

The West End Commons is a unique affordable housing project. Driven by the efforts of the Grain and Wheat Church-Community and the St. Matthews Anglican Church, the project blends the traditional architecture of the church into a new and vibrant housing space. www.thewestendcommons.ca



"Living in the West End is great because it's so close to our jobs, friends and family—all the things that are important to us. We rely on many of the high quality independent businesses in our neighbourhood."

ROSEMARY DOHAN
West End Resident



367-375 Kennedy Street



Centre Village



Millad's Supermarket