

By the Numbers

The Economic Impact of the Heart of the City Campaign

\$1 Invested in the Project = \$3–\$5 Economic & Social Benefit

This projected return underscores the long-term value of the Downtown Y redevelopment for our community.¹

Local Economic Impact



150+

Full-time Jobs in construction, architecture, engineering, and contracting roles are estimated to be generated during the construction phase²



20+

Permanent Jobs will be created in child care, community programs, health and wellness, and administration following the project's completion³



\$500,000

in Annual Spending is expected in downtown businesses, such as cafes, restaurants, and retail stores, due to increased visitors and employees from the Y⁴



\$150,000

Annual Tax from property, sales, and income taxes will benefit local government and public services⁵

Supporting Downtown Revitalization



↑ 300+

Daily Visitors will be attracted to the renovated Downtown Y, increasing foot traffic and perceptions of safety in the downtown core⁶



↑ 50%

Child Care Capacity will make downtown more viable for working families, improving workforce participation and increasing productivity by 6–7%⁷



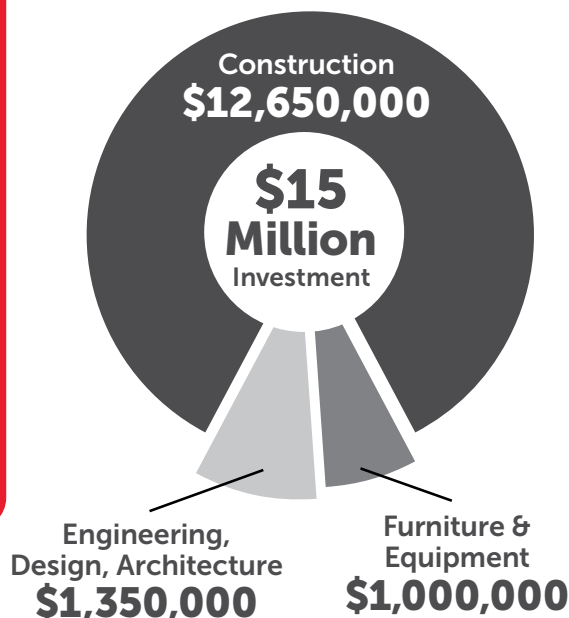
↑ 100+

Newcomer Services Capacity Doubling program capacity will enhance diversity and vibrancy downtown



↑ 50+

Corporate Jobs will relocate to downtown, further boosting demand for local services and amenities



Community Health & Wellbeing



\$2⁵⁰ Return

For Every \$1 spent on child care primarily through increased workforce productivity and reduced absenteeism⁸



\$200,000

Savings from reduced crime risk due to youth engagement programs⁹



\$300,000

Savings annually from reducing chronic disease through active and healthy lifestyles¹⁰



\$250,000

Savings from aging in place programs that reduce reliance on personal care homes¹¹



Sustainability Pledge



↓ 20-30%

Energy Consumption The renovation will achieve a significant reduction in energy use, in line with LEED-certified practices¹²



↓ 15-20%

Greenhouse Gas Emissions By incorporating energy-efficient designs, the facility will contribute to a cleaner environment¹³



↓ 10-15%

Embodied Carbon By selecting sustainable materials and designs, the construction process will decrease embodied carbon emissions¹⁵



LEED

Certified The project aims for globally recognized benchmarks in energy efficiency, water conservation, and material sustainability¹⁷

\$0.30-\$0.50

Annual Savings per Square Foot Energy-efficient upgrades will result in substantial utility savings per square foot¹⁴

\$0.60-\$3.50

in Incentives per Square Foot Efficiency Manitoba's programs provide financial incentives for energy savings above code standards¹⁶

Help Transform Health and Community in Downtown Winnipeg!

Join the Heart of the City Campaign and be a part of transforming our city for generations to come. Your support will make a lasting impact on our community, economy, and future.

Make your gift today!

The Heart of the City Campaign will:

Improve the local economy by increasing downtown spending, tax revenues & workforce participation

Build a safer, more vibrant downtown by increasing foot traffic & community engagement

Provide accessible, inclusive programs for families, youth, newcomers & seniors

1. "The Economic Impact of Nonprofit Organizations," Johns Hopkins University (jhu.edu).
2. "The Economic Impact of Construction in Canada," Canadian Construction Association (cca-acc.com).
3. "YMCA Canada Facility Development Report, 2019" (ymca.ca).
4. "Community Centers and Economic Impact," National Recreation and Park Association (nrpa.org).
5. "The Economic Impact of Urban Development Projects," Government of Canada (canada.ca).
6. "Urban Fitness Centers and Community Development," Canadian Fitness Alliance (canadianfitnessalliance.ca).
7. "The Economic Benefits of Child Care," Canadian Child Care Federation (cccf-fcsge.ca).

8. "Economic Benefits of Early Childhood Education," Canadian Centre for Policy Alternatives (policyalternatives.ca).
9. "Investing in Youth Programs," Public Safety Canada (publicsafety.gc.ca).
10. "Economic Impact of Physical Activity," Canadian Public Health Association (cpha.ca).
11. "Supporting Seniors in Their Homes," Canadian Institute for Health Information (cihi.ca).
12. Efficiency Manitoba (efficiencymb.ca).
13. Canada Green Building Council (cagbc.org).
14. Natural Resources Canada (oee.nrcan.gc.ca).
15. Canadian Construction Association (cca-acc.com).
16. Efficiency Manitoba (efficiencymb.ca).
17. Canada Green Building Council (cagbc.org).

Disclaimer: The figures presented in this fact sheet are approximate estimates derived from the cited sources. Actual outcomes may vary.