

**REPORT OF THE  
EXECUTIVE POLICY COMMITTEE**

**DATED MAY 12, 1999**

On motion of His Worship Mayor Murray, the Report of the Executive Policy Committee, dated May 12, 1999, was considered.

**CentreVenture - Downtown Revitalization  
File EP-1.2.3 (Vol. 1)**

**542 -** 1. On April 26, 1999 the Mayor and Chief Administrative Officer released a working draft report entitled "CentreVenture: A new approach to Downtown Revitalization". The report recommended creation of a new downtown development corporation - CentreVenture, to provide entrepreneurial leadership in the resurgence of the downtown. This is the City's response to an earlier report released in December 1998 by Economic Development Winnipeg's (EDW) Downtown Task Force.

The EDW Downtown Task Force, chaired by John Loewen, presented 10 recommendations to revitalize the downtown. The primary recommendation was the formation of a "sustainable Downtown Development Authority...to provide leadership in the planning, development, coordination, and implementation of projects and activities in the downtown".

The report presented by the Mayor and Chief Administrative Officer takes the concept a step further by providing a name, a conceptual outline and an implementation strategy for a new Downtown Corporation.

CentreVenture would be staffed by a small responsive team. Its mandate would be focussed in two areas; one, the Central Business District, to lead and encourage business investment and development in the downtown; and two, the National Historic Sites with a mandate to preserve and enhance the use of heritage buildings and land in the downtown area.

CentreVenture would adopt the vision of CentrePlan as its focus for downtown improvement. The new Corporation will have a small Board of Directors with the Mayor as Chair. The Board would appoint the Chief Executive Officer and within three months, a Business Plan for CentreVenture would be presented to Council for approval.

For the information of Council, the CentreVenture report dated May 5, 1999 is outlined on Appendix "A".

The Executive Policy Committee recommends:

- I. That a downtown development corporation, named CentreVenture, be formed to provide leadership in downtown development, said corporation to be established as a public-private partnership and be provided with the necessary resources to achieve the CentrePlan vision.
- II. That the CentrePlan vision document become the umbrella policy document which provides the vision for CentreVenture and that the activities and responsibilities of CentrePlan be merged with CentreVenture.
- III. That the Corporation be comprised of:
  - A. A Business Development function, created to encourage private sector investment in the downtown, with a focus on the Central Business District (Portage and Broadway).
  - B. A Historic Redevelopment function, created to encourage public and private redevelopment of heritage buildings, with a special focus on the two National Historic Sites and the Forks.
- IV. That the City of Winnipeg endorse the creation of CentreVenture as follows:

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- i) That the Mayor or his designate Chair the Board of Directors comprising the following citizen members:
- |                    |                |
|--------------------|----------------|
| Ida Albo           | David Asper    |
| Cheryl Ashton      | Gary Hilderman |
| Brad Hughes        | Lloyd McGinnis |
| Duane Shuttleworth |                |
- ii) That the Board appoint a Chief Executive Officer;
- iii) That a business plan and budget be submitted to the City for approval by Council in September, 1999.
- V. That Council re-allocate \$250,000 in start-up funds for CentreVenture from the WDA for the balance of the 1999 fiscal year (Strategic Initiatives).
- VI. That the Board report semi-annually to Council through Executive Policy Committee, and table an annual report, within 120 days of year end (beginning in the year 2000).
- VII. That the establishment of an endowment fund or funds for economic development, including housing, arts and culture and historic development through a re-allocation of the City's commitments to the WDA be approved. The intention of these funds is to stimulate other levels of funding in the public and private sectors.
- VIII. That transferring City-owned properties and heritage buildings or other options be explored to provide CentreVenture with access to assets, to create an asset mix to attract investment.
- IX. That as part of the formation of the new development corporation, a review with the other two levels of government be undertaken concerning the mandate of the Forks/North Portage Partnership.
- X. That the mandated area of CentreVenture be defined by the CentrePlan Boundary Map, requiring an amendment to the Downtown Zoning By-law (By-Law No. 4800/88).
- XI. That the City of Winnipeg Administration conduct a review of the legal and financial implications of CentreVenture, including an asset management strategy, within the first three months.
- XII. That the Proper Officers of the City be authorized to do all things necessary to effect the intent of the foregoing.

(Copy of attachment referred to in the above clause is on file in the office of the City Clerk.)

Moved by His Worship Mayor Murray,  
Adoption of the clause.

In amendment,

Moved by His Worship Mayor Murray,  
Seconded by Councillor Eadie,

That recommendation IV. i) be amended by adding the words "for a one (1) year term to expire on June 1, 2000:" after the word "members".

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In amendment,

Moved by Councillor Angus,  
Seconded by His Worship Mayor Murray,

That Recommendation No. I be amended by adding the words “subject to a Council approved business plan,” after the word “and” in the last line thereof.

The amendment proposed by Councillors Angus and His Worship Mayor Murray was put and declared carried.

The amendment proposed by His Worship Mayor Murray and Councillor Eadie was put and declared carried.

The motion for the adoption of the clause, as amended, was put and declared carried.