GDAN Solutions Ltd.

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Winnipeg Goldeyes and Shaw Park

A Community Economic Development Asset Contributing to Winnipeg's Downtown Development and Quality of Life

September 2020



Source: Tourism Winnipeg

Economic Driver

The long-term viability of Shaw Park and its position as a critical asset to the Downtown and Forks is underpinned by the Goldeyes. Major economic impacts include:

- Paying over $300,000 annually in Property and Business taxes
- Generating over $100,000 annually in game day parking revenue for the City
- Employing 300 + full and part-time positions with an annual payroll of $1,700,000
- Securing 52,500 hotel rooms since 1999
- Supporting Local Suppliers with $63,000,000 worth of products and services purchased since 1999

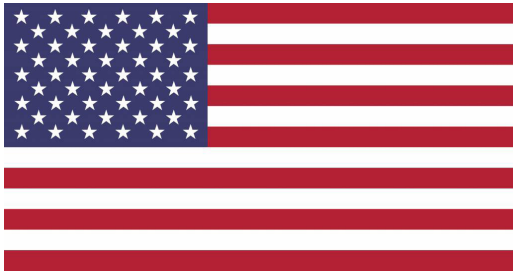
These economic impacts and others will end if a long-term agreement can not be reached with the Goldeyes.

Major Tourism Attraction

- Brings over 270,000 people to the Forks annually
- Attracted visitors from the US who purchased 42,258 tickets and 145,308 Group tickets purchased by groups outside Winnipeg (between 2014 and 2019)









Source: Goldeyes

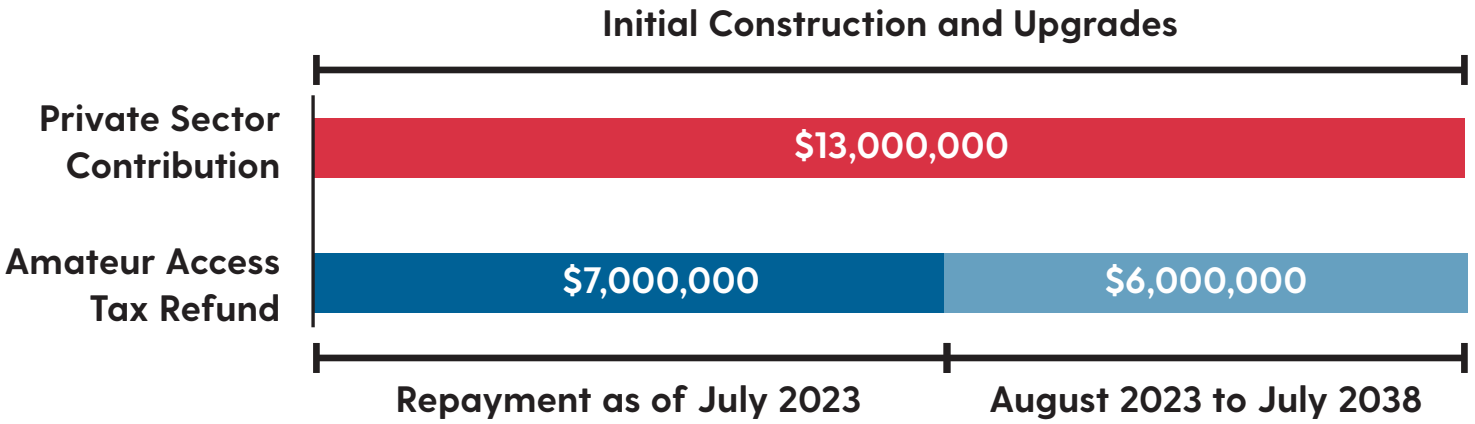
Gives Back to the Community

+$2.6 million
for children's charities

+$200,000
annually in ticket donations

WINNIPEG GOLDEYES
FIELD OF DREAMS FOUNDATION
SUPPORTING CHILDREN'S CHARITIES SINCE 1995

Delivers on Commitments



Asset to the City of Winnipeg

Similarly the Goldeyes enable Shaw Park to remain an integral “Node” in Winnipeg’s Downtown, which:

- Support the on-going development of Downtown Winnipeg “Nodes” and “Corridors” creating pedestrian connectivity between the Forks, East Exchange and other Downtown destinations
- Enhances Quality of Life options for Winnipeggers’
- Creates a Sports and Entertainment destination to attract visitors from outside Winnipeg
- Enhances Winnipeg’s Quality of Life offerings to attract and retain people and talent
- Supports significant spin off activity and foot traffic for the Forks during game days
- Supports OurWinnipeg’s Complete Communities Vision for Downtown and its various “Nodes” of activity

These outcomes can not be realized if the Goldeyes are unable to secure a long-term arrangement to be the primary tenant of Shaw Park.