

Live Work Play Invest

REGINA DOWNTOWN BUSINESS
IMPROVEMENT DISTRICT

Impact Report



Economic
Development Regina Inc.

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“
In every great
city around the
world, you will
always find
one constant:
an inspiring
downtown.
That inspiration
comes from iconic
buildings and
great architecture,
from heritage,
from the vitality
of entertainment
and culture.”

MO BUNDON,
SENIOR VICE PRESIDENT AND COO.
HARVARD DEVELOPMENTS INC.



Regina Downtown **Live** **Work** **Play** **Invest**

To function, every human community must have a focus. Tribal villages had a fire pit. Small towns have their main streets. Growing, dynamic cities depend on the heartbeat of a vibrant downtown.

Regina, Saskatchewan has enjoyed an unusual period of population, economic and cultural growth thanks in part to the many advantages offered by its downtown core.

While other cities have suffered from urban sprawl that has diminished the value of their downtown life, Regina's downtown maintains a vital role driving the city's future.

The citizens of Regina have built a city that is truly an exceptional place to live, visit or do business. This is especially true of Regina's downtown which has been carefully crafted to reflect the best our city has to offer. Already, it is the focus of the centre of the city's business, professional and retail life. Increasingly, it is becoming a population centre and a magnet for innumerable future business opportunities.



In this document consider the many advantages demonstrated and choose Regina's downtown as a place to live, work, play and invest.

We have a lot of useful information but you don't need to absorb it all at once. We would happy to provide you with detailed statistical data to back up any of the statements in this document. Detailed statistical data is available upon request or visit reginadowntown.ca.

Live

“Regina is the place to make things happen. Everything is close and tangible. People are craving creativity and a new experience.”

KATIE BIALLY
BABA'S FOOD TRUCK



Over the last seven years, Regina has experienced a growth spurt greater than it has ever known, a product of an unprecedented economic boom.

Statistics Canada reports that the city has expanded by over 11% since 2011 to achieve a Census Metropolitan Area (CMA) population of approximately 236,481. Along with this expansion has come increases in Gross Domestic Product (GDP) and wages.

Although the city saw a dip in growth rates during the recent economic slowdown, the latest numbers from Statistics Canada show that the economy is rebounding and that GDP growth numbers are once again spiking upwards and will soon exceed the national average. The city's population has likewise continued to grow steadily in spite of the downturn.

The City of Regina has adopted a 70/30 development policy, with 30% of new housing earmarked for infill housing. This has brought a spike in real estate development in the downtown area and in the older neighbourhoods immediately adjacent to it. This has not only attracted more people to the downtown area but also more investment opportunities as residents demand more services and conveniences closer to where they live.

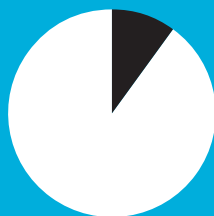
Younger, Hipper and Smarter

REGINA'S AGE DEMOGRAPHICS

Regina today is not only a bigger city, it is also a younger one – the third youngest city in Canada. Our median age is 36.2 years, a drop of 1.1 years since 2011 and a sharp contrast to the national average of 40.5. The largest single demographic in the Regina workforce today is the so-called 'Gen Y' group between ages 15-35.

With this youth comes energy and innovation. In a short time, the city's nightlife has become increasingly vibrant with new bars, restaurants and nightclubs popping up regularly, especially in the downtown where food and accommodation services have grown 31% over the last two years. The young professional and skilled workers have come from university and trade schools armed with the most recent developments in their fields which have helped put downtown businesses at the cutting edge.

Regina has a young, diverse, prosperous and growing population.



10%

OF THE CITY'S POPULATION
LIVE IN THE GREATER
DOWNTOWN AREA

36.2 YEARS

REGINA'S MEDIAN AGE

20,300

APPROXIMATE POPULATION
LIVING IN THE DOWNTOWN
CORE AND THE FOUR
IMMEDIATELY ADJACENT
NEIGHBOURHOODS

20 Minutes to Anywhere

THE POPULATION DENSITY PARADOX

Surrounded on all sides by flat, easy-to-develop land, Regina looks like a city that could easily succumb to urban sprawl. In fact, in theory its population density numbers would suggest that it already has. The city has a population density of 54.7 people per square kilometre, compared to a national urban average of 247.

Yet, in Regina's case the statistics do not tell the whole story. Thanks to the City Council's careful blend of new and infill development, Regina remains a surprisingly compact and easy-to-navigate community. As the local saying goes, "In Regina, it only takes 20 minutes to get anywhere."

Roughly 25% of Regina's residents live within a 10-minute drive of downtown. The remaining 75% can make it there in well under half an hour.

These short commute times, combined with the high concentration of business peers, clients and customers, makes downtown the preferred location for most business types coming to the city.



While Regina's population density remains low, it is growing like everything else in the city. Since 2011, density has increased by 15%, compared to a national average density growth of 8.8%.

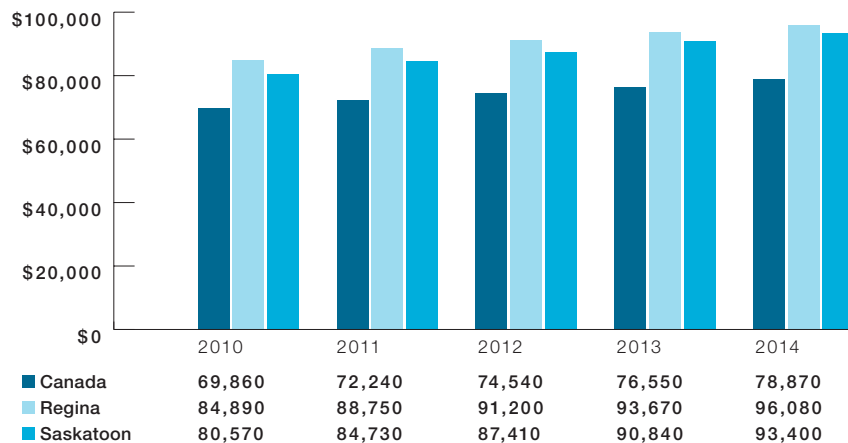
This population density paradox benefits downtown in several ways. First, it means that citizens in almost every neighbourhood have easy access to downtown. Second, it means that there are still many opportunities for investment in infill residential developments in downtown and its surrounding neighbourhoods. Finally, the combination of increasing density and infill will mean more people living and spending their money downtown.

We're in the Money

HOUSEHOLD INCOME STATS

A picture is worth a thousand words:

Median Family Income



Regina has the fourth highest median family income in Canada, behind Calgary, Ottawa and Edmonton.

But it gets better. Regina families keep more money in their pockets than most cities in Canada. The cost of living as a percentage of income is 28% in Regina, compared to 33% in Calgary, 31% in Saskatoon and 30% in Winnipeg.

And this personal prosperity is growing. From 2011 to 2015, Regina wage increases ranged from 2% (in the retail sector) to up to 48% (in high-skilled trades and professions).

Here Comes the Influx

DOWNTOWNS' POPULATION TRENDS

The number of people living in the downtown core and the four neighbourhoods immediately adjacent has a total population of approximately 20,300. All of these neighbourhoods are enjoying significant growth. The trendy, gentrified Cathedral neighbourhood in particular has grown 28% in the past five years – nearly double the overall city growth rate.

Many of these populations have higher-than-average populations in the 20-34 and 34-54 age demographics and have high levels of household income, making them the perfect target market for the specialty shops, bars and restaurants available to them within walking distance downtown.

But we aren't resting on our laurels. The City of Regina is looking to attract 5,000 people into the greater downtown area. To meet this goal, several new residential buildings have opened including the Gardens on Rose and Centre Square Place, just south of downtown. There are currently roughly 1,800 residential spaces in the Downtown area, as outlined below:

Housing in Regina Downtown District

HOUSING TYPE	UNITS
Condominium	466
Retirement Home	458
Apartment	893
GRAND TOTAL	1817



Work

“Monday to Friday, we do very well whereas some of the suburban shopping centres struggle a little with traffic.”

DOUG KOZAK
GENERAL MANAGER
CORNWALL CENTRE MALL

The downtown core is the center of high end office development in Regina. It is also a key hub for retail, culture, financing, insurance as well as the primary location for several head offices for national and multinational corporations. It is also home to many government services and offices.

As the prime area for business, over 35,000 Regina residents come downtown to work every day. Downtown is the only area in the city that is exposed to such an influx as other business districts are not zoned for Class A office space. This, combined with a cluster of high-end hotels and increased residential opportunities, are creating a need for more convenience and destination businesses to open downtown.

If downtown workers were a city they'd be Saskatchewan's fourth largest city.

35,000

NUMBER OF REGINA RESIDENTS THAT COME DOWNTOWN TO WORK EVERY DAY

41%

OF REGINA LARGE BUSINESSES (200-500+ EMPLOYEES) ARE LOCATED DOWNTOWN

2,800+

BUSINESSES IN DOWNTOWN REGINA WHICH REPRESENTS 25% OF THE CITY'S TOTAL BUSINESS COUNT

From Mom & Pop to Multinational

THE GROWTH AND DENSITY OF DOWNTOWN BUSINESS

The advantages of locating a business downtown are reflected in the choices that Regina's business community have already made. Regina's total business count sits at over 7,500 – an increase of over 17% over the past decade. Out of that, 2,840 or over one-quarter of those businesses chose to locate downtown.

What's more, the businesses that have located downtown are not just the small shops and restaurants (although there are many of those). 41% of Regina's large businesses (200-500+ employees) are located downtown as well as 22% of the City's medium-sized businesses (20-199 employee).

The range of businesses attracted to downtown is also impressive. Practically every StatsCan category of private sector business has seen its representation downtown increase since 2013, in some cases by massive percentages. For example, Information and Cultural Services has gone up 62% since 2013 and Accommodation and Food Service has grown by 31%.

Spacious Office

Downtown's role as the focus for business is also reflected in office space. Over 80% of Regina's office space is located downtown. But don't worry – we haven't run out yet. Since 2012 the downtown office market brought on almost 500,000 square feet of new office space.



We're also competitive on price, as you can see in this chart:

	TOTAL SF 2016 Q4	VACANT SF 2016 Q4	VACANCY RATE 2016 Q4	AVERAGE NET RATE/SF 2016 Q4	OCCUPANCY COSTS /SF 2016 Q4	TOTAL AVERAGE COST
Regina	3,949,951	523,718	13.26%	\$ 18.45	\$ 14.35	\$ 32.80
Saskatoon	2,452,835	378,238	16.06%	\$ 16.00	\$ 15.33	\$ 31.33
Calgary*	42,470,729	10,532,089	24.80%	\$ 16.00	\$ 20.50	\$ 36.50
Edmonton**	12,655,600	2,593,132	20.49%	\$ 20.13	\$ 16.88	\$ 37.00
Winnipeg	11,428,626	1,029,719	9.01%	\$ 15.66	\$ 14.50	\$ 30.16
Vancouver	56,965,049	4,500,239	7.90%	\$ 23.08	\$ 14.49	\$ 37.57

* Calgary reports for Class A office space only and does not classify occupancy costs, but rather additional rent.

** latest data available was for Q3 2016. Source – Colliers International Research.

What About the Big Box Stores?

Regina follows the same pattern as most North American cities. In each of our major business districts, there is a Wal-Mart, a Superstore, and a local mall. These businesses offer the sort of convenience shopping that is suited to serving the basic retail needs of the people living in that area. However, they cannot offer destination shopping, the sort of specialized retail and nightlife experiences that you can still only find downtown. Downtown's healthy business density number above shows that, in Regina at least, the Wal-Marts of the world have not been a "main street killer".

Government Services

When Regina citizens deal with their municipal, provincial or federal governments, they mainly do it downtown. 48% of small government departments, 49% of medium government departments and 83% of large government departments are located downtown.

Play

“
You can come
downtown and it’s
a real destination.
You have the option
of visiting three
to four different
restaurants in
a night, as well
as tack on
an activity.”

CRAIG PERRAULT
MANAGING PARTNER
CRAVE KITCHEN + WINE BAR



All work and no play would make for a dull city but Regina's downtown is anything but dull. From entertainment and nightlife to music festivals, events and live independent theatre, downtown Regina offers it all.

Downtown also boasts the Globe Theatre, Dunlop Art Gallery, the Saskatchewan Sports Hall of Fame, the best restaurants, unique retail stores, trendy coffee shops, free Wi-Fi as well as the beautiful Victoria Park that sits under the watchful eye of the historic Hotel Saskatchewan.

In 2014/15, 2.2 million visitors came to Regina from Saskatchewan, other provinces and around the world. In that year, tourism generated more than \$385.6 million in consumer spending in Regina. The industry employs 7,900 people.

Arts and Culture

THE CREATIVE ECONOMY, A CENTRAL HUB OF DOWNTOWN ACTIVITY

The key attractions are only the tip of the iceberg. Regina's arts and culture scene is growing rapidly with the majority of it focused in the greater downtown area. Downtown and its adjacent neighbourhoods are home to over 70 cultural organizations, including over eight annual festivals, nine art galleries and three performing arts venues, not to mention live music featured at downtown bars.

The vibrant creative economy downtown is a driver of the broader economy. Visual artists, designers, software designers and independent film makers centered in the downtown keeps the community interesting, innovative and cultured. The density of these groups allows for cross-pollination and creative collaborations, supported by an engaged downtown BID. Physically, downtown is alive with creative content with multiple pop-up art projects, galleries, libraries, live music, maker-space and live theatre.

**Downtown is alive
with creative content
with pop-up art
projects, galleries,
libraries, live music,
maker-space and
live theatre.**

70+

**CULTURAL ORGANIZATIONS
ARE LOCATED DOWNTOWN
AND ITS ADJACENT
NEIGHBOURHOODS**

7,900

**PEOPLE ARE EMPLOYED
IN THE TOURISM INDUSTRY**

11,020

**NUMBER OF PEOPLE
WHO ATTEND THE REGINA
FARMERS' MARKET**

Cultural Case Studies

THE BUSINESS CASE FOR THE ARTS

Arts and culture add life and flavour to every community, but they also boost the economy. Here's a look at the impact of a few of downtown's major cultural attractions.

Regina Farmers' Market (RFM)

The RFM runs throughout the year but moves outside in the summer. In the summer months, the RFM is located on the City Square Plaza in the heart of downtown. The RFM has approximately 115 members that sell a wide variety of local products in the market every year. When the market is in full swing, it is not unusual to see a few thousand residents and local chefs picking up locally-grown food.

Regina Folk Festival (RFF)

Entering its 48th year in 2016, the Regina Folk Festival is an annual summer event that brings Victoria Park to life with music and local vendors. It showcases a blend of musical styles from both famous and up-and-coming artists from around the world.

In recent years, it has developed a winter-time companion event, the Winterruption Festival.

The RFF attracts 33,000-35,000 people to the event. Approximately 40% of paid attendees are from outside of Regina. Local hotels see bookings surge to 100% capacity, causing spill over to the rest of the city.

The RFF estimates that in 2015 their visitors spent approximately \$2,285,810 in the City of Regina. A large share of that occurs at the festival's downtown location.



Let's Gather and Celebrate

THE DOWNTOWN CONNECTION TO EVENTS AND CONVENTIONS

Regina hosts numerous events and conventions through the year, both in and near downtown. The city centre itself has over 68,000 square feet of meeting and convention space.

The largest events and conventions in Regina are hosted at Evraz Place, which annually draws 2.75 million visitors to over 700 events. Downtown is within a 5-10 minute drive of Evraz Place and is the closest major commercial area to the venue.

Whether they take place in the downtown area itself or anywhere else in the city, events and conventions that come to Regina rely on downtown for services to their visitors

Food and Beverage

The growing culinary and craft brewing scene in Regina is front and centre for event and convention visitors in the downtown core – there are lots of unique offerings.

Shopping

From boutique shops to one of Regina's largest commercial shopping centres, Regina's downtown offers a little something for everyone from a retail perspective.

A Place to Relax

Regina's downtown offers amazing proximity to outdoor spaces – whether it's a walk through Victoria Park and the Regina Farmers' Market or a morning run around Wascana Lake.

Hotels – and lots of them

Regina's downtown is very walkable with all major downtown hotel properties within a five minute walk to one another. Large events and conventions that choose to locate downtown will enjoy a very communal feel – a quality something that is often lacking for events hosted in larger centres.

Accessibility

Regina's downtown is just a few minutes drive from the Regina International Airport. That means conferences don't have to choose between easy access and ample amenities – they can have it all!

Regina Downtown BID works closely with Conventions Regina on event and convention development. This organization is an industry-driven, volunteer, marketing force led by the Regina Hotel Association and comprised of experienced representatives from our city's conference hotels, facilities and suppliers.





Invest

“We looked at many other locations before deciding on 11th Avenue. We loved the up-and-coming vibe that Regina Downtown has and we were excited to be a part of a great couple of shopping blocks.”

MORTISE & TENON CO.

During the growth spurt, a dramatic shift took place in downtown Regina. For over 20 years the downtown landscape defined remained largely unchanged. Today, new stores, apartments, renovated homes, expanding businesses all help bring new excitement to downtown.

Most dramatically, the addition of two office buildings changed the Regina skyline forever.

While the economy slowed in 2014-15, it began to recover in 2016 and it will carry over into 2017 and beyond.

By the Numbers

SOME KEY STATISTICS

Although downtown comprises of only 82 hectares (1% of the entire city area), the amount of annual new commercial development has ranged from 4-29% of the total amount of commercial development in the city between 2012-16. This represents an \$111,676,557 investment into downtown.

While the two new office towers – Hill Tower 3 and Agriculture Place – are the most obvious examples, new investment has and continues to play out in other ways. H&M, a major fashion retailer, announced in February, 2017, that they will be opening their first Saskatchewan location in the Cornwall Centre. This will bring a \$5 million investment for renovations in the mall, which will help refresh the location as the new tenant helps change the growing landscape of retail downtown.

More Money Left in Your Wallet

LOW TAXES

In addition to their other benefits, new buildings generate property tax revenue for the city. While these contributions are important, the City of Regina strives to maintain a healthy, competitive balance in its taxation policies. Regina remains competitive with a low ratio between property and commercial taxes. Using information from the City of Regina, we estimate this ratio to be 1.33-1.00 for the 2017 tax year.

As the core of the city's economic activity, downtown is an attractive place for new investment. With local taxes, good vacancy rates and high levels of economic spin-offs on investment, downtown is the smart choice to invest new capital, particularly in the underserved markets of convenience and grocery stores.

3,310

NUMBER OF PEDESTRIANS
PER DAY ON REGINA'S
DOWNTOWN STREETS
ON THURSDAYS
(A PRIME SHOPPING DAY)

Low Rent, In the Good Sense

OFFICE RATES

Regina is competitive with other Western Canadian cities in regards to average square footage rent, costs, and total costs. In terms of total cost per square foot, Regina is the third most affordable place for office rent in Western Canada.

A Big Opportunity

CONVENIENCE AND GROCERIES

Although downtown is home to most types of businesses and services that residents need, there are a couple of notable exceptions. There are no grocery stores in the immediate downtown area and few even in the extended region. There are also few convenience shopping establishments in the area. As more people are drawn to live in the greater downtown area, there is growing need to have these services provided close to where people live.

Walkin' on Sunshine

PEDESTRIAN TRAFFIC DOWNTOWN

To remain economically and culturally vibrant, a downtown area must have a healthy level of hustle and bustle. RDBID keeps a careful eye on pedestrian traffic through an annual measurement program in May.

On the average workday, Regina's downtown streets see 374 pedestrians per hour or 2,992 per day. On Thursdays (a prime shopping day), this jumps to 414 per hour or 3,310 per day.

While these numbers are largely driven by the downtown workforce, Saturday numbers are only slightly lower – 334.5 per hour or 2,673 per day. The Saturday Regina Farmers' Market as well as the area bars, restaurants, hotels and shopping help keep foot traffic active on the weekend as well as through the week.

While these numbers are impressive on their own, they are only averages so it's important to note a few of the pedestrian hot-spots. 11th Avenue (which includes the Transit Hub and the Cornwall Centre shopping mall) can see up to 1,800 pedestrians an hour while the F.W. Hill Mall, a pedestrian-only zone, sees up to 751 per hour.

Paradise and a Parking Lot

Street parking, long-term rental spots, covered and uncovered hourly parkades – with so many options, downtown is an attractive area for workers and shoppers alike.

In the extended downtown area, there are 6,802 parking spots in either parkades or surface parking. Over 4,800 are available for public use. There are 13 parkades with daily rates ranging price from \$9.00-\$16.00. Rates for monthly passes range of \$150-\$275 per month. The 51 surface parking lots have similar daily rates and monthly rates of \$90-\$300.

On the street, there are 1,189 metered parking spots and an additional 1,942 non-metered parking spots.





By focusing the energy, innovation and diversity that has transformed the city, Regina's Downtown has become an attractive place to Live, Work, Play and Invest.

HERE ARE SOME OF THE HIGHLIGHTS
OF THE REGINA DOWNTOWN ADVANTAGE:

It is central to the entire city with most parts of Regina being no more than 20 minutes away.

More and more people are choosing to live in the greater downtown area.

Downtown is the heart of the city's business, financial, government, dining and retail activity. It is also home to many of the largest companies operating in the city.

Wages for downtown workers have risen significantly in all categories over the last six years.

Cultural activity in the city centre has spiked dramatically over the past two years.

Downtown enjoys high (but not congested) traffic flows for vehicles as steady foot-traffic through the week.

There is ample parking.

Regina is a growing city with an increase in population of 11% since 2011.

Of the available office space in Regina, the vast majority is located downtown.



About Economic Development Regina

Economic Development Regina Inc. (EDR) is the economic development agency for the Greater Regina Area (GRA). EDR is a not-for-profit economic development agency governed by a volunteer board of directors. EDR provides leadership to the community to support industry growth and diversification through retention and expansion of existing business and encouraging investment, development of industry and tourism.

EDR works in collaboration with key stakeholders to develop and promote opportunities that advance economic prosperity of the GRA. EDR, working closely with the RDBID and others, has prepared an economic impact report for the downtown. Through our Strategic & Competitive Intelligence office we have compiled the research that supports the advantages of Living, Working, Playing and Investing in Regina's downtown core.



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About Regina Downtown Business Improvement District

The Regina Downtown Business Improvement District (RDBID) is an organization that provides a range of business and community services to promote and enhance Downtown's unique assets, to improve conditions for businesses operating in the district, and to improve the quality of life for those who shop, work, live and play downtown.



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