

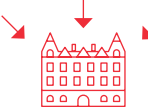
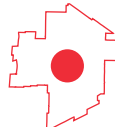



A Strong Economic Engine Powering Winnipeg's Downtown



A Strong Economic Engine Powering Winnipeg's Downtown

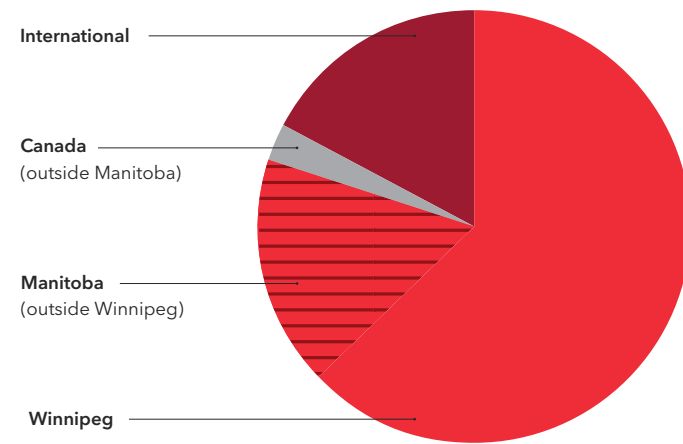
Downtown has always been Winnipeg's centre for economic activity. Before the COVID-19 pandemic, Winnipeg's downtown core experienced nearly two decades of renewal. More people now live downtown, making it a vibrant place to live, study, and work. The pandemic has threatened this newfound vibrancy, reducing the number of people who come downtown daily to work and socialize. In September 2021, UWinnipeg was among the first universities and large employers to safely reopen.

UWinnipeg is committed to bringing people back downtown in even greater numbers in 2022.

-  UWinnipeg draws people into the downtown in multiple ways:
-  Many UWinnipeg students live on campus, downtown, or in the surrounding neighbourhoods.
-  We draw students, faculty, and staff who live all over Winnipeg and the surrounding areas to work and attend classes.
-  Students from 78 countries are enrolled at UWinnipeg. Many of them live in the downtown area.
-  Events held on campus attract diverse community members and visitors. Events generated \$8.2M in economic impact in 2019.

Attracting Students from the City, the Province, and Around the World

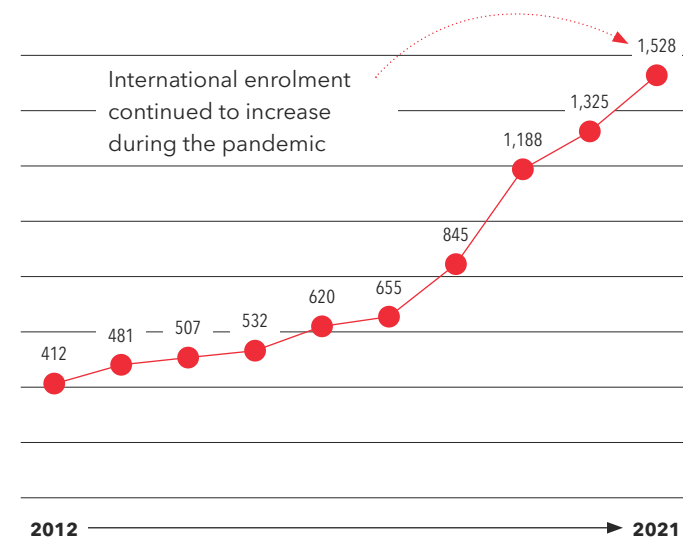
UWinnipeg Student Origins



63% of our students are from within Winnipeg.

17% of our student enrolment are International students.

International Undergraduate Student Enrolment



Returning to In-Person Learning and Teaching

Online learning is here to stay, but overall, UWinnipeg students are ready to get back on campus. UWinnipeg is returning to in-person operations, while following public health guidelines to keep faculty, staff, and students safe.

69% of UWinnipeg students reported that they miss being on campus.

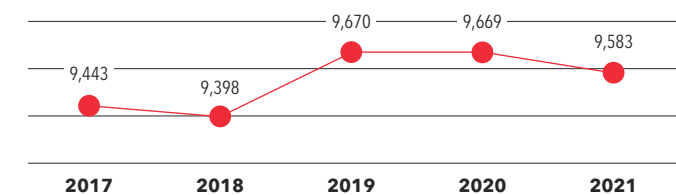
September 2021
40% of courses offered returned to in-person instruction.

September 2022
We will return to "new normal" operations.

The UWinnipeg community is 12,000 strong with faculty, students and administrative staff actively participating in Downtown Winnipeg's life.

Undergraduate and Graduate Student Headcount

The pandemic has not slowed down enrolment. Demand for post-secondary education remained strong as UWinnipeg was able to successfully transition to online teaching and learning.

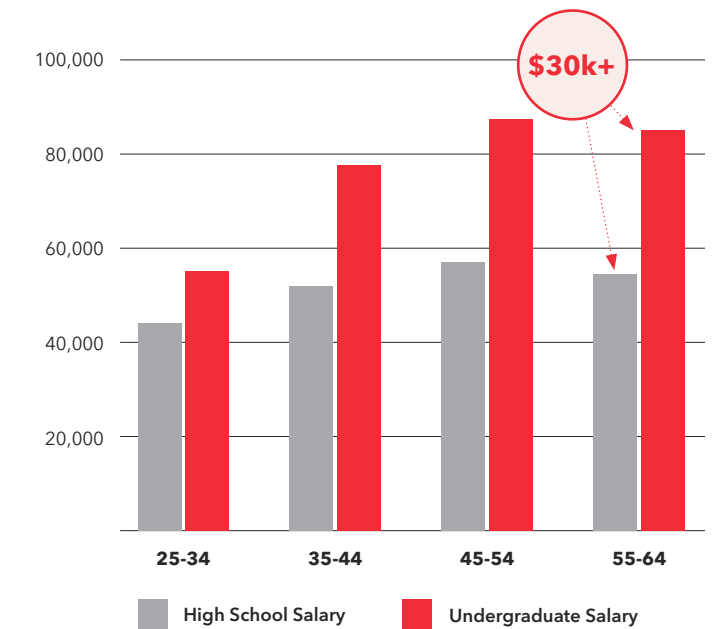


Enrolment at UWinnipeg has grown substantially since 2000 and remains strong, even during the pandemic. The average number of students each year over the past decade is 9,501.

UWinnipeg Alumni are Vital to the Manitoba Economy

UWinnipeg graduates earn more income over the course of their careers than Manitobans with high school diplomas.

Manitoba Average Income by Age (2016)



Supplemental Notes:

Undergraduate Enrolment: University of Winnipeg Student Information System. Data as of November 1 of each year.

69% of students report that they miss being on campus: The Future of Learning: UWinnipeg Students' Experience with Online Learning Survey 2021

UWinnipeg Economic Contribution to Manitoba's Economy: Calculated by Dr. Manish Pandey, Faculty of Economics and Associate Vice-President, International at UWinnipeg.

- University Operations: salaries and benefits, supplies, student assistance and other expenses.
- Full-Time Students: Monthly living expenses (minus scholarships, bursaries, and rents paid to UWinnipeg).
- Visitors: Based on number of external visitors to UW events (in 2019)
- Alumni Premium: The calculated difference in average wage for individuals in Manitoba who have an undergraduate degree relative to a high school degree (based on Statistics Canada data).
- Research: Share of productivity increase for Manitoba attributed to UWinnipeg -- based on the share of university students at UWinnipeg relative to Manitoba.

Manitoba Average Income by Age and Level of Education: Statistics Canada, 2016 Census of Population, Statistics Canada Catalogue no. 98-400-X2016253.

International Student data: University of Winnipeg Student Information System. Data as of November 1 of each year.

UWinnipeg Student origins: University of Winnipeg Student Information System. Data as of November 1 of each year.

\$214M + **\$130.9M** + **\$8.2M** + **\$1011.3M** + **\$373.8M**
University Operations Student Spending Visitors and Events Alumni Research Impact

= \$1.74 Billion UWinnipeg's 2020 Economic Impact

In 2016, UWinnipeg's economic contribution to Manitoba's economy was \$1.5 billion.



THE UNIVERSITY OF
WINNIPEG

For more Information:

Chris Minaker

Associate Vice President, Strategic
Communications and External Relations

c.minaker@uwinnipeg.ca

uwinnipeg.ca