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April, 2011

Dear Manitoba Teachers:

Take your class on an unforgettable experience, by touring the historic Exchange District; a living museum of Winnipeg's boom period!

The Exchange District is Winnipeg's most fascinating and vibrant neighbourhood. Declared a National Historic Site in 1997, the district evokes the sense of Winnipeg when it was the "Gateway to the West," the city of promise for all of Canada.

The area is located in the heart of downtown and includes 20 square blocks of concentrated heritage buildings built between the 1880's and the 1920's. Fast-forward over 100 years and the Exchange District remains a unique visitor experience having changed very little architecturally since the days when Winnipeg was a new city full of optimism.

Urban downtowns are notoriously subject to rapid structural and functional transformation, making the size of the Exchange District's historic building stock unequalled in Canada.

To celebrate the cities' history, the Exchange District BIZ offers a number of different Guided Walking Tours that highlight what makes this neighbourhood historically significant.

History classes are our most common participants but we also offer programming for science, geography, drama and art classes. The tours cover many different subjects that include history, architecture, immigration, the Theatre District, the Winnipeg General Strike, green buildings, sustainable development and urban planning. The Exchange District BIZ is excited to offer a brand new *Hollywood Film Tour* in the 2011 season.

Our Walking Tours are designed in conjunction with provincial curricula. Modifications to tour content can be discussed with the tour guide in advance to ensure a good fit with your lesson plan. We can also tailor a Walking Tour to meet your group's specifications.

School groups of 10 or more will receive our group rate of \$4 per person. Tours run approximately 1 ½ hours, but can be shortened or lengthened if required. We are now taking bookings for the start of May 16th, 2011. For more information or to book your tour, call **942-6716** or email **info@exchangedistrict.org**.

We look forward to hearing from you!

Sincerely,

S. Scherbain

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Encl.

Exchange the Ordinary for Something Extraordinary

GUIDED WALKING TOUR DESCRIPTIONS

HISTORY / SOCIAL STUDIES TEACHERS

Exchange District School Tours explore many different subjects including immigration and the resulting hardships, the Winnipeg General Strike, the growth and development of Winnipeg, Winnipeg as the “Gateway to the West”, industrialization and unions, trade and prosperity at the turn of the century, and Depression era Winnipeg. Tours have been designed to fit directly with provincial social studies curricula. Modifications to tour content can be discussed with the tour guide in advance to ensure a good fit with your lesson plan. History tours can take place in the West or East Exchange District depending on the topics covered.

Tour Highlights: Newspaper Row, Maw’s Garage, Hell’s Alley and an interior stop at Red River College or Pantages Theatre.

SCIENCE TEACHERS

The Exchange District and Downtown Winnipeg showcase some of the most innovative Green projects in Canada. On a Green Buildings Tour students will learn about forward thinking building and businesses that have started a green-building movement by using environmentally friendly and sustainable building practices. Topics covered include recycling, sustainable energy sources, and alternative transportation methods.

Tour Highlights: Centre for Indigenous Environment Resources, Mountain Equipment Co-op, and a full interior stop at Red River College.

GEOGRAPHY TEACHERS

One of Winnipeg’s most vibrant and interesting neighbourhoods the Exchange District is one of Canada’s most unique urban settings. Geography Tours can be custom design to cover such topics as urban planning and development, population growth, immigration, sustainable development, heritage revitalization, and architecture styles.

Tour Highlights: James Avenue Pumping Station, Old Market Square, and an interior stop at Red River College.

DRAMA TEACHERS

Take your class on a tour of Winnipeg’s Theatre District. Your students will hear how Winnipeg’s vibrant theatre scene dates back to the turn-of-the 19th century. Participants will learn how to “Fringe” while exploring unique theatres and their founders.

Tour Highlights: Cinematheque, Manitoba Theatre Centre, and a full interior stop at Pantages Theatre.

ART TEACHERS

The Exchange District is the hub of Winnipeg’s art community. Numerous artists live and work in the district and the unique architecture attracts countless film crews and photographers. We can work with you to design a custom tour that showcases the district’s unique architecture and art galleries.

Tour Highlights: Artspace, unique architecture, and an interior stop at one or more of the District’s vibrant art galleries.

BRAND NEW FOR 2011! **“REAL TO REEL” HOLLYWOOD FILM TOUR**

Lights, Camera, Action! Want to see Chicago, Kansas City or downtown NewYork? Catch a glimpse of how Hollywood directors, producers and actors transformed the Exchange District into a live set with hurricane winds, horse drawn carriages, ballroom dance and much, much more!

THE EXCHANGE DISTRICT BACKGROUND INFORMATION

For a few crucial years near the turn of the 20th century, Winnipeg was the urban centre from which immigrants were funnelled to Western Canadian prairies. The city developed into a multifaceted commercial centre to meet the demands of the homesteaders out West and their developing communities. Winnipeg became Canada's western regional power centre. Financial institutions, commercial headquarters, the Grain Exchange and other support services developed to serve the expanding West – a seemingly unending, ever-sprawling market that fuelled the city's success, bravado and development. It was a time of great transformation for Winnipeg.

Beginning around 1882, Winnipeg's appearance transformed as it developed into a large urban centre. New buildings were erected and old ones were demolished at record pace. The Exchange District underwent a great architectural transition. 149 historic buildings were built in little over three decades. Lining the streets to the east and west of Main Street were close to 100 warehouses and 12 historic steel frame skyscrapers. Winnipeg negotiated the lowest rail freight rates in the region for goods shipped east into Winnipeg and then further west. Other wholesalers simply could not compete.

Although the area appears to be frozen in time, it has evolved into one of the most interesting neighbourhoods in Canada. Today, loft spaces in many of the warehouses are home to garment manufacturers, intrepid residential conversions, and offices for anything from cutting edge information technology to artist studios. The Exchange is also Winnipeg's foremost entertainment district, with a network of clubs, restaurants, theatres and galleries. It is a centre for creativity where arts groups, galleries, studios and performance spaces for music, theatre, dance and visual arts are developed and presented within these adaptable historic structures. It also offers the most unique collection of antique and collectible shops in the city.

Looking for more information?

Call The Exchange District BIZ at 942-6716 or visit www.exchangedistrict.org

