



Quarterly report on progress

Q1- Q2 2022





Where we want to go from here

It seems just as we start to catch our breath, with the hope of getting back to normal, the landscape shifts again. The most certain thing about the last two years has been its uncertainty.



The horrible events unfolding in Ukraine are having profound effects on its economy, nation and people. Winnipeg has stepped up. Through our Talent team, we've had great success working with local companies that are willing to hire Ukrainian nationals. The team is connecting them to jobs, a strong local Ukrainian community and to

organizations and people who can help them settle temporarily or permanently.

If there is one thing the pandemic has given us, it is the ability to shift and shift again. It's not easy, not comfortable and it can be exhausting but this city was built on tackling problems and continually pushing for better.

That's our hope with our new city brand, Winnipeg: Made from what's real that was launched June 8, at the Winnipeg Chamber of Commerce, State of the City address. This place brand is about being true to what, and who we are as Winnipeggers. Nothing here is contrived. Not the people, not the experiences. We know it's okay to be rough around the edges, if that's your truth. At the same time, we know we build great things here, we invest in them, we protect them and we need to celebrate them.

You will never get a sugar-coated response from Winnipeggers, it's part of our city's culture to say what we genuinely think, push to innovate and make things better. That characteristic is built into this brand. We're the home of resilient Indigenous and multicultural communities, strong labour movements and creative people who continually push boundaries. Our roots are based on fighting for something different, something better for all.

In both economic development and tourism, the story we tell is key to selling Winnipeg. We may not all agree on a slogan but telling a better story about our city matters. It matters for attracting more investment, businesses, talent and visitors to this city.

As you'll see in the following pages, this brand will only help us as we continue to sell our city to the world. Our mission is to make Winnipeg matter to those most likely to love it here and instill community pride in those who call Winnipeg home. Read on to learn more about what we've been up to during Q1 & Q2 of 2022.

Dayna Spiring
President & CEO
Economic Development Winnipeg Inc.

Economic Development Winnipeg Inc. (EDW) is the city's lead economic development agency and champion for local growth. We use expert analysis to highlight the Winnipeg Advantage and prove why we are the best place to live, work and visit. Through our Tourism Winnipeg and YES! Winnipeg business development teams, EDW grows the local economy by attracting business, investment, events, meetings and people to our city. EDW is governed by a private-sector board and driven by the needs of the business community.

EDW acknowledges that we are located in Treaty One Territory, the home and traditional lands of the Ojibwe, Cree and Dakota peoples, and on the national homeland of the Red River Métis. Our drinking water comes from Shoal Lake 40 First Nation, in Treaty Three Territory. In recognition of the Truth and Reconciliation Commission's Call to Action 92 and as a signatory to the City of Winnipeg's Indigenous Accord, EDW pledges to support Indigenous economic development—partner and collaborate with Indigenous businesses and organizations in project and talent development. We commit to building respectful relationships and ongoing conversations with Indigenous communities that will lead to economic prosperity for everyone.



YES! Winnipeg

In Q1 & Q2, EDW's business development team, YES! Winnipeg, successfully supported businesses looking to expand or grow in Winnipeg in the following ways:

Foreign Direct Investment (FDI)

During the first two quarters, our Foreign Direct Investment (FDI) team travelled outside the country to promote our city. Our Director of Foreign Investment recently returned from a trip to France, Netherlands and the U.K. (Scotland) where he was promoting Winnipeg. Going forward, we will be using the new brand, **Winnipeg: Made from what's real** as a new tool to sell the city as well as liveinwinnipeg.com. We have real opportunities in Winnipeg and are eager to show foreign businesses they can expand and thrive here.

Business development (BD)

Throughout Q1 & Q2, our Business Development (BD) team supported business expansion and retention in Winnipeg through 22 in-depth BRE meetings to understand these businesses' constraints and opportunities for growth.

Our team also had the opportunity to attend local sector related events in person for the first time in more than 20 months. These events involved networking opportunities with leaders across key industry sectors and provided insights on labour shortages, supply chain interruptions and new strategies for growth.

Talent and workforce development

The Talent and Workforce Development team managed several successful programs and initiatives over the first two quarters of 2022.

UM Arts Career Apprenticeship Program (UM ACAP) launched in Q1. The new initiative between EDW and Faculty of Arts/UM Career Services, funded from the Canadian Career Apprenticeship Initiative Foundation (CCAI), is meant to line up highly skilled recent Arts graduates with local companies looking for talent. It's important that employers are able to keep these job-ready grads in the city – as these keen individuals grow their roots and build their careers, the overall business community benefits. The program has been successful and companies are eager to continue with the program next year.

The Ukraine Talent Recruitment initiative was launched following the war that began in February in Ukraine. We are utilizing our existing **YES! Winnipeg Job Connections Portal** and working closely with the Manitoba government, community partners and business leaders to welcome Ukrainian nationals seeking refuge and economic stability in our province. Our team is leveraging networks on the ground in Ukraine (UCC) and locally to get the word out that Manitoba businesses looking for talent can be matched to Ukrainian nationals who can fill these jobs temporarily or permanently.

As of June 2022, our job connections portal has 331 registered employers and 2927 registered job seekers. Of note, Winnipeg and Manitoba employers posted more than 120 jobs specifically for Ukrainian nationals fleeing the war and relocating to Manitoba. More than 580 Ukrainian national job seekers signed up looking for temporary or permanent work. Through both quarters, our Talent team has been running a virtual recruitment mission in Hong Kong and there are plans for a U.S. campaign later this year.

Notable wins for the YW team included:

Q1 - An innovative international business in the life science sector will be expanding to Winnipeg. This expansion will mean \$750,000 in capital investment at maturity and a payroll value of \$1,375,000. An official announcement will follow.

Q2 - Ubisoft announced it will be creating an additional 200 jobs in its Winnipeg studio and staff to 300 at maturity. In 2018, the French video game software company expanded to our city and since then, has hired more than 100 people and become a strong mentor and collaborator within the interactive digital media community.

EDW Corporate Partnerships (CP)

Corporate Partnerships (CP) **launched its new five-year Real Impact campaign** with the private sector in February 2021. Since then, more and more businesses have come forward with an interest in investing in our team and city.

Private sector investment supports the activities of the YW team and its mandate to grow the Winnipeg economy by creating jobs, attracting capital investment and growing Winnipeg's contribution to Manitoba's GDP. Our CP team along with all other teams across EDW engage with investors on client referrals, marketing opportunities, event attraction, webinars, team introductory events and business retention and expansion interviews.



We held one of our first major in-person events. The YES! Winnipeg Investor Breakfast was held at the Fairmont Hotel in May. More than 300 business leaders attended. To date, 96 investors are contributing \$1,010,00 annually to EDW's business development team, YES! Winnipeg. This is the largest private investment since the inception of YES! Winnipeg in 2010 and speaks to the private sector's determination to support the growth of Winnipeg's economy.

Tourism Winnipeg

During the first two quarters, our business development team working to bring business events, sports and special events and travel trade to Winnipeg resumed missions in key markets across Canada, the United States and internationally. Tourism Winnipeg also welcomed Canadian and U.S. association clients and tour operators to our city.

Our team won bids and will support tourism partners as they host the following events in our city in 2023:

- Skills Canada's National Skills Competition, which has an estimated direct spend of \$1.7M.
- Volleyball Canada's 14U Volleyball Canada National Championships, which has an estimated direct spend of \$877,443.
- NDP party's National Convention that has an estimated direct spend of \$1.0M.
- The World Police and Fire games in 2023 is expected to bring 8,000 people to this city and an estimated 10 million dollars in direct spending.
- The Indigenous Tourism Association of Canada will host its 2023 National Conference for 800 delegates in Winnipeg, contributing \$1.2M to our economy.

Market Intelligence

Market Intelligence continued to work with internal teams on the rollout of Salesforce, EDW's new Customer Relationship Management (CRM) system, which went live December 2021. This CRM collects information entered from our employees across EDW and will allow us to efficiently manage our relationships with up-to-date information, contacts and reports.

Chris Ferris, our Senior Economist, provides his economic insights in the **Weekly Economic Digest**. It is available to the public and includes a range of topics including tax policy, rising interest rates, inflation and supply chain disruptions.

Marketing & Communications

Our Marketing, Branding & Communication team launched several campaigns in Q1 and Q2 including:

- We launched Tourism Winnipeg's spring leisure campaign, "Back to Winnipeg". We were excited to head back into our traditional leisure tourism markets as COVID-19 restrictions eased in Manitoba. We continued to promote staycations to Winnipeegers and also targeted potential travelers in rural Manitoba, northwest Ontario and North Dakota. Tactics included digital and social media advertising and a partnership with Expedia to drive hotel room bookings. The spring campaign continued until late May. It resulted in:
 - 29,500 room night bookings in Winnipeg hotels.
 - We can attribute 3,200 rooms of the total room night bookings to the campaign.
- We worked with our Talent team to create marketing campaigns to target international skilled workers in Hong Kong and Los Angeles. We also created messaging and collaterals to support and connect Ukrainian nationals fleeing the war to Winnipeg companies willing to hire them for temporary or permanent jobs.
- Our What is Economic Development campaign and stop-motion Lego video was awarded the EDAC (Economic Developers Association of Canada) Cup, the highest honour at EDAC's annual Marketing Awards. This is the latest in a string of awards for this project. In 2021, it won an eSTY award Best Video (small budget).
- Throughout both quarters, our team worked in tandem with Travel Manitoba and McKim.Sherpa to create messaging, collaterals and videos for the launch of the new Winnipeg: Made from what's real place brand in early June. M&B worked with a series of local collaborators and businesses including Far from Ordinary, Fresh Emblem, Coal & Canary, Kilter Brewing Company to create merchandise for the brand. For more information on the brand and our collaborations with local companies, go to realwinnipeg.com.



Travel media coverage

Tourism Winnipeg pitched, assisted and/or hosted a series of national and international media, resulting in the following significant coverage in outside markets:

Winnipeg's Nola offers plenty of nods to chef Emily Butcher's Chinese-Canadian roots

By Dan Clapson
The Globe and Mail
[Read more](#)

Across Canada by TRAIN in 10 weeks [Ep. 7]

By Michael Downie
DownieLive (YouTube)
[Read more](#)

Here's how to see the best new art in Canada

By Carolyn Heller
Travelandleisure.com
[Read more](#)

What's the deal with Winnipeg?

By Ian Riggerberg
Racketmn.com
[Read more](#)

EDW Newsroom stories

Over the Q1 & Q2 period, EDW's Marketing & Branding team wrote, produced and featured a variety of companies and sectors. Everything from bioscience, agriculture and creative industries to funding support for business and research around how business leaders stepped up to help people fleeing the war in Ukraine.

Welcoming Ukrainian nationals and their family members seeking refuge into our province [Read more](#)

Centreport Canada Rail Park offers 'tri-modal dream' [Read more](#)

Probe Research Inc./EDW survey shows leaders are cautiously optimistic [Read more](#)

DACAPO Productions: the sound of success heard around the globe [Read more](#)

Why Manitoba is a bioscience force to be reckoned with [Read more](#)

Retrain Manitoba hits a milestone for reimbursement fund [Read more](#)

Retrain Manitoba popular with businesses across the province [Read more](#)

Reasons why Manitoba is Canada's ag powerhouse [Read more](#)

Media coverage

In Q1 & Q2 local media coverage focused on the state of the economy, Retrain Manitoba, CentrePort, Ubisoft expansion, Downtown recovery and the new place brand, Winnipeg: Made from what's real. EDW and TW combined earned media coverage across 138 articles for this period was valued at **\$5,074,450.96**

Keeping it real with new slogan [Read more](#)

Winnipeg: Made from what's real [Read more](#)

Manitoba's CentrePort to break ground on rail park this summer [Read more](#)

Winnipeg group shifts from labour recruitment to refugee work in light of war in Ukraine [Read more](#)

Tripling down on Winnipeg: Mayor welcomes the 'vote of confidence' from Ubisoft's decision to hire 200 more staff and invest another \$139M [Read more](#)

We've worked hard for this recognition [Read more](#)

Offers pour in from Manitobans willing to take in Ukrainian refugees [Read more](#)

Pandemic-hobbled small businesses await workers' return to abandoned offices after province lifts restrictions next month [Read more](#)

Stefanson rebuilds economic development board [Read more](#)

High demand by businesses for help from Retrain Manitoba [Read more](#)

Investing in land west of airport will generate jobs, millions in tax revenue: city report [Read more](#)

Winnipeg economic group prepares for post-pandemic growth, but some struggling in short term [Read more](#)