



# Quarterly report on progress

Q3 2019 July | August | September





## Retooling for the future



It's an exciting time at Economic Development Winnipeg (EDW) as we gear up for 2020. We're retooling for the future to ensure that we maximize the impact of everything we do and are meeting the ever-changing needs of industry.

Our team is driven by the needs of the private sector and has honed in on the areas of event

attraction, business development, investor relations, Foreign Direct Investment and talent.

Time and time again, businesses have told us their ability to attract and retain talent to Winnipeg is a priority – and we've listened to your concerns. You'll be hearing more about our talent plans as we roll them out in the months ahead.

Talent availability is key to driving economic growth in our province. We'll be working with our strategic partners in the private sector, government and post-secondary institutions to find the best ways to attract and develop talent now and in the future.

Some top Winnipeg companies are looking abroad for hard-to-find, highly-skilled tech professionals to boost their Winnipeg workforce. To help save businesses time and money, our team is leading a tech talent recruitment mission to Buenos Aires,

Argentina, Oct. 18-21, 2019 in partnership with the Manitoba Provincial Nominee Program, Western Economic Diversification Canada and several local businesses.

EDW has a unique partnership with the City of Winnipeg, Province of Manitoba, Government of Canada and the private sector; we are well positioned as a connection point between them. Recent funding from all three levels of government makes our efforts on talent possible and helps maximize our investor dollars. The Manitoba Government has named EDW its key regional partner for Winnipeg in its Economic Growth Action Plan and we're eager to be part of a coordinated approach to unlock economic growth in our province.

We all have a role to play in growing our economy, and that's why we continue to challenge all of you to act as ambassadors. Go out and put in a good word for our city and share the many advantages of living, working and playing here!

Your efforts complement our efforts; it's our time to shine.

A handwritten signature in black ink, appearing to read 'Dayna Spiring'.

**Dayna Spiring**  
President & CEO  
Economic Development Winnipeg Inc.

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**About Economic Development Winnipeg** Economic Development Winnipeg Inc. (EDW) is the champion for economic development in Winnipeg. With key framework mandates which include Tourism Winnipeg and YES! Winnipeg, EDW provides market data, assistance and support to grow Winnipeg's economy by helping to make business success in Winnipeg easier and more attractive, and encouraging more people to come and see what Winnipeg has to offer.

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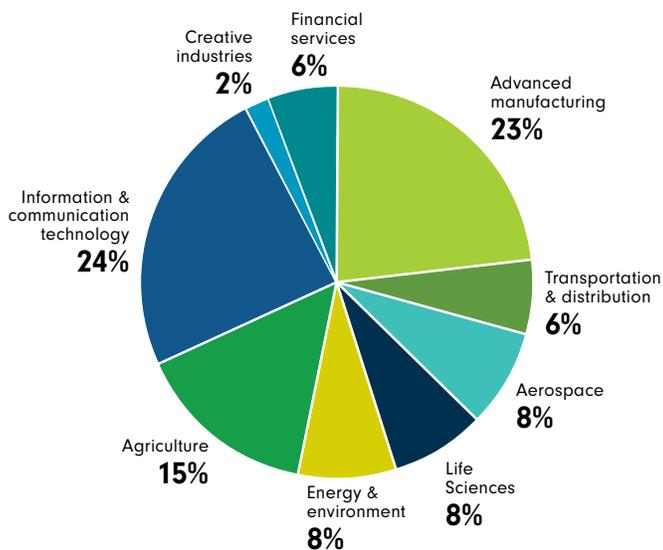




## YES! Winnipeg

### Business Retention and Expansion (BRE)

YES! Winnipeg undertakes BRE meetings to support fast-growing companies in the city to stay and expand. As of the end of Q3 2019, YES! Winnipeg has executed 52 meetings spread across our target sectors.



### Investment attraction

In 2019, YES! Winnipeg has pitched over 50 potential investors from outside Manitoba (both nationally and internationally), resulting in 29 investment opportunities for Winnipeg.

### Talent attraction, retention and development

Companies have told us one of their biggest impediments to growth is access to top talent. EDW received multi-year funding to establish a talent hub and kicked off this exciting new initiative Sept. 1. The YES! Winnipeg Talent Hub will allow us to help current and future Winnipeg companies attract, retain and develop talent in our city.

### Services delivered

In support of local company growth, investment attraction and talent, YES! Winnipeg delivered 557 services to local companies, potential investors, and top talent through Q3 2019.

### Missions and conferences attended:

#### Manitoba Protein Summit – Sept. 19 in Winnipeg

The team attended the Manitoba Protein Summit, which included a focus on plant and animal protein along with the release of the Manitoba Protein Advantage strategy.

#### 2019 TAC-ITS Canada Joint Conference & Exhibition – Sept. 22-25 in Halifax

We met with top global transportation companies and potential investors at this event, which focused on smart cities and big data, automated vehicles, public transportation and new mobility, road safety, operations, pavements and structures, materials and more.

#### Elevate Tech Conference – Sept. 23-26 in Toronto

YES! Winnipeg led a delegation of nine local companies to Canada's leading tech and innovation festival, meeting and building valuable relationships with the brightest leaders shaping the world today.

**Familiarization tour – Sept. 24 in Winnipeg** We hosted a Toronto site selector and their U.S.-based client to show them what Winnipeg has to offer companies so they can promote the city as a potential location.

#### Paris International Air Show / Mission to Germany

**June 14-20** As the world's largest event of its kind for the aerospace sector, the Paris International Airshow was a great opportunity for YES! Winnipeg to connect with global aerospace companies and present the Winnipeg value proposition to them. Prior to the Paris show, YES! Winnipeg traveled to Berlin, Germany to meet with a Global Affairs Canada Canadian Investment Officer to identify investment opportunities for Winnipeg.



## Tourism Winnipeg

Tourism Winnipeg continues to focus on meetings, conventions, sports, special events and group tour markets in order to increase overnight visitation and provide leadership for frontline staff.

Tourism Winnipeg collaborated with stakeholders to prepare for the National Gathering of Elders in Winnipeg Sept. 9 to 12. The RBC Convention Centre, airport, hotels, attractions, Manitoba Liquor and Lotteries, restaurants and taxi companies rolled out the red carpet to ensure the city shone.

### Meetings, conventions and special event site visits

Interest continues to grow for Winnipeg as a business events destination, as the city's reputation as a great host city gains momentum. Tourism Winnipeg and various stakeholders hosted 49 clients interested in bringing their meetings and events to Winnipeg this quarter. These accounts represent 11,555 delegates/participants and 22,981 room nights for an estimated economic impact of \$12.5 million.

### Confirmed wins

**34** meetings, conventions, sports and special events were confirmed for Winnipeg this quarter. These events represent a cumulative total:

**13,260** delegates/participants

**12,745** room nights

**\$12.3 million** in direct spending

### Travel trade initiatives

Tourism Winnipeg, Travel Manitoba and several partners attended the Student Youth Travel Association convention with 1,000 delegates in Birmingham, Alabama to promote Winnipeg as the 2020 destination for its annual convention. The successful "Northern Lights and Human Rights" themed dinner portrayed Winnipeg as a must-see city ideal for student groups. The event garnered positive attention and numerous accolades.

### Visitor information training seminars

Tourism Winnipeg delivered visitor information training seminars at six hotels and attractions for a cumulative total of 107 frontline staff. This program provides guest services tools to speak with confidence on what to see and do in Winnipeg in order to extend visitations and encourage return stays for their visitors. board meeting in Churchill. The group of university alumni travel program tour directors and operators who specialize in experiential travel visited the Canadian Museum for Human Rights, Assiniboine Park, Lennard Taylor, Manitoba Museum, Fort Gibraltar, Ralph Connor House and took the Hermetic Code Tour.

### Travel trade initiatives

#### Sales Blitz | April 1–4 in North Dakota, Minnesota and Illinois

We organized the Winnipeg Tour Connection Sales Blitz and Client Event with six partners and conducted 20 appointments in North Dakota, Minnesota and Chicago, IL. The blitz generated 12 leads and strengthened relationships with student and senior tour operators. Winnipeg Tour Connection and Travel Manitoba also hosted a networking evening with 14 clients at a Winnipeg Jets vs. Minnesota Wild hockey game in Minneapolis, MN.

#### Rendezvous Canada | May 28–30 in Toronto

We attended Rendezvous Canada, a marketplace with 85 business-to-business meetings with international tour operators that encourage buyers to plan a group tour to Winnipeg or extend a Western Canada tour to include Winnipeg.

### Visitor experiences

We attended city-wide conventions and events, such as the Manitoba Marathon and Canadian Labour Congress, to encourage attendees to explore the city and return with friends and family. Our team also made presentations at Red River College's Language Centre Orientation and the University of Manitoba to encourage international students to explore the city.



## Market Intelligence

### Business retention and expansion briefs

Our analysts have created 51 company briefing reports to assist the Business Development Managers' outreach efforts. These briefs cover prominent businesses in six key industry sectors (agribusiness, advanced manufacturing, aerospace, information and communication technologies, creative industries and finance).

### Expansion projects

Our analysts worked on eight business expansion projects in support of the six key industry sectors and supported Economic Development Winnipeg's newest initiatives in the scope of Foreign Direct Investment and talent attraction.

### Site selector table development project

EDW created a working group in May 2019 to review and improve the existing information and data available to site selectors researching Winnipeg on our website. The team interviewed site selectors that Economic Development Winnipeg previously worked with and incorporated their information and recommendations into improved site selector pages. The new website section will be revealed later this year.

### Platforms

MI added two new data platforms to its information arsenal in August:

**Envision5 (by EnviroNics)** is a robust user portal that provides access to thousands of lifestyles, demographic and behavioral data points, current historical and forecast information and custom mapping features.

**IBIS World Profiles** offers comprehensive profiles that cover all key sectors in Canada and provide insight and analytics at the sub-sector level.

These research tools allow the team to access information that will accelerate research response time and will be invaluable when developing sector strategies and market analysis.

### People

MI welcomes Lukas Bohun as the new Statistician and Data Resource Manager. He will round out the team's considerable skill sets with his experience in database management, data modelling and forecasting expertise.

## Marketing & Communications

The leisure summer advertising campaign promoted Winnipeg's festivals and events, family activities and culinary scene. It resulted in millions of impressions and engagements on social media and:

more than **40,000** website visits

**3,409** packages and deals selected through **tw.com**

plus **15,800** hotel room nights

**5,800** airline tickets sold through Expedia

### Marketing & Branding highlights

We launched the 2020 Destination Marketing Plan and Partnership Opportunities Guide that provides stakeholders the ability to leverage activities for additional reach. We also enhanced **meetingswinnipeg.com** to showcase Winnipeg's meeting and convention facilities.

### Social media highlights

We continue to receive high engagement for our Facebook Live partnerships. This included:

|                                |  |
|--------------------------------|--|
| Winnipeg Beer Festival         | reach of nearly <b>40,000</b><br><b>5,300</b> full-length views    |
| The Forks Common outdoor patio | reach of more than <b>26,000</b><br><b>3,800</b> full-length views |



The Instagram tour partnerships with Downtown Winnipeg BIZ and Assiniboine Park attracted 21 photographers and resulted in 311 photos, and thousands of likes and engagements.

### Media relations highlights

Local media expressed interest in topics such as downtown Winnipeg development, talent attraction and the annual Growth 500 that ranked 10 Winnipeg businesses among the country's fastest growing:

|  |                           |
|--|---------------------------|
| "People are betting on Winnipeg: Cranes a sign of development" <i>CTV Winnipeg</i>             | <a href="#">read more</a> |
| "Feds deliver \$135 M in funding to local firms" <i>Winnipeg Free Press</i>                    | <a href="#">read more</a> |
| "Funding key to business-growth co-operation" <i>Winnipeg Free Press</i>                       | <a href="#">read more</a> |
| "Recruitment and retention of personnel in companies: an electoral issue?" <i>Radio-Canada</i> | <a href="#">read more</a> |
| "Manitoba businesses among the fastest growing across the country" <i>Winnipeg Free Press</i>  | <a href="#">read more</a> |

EDW celebrated local successes on our newsroom blog including:

|   |                           |
|---|---------------------------|
| New facilities give Winnipeg a competitive edge                 | <a href="#">read more</a> |
| Winnipeg named one of North America's next tech hot spots       | <a href="#">read more</a> |
| Winnipeg named one of Canada's best locations                   | <a href="#">read more</a> |
| 10 Winnipeg companies recognized among Canada's fastest growing | <a href="#">read more</a> |

### Travel media highlights

We hosted

15 travel writers this quarter, while

49 travel media articles were generated for an

earned media value of **\$1,125.251**.

Significant articles included:

|  |                           |
|--|---------------------------|
| "Winnipeg's Hermetic Tour Proves Mesmerizing" <i>The Western Producer</i>  | <a href="#">read more</a> |
| "Winnipeg - Arts & Minds - Scratch beneath the surface of Manitoba's quirky capital" <i>The Weekend Australian</i> | <a href="#">read more</a> |
| "How to spend one perfect day in Winnipeg" <i>Postmedia Outlets</i>  | <a href="#">read more</a> |