



Quarterly report on progress

Q4 2019 October | November | December





Setting the bar higher



Economic Development Winnipeg is looking ahead with excitement and high expectations for 2020. We know we can help take this city to the next level when it comes to creating an environment that makes it easier for companies to move here and grow more jobs. At the same time, we're going to work to better tell the Winnipeg story so more people will

be excited by what Winnipeg has to offer and will choose to spend their time here.

This year, we're also going to show you more about who we are, what we do, why we do it and how that work impacts you. A company expanding here might not seem that interesting to you until you see it's hired some of your friends and family, donated to worthy causes in our community or built something that actually improves the way you enjoy or move around this city. Winnipeg can compete with any of the world's largest, world-class cities because we have benefits like a central location, affordable housing. We also have short commute times, close proximity to lake country, world class attractions like the Canadian Museum for Human Rights and Made-in-Manitoba innovation happening across a lot of sectors. Those stories are happening right now, and we want to share them.

We're aligned more than ever with companies, government and educational institutions and it's paving the way for more good

things to come on a number of fronts including our Talent Hub, an initiative our YES! Winnipeg business development team launched in September. We'll talk more about the companies we're helping to find, keep and develop talent. We had a successful first talent recruitment mission to Argentina in October and we're encouraging more companies to join our next mission planned for May of 2020. At the same time, we will continue to support efforts to create a pipeline of talent here at home.

EDW may be Winnipeg's voice for economic development but we need an entire chorus singing about the Winnipeg Advantage. We know we have challenges, as do other major cities across Canada. We are a city that is growing towards one million people - sometimes growing up is hard. The difference is that we know how to pull people together quickly from all corners of this city to come up with solutions that can make an impact. We're steady and collaborative, but also bold in how we work here, which brings us global success and accolades.

Dayna Spiring
President & CEO
Economic Development Winnipeg Inc.

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 (YW)

Economic outcomes facilitated

In 2019, YES! Winnipeg enabled six successes, resulting in over 2,600 jobs created, and over \$80M in capital investment. These impacts resulted in the creation of an estimated \$25M in new or retained annual payroll.

Business retention and expansion (BRE)

YW undertakes BRE meetings to identify opportunities and make sure we are offering support to fast-growing companies, so they stay and expand in Winnipeg. In 2019, YW executed at total of 73 BRE meetings spread across our target sectors.

BRE distribution by sector 2019

Advanced Manufacturing	11%
Aerospace.....	21%
Agribusiness	18%
Creative Industries	7%
Energy & Environment.....	7%
Financial Services.....	4%
ICT & Media	22%
Life Sciences.....	4%
Transportation & Distribution	7%

Investment attraction

In 2019, YW pitched over 73 potential investors (both nationally and internationally), resulting in 42 investment opportunities pursued for Winnipeg.

Talent and workforce development

The YW Talent, launched in September 2019, hosted its first international recruitment mission in October 2019 to Buenos Aires, Argentina. Five companies attended the inaugural mission. Employers received an average of 100 applications per position and 28 employment offers have been made to date, with new hires on-boarding as early as January 2020. To prepare for their arrival, a settlement guide is in development, with first drafts already in the hands of employers.

Services delivered

In support of local company growth, investment attraction and talent, YW has delivered 690 services to local companies, potential investors, and top talent through Q4 2019.

Missions and conferences attended:

Sep 30 - Oct 4, Lille, France – Plant Protein Summit

(Agribusiness) Alongside 18 Canadian attendees, YW represented Manitoba in Bridge2Food and connected with several European food processors. We showcased our research and development (R&D) capabilities with prospective companies or others in the early stages of expansion and others who may be interested in a recent pitch to build an oat processing facility in Manitoba. YW also connected with Global Affairs Canada, discussing potential projects and how we work with our partners in government, industry and business to grow the local economy.

Oct 5 - 7, Toronto – Pulse Science & Technology Forum

(Agribusiness) This forum was important to highlight the competitive advantages of Winnipeg’s key R&D capabilities, how we market them to companies, as well as upcoming trends. YW also met with two existing clients to look at opportunities while they were in the city.

Nov 12 - 13, Ottawa – AIAC Canadian Aerospace

Symposium (Aerospace) A “must attend” event in the Canadian aerospace industry, the summit focused on global challenges, opportunities and strategies for the industry. YW participated in 16 face-to-face meetings at the tradeshow, followed up on a notable opportunity and generated another investment opportunity with a large multinational company.

Nov 12 - 14, Paris, France – European Utility Week (ICT)

This event was attended as part of a delegation hosted by TechWest. This event allowed YW to meet with trade commissioners from all of Europe’s major regions as well as pursue 7 leads for Foreign Direct Investment (FDI).

Nov 15 - 19, Paris, France – Destination Canada (Talent)

YW used this exploratory mission to support Winnipeg companies looking for talent and promote Winnipeg as a promising Canadian destination. YW is looking to promote the event to more Manitoba companies in 2020.

Nov 18 - 22, Japan – Investment Roadshow (FDI)

YW participated in this investment attraction initiative organized by Global Affairs Canada and the Consider Canada City Alliance. YW held eight face-to-face meetings with Japanese companies, resulting in two potential leads for Winnipeg. YW also spoke on a panel to 40 business people in Nagoya, Japan about Winnipeg’s value proposition in the aerospace & advanced manufacturing sectors.



Tourism Winnipeg (TW)

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.

Meetings, conventions and special event site visits

Interest in Winnipeg as a business events destination continues to grow. We continue to build on the city's reputation as a great host city. TW and various stakeholders hosted 11 site visits for clients interested in bringing their meetings and events to Winnipeg this quarter. These accounts represent 5,630 delegates/participants and 6,037 room nights for an estimated economic impact of \$6.4 million.

Confirmed wins

34 meetings, conventions, sports and special events were confirmed for Winnipeg this quarter.

11,959 delegates/participants	14,452 room nights	\$13.5 million estimated economic impact
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Travel trade initiatives

Tourism Winnipeg, Travel Manitoba and stakeholders co-hosted four tour operators on site visits of Winnipeg in order to showcase the city as a group and student travel destination. First-hand experience has resulted in the addition of Winnipeg to many tour operators' packages, especially those bringing groups to Churchill.

Visitor information training seminars/familiarization tours

TW delivered visitor information training seminars at two hotels for a cumulative total of 68 frontline staff and organized three familiarization tours of Winnipeg events/attractions for 226 attendees. These programs provided guest services staff the tools to speak with confidence on what to see and do in Winnipeg. These tools help extend visitations and encourage return stays for their visitors.

Market Intelligence (MI)

Business retention and expansion briefs

Our analysts have created 26 briefing reports to support Yes! Winnipeg this quarter, with 73 company files in our system. Work is underway to establish profiles for more than 11,000 Winnipeg companies in our ten key industry sectors (Advanced Manufacturing, Aerospace, Agribusiness, Information & Communication Technologies, Creative Industries, Energy & Environment, Financial Services, Life Sciences, Tourism, and Transportation & Distribution) in a revitalized CRM (Customer relationship management) system.

Talent attraction

MI is working on a Manitoba labour study to determine the supply and demand for skills/talent within the province. This gap analysis will represent the foundation for talent attraction initiatives and support the efforts of the talent attraction team. Data has been received and the MI team will complete its analysis and present findings in Q1 2020.

Outlook Market Research has been commissioned to provide a scan of the Manitoba environment for talent attraction. Interviews with community players are underway. This report will be completed for the end of Q1 2020.

Data structure

MI is currently planning a new structure for collection and maintenance of its data stores. The first use cases have been developed for talent attraction and location analysis. Data sets to support these use cases are currently being identified and the team is auditioning cloud-based data stores and tools. A completed proof of concept is expected in the first half of 2020.



Marketing & Communications

Marketing & Branding highlights

- Supported the Talent Team's first international mission with a comprehensive advertising campaign. The campaign consisted of social media, digital display, video and PR. Results from the campaign saw over 300,000 people reached, 104,000 display ad impressions, 177,034 completed video views, 20,000 website visits, more than 3,000 applications submitted and 19 articles worth an estimated \$354,000 in earned media.
- Completed the summer and holiday shopping leisure advertising campaigns to record results. The two campaigns featured 15 partners who sold over 4,800 packages & deals from Tourism Winnipeg's website. Other results include over 5.9 million impressions on social media, 90,000 website visits and 88,545 minutes of watched video. As part of both campaigns, Tourism Winnipeg partnered with Expedia, which led to 26,000 hotel room-night bookings and 8,700 airline tickets sold, an 18 per cent year-over-year increase.
- Launched *The Winnipeg Investor* magazine at YES! Winnipeg's Investor Breakfast. The magazine features talent attraction and introduces the new Talent Hub, with copies running out by end of November – a first for the magazine.
- Two new feature video spots were created for the leisure winter campaign, focusing on the adult and family audiences. The spots will be airing on social and digital media as part of the winter campaign for 2020.
- Completed a cooperative meetings & conventions ad campaign in partnership with RBC Convention Centre, Travel Manitoba and Canadian Museum for Human Rights to promote the city as a meetings and conventions destination. The campaign reached over 10.5 million people, received 205,000 interactions and over 94,000 website visits, as well as distributed the meetings & conventions magazine through Ignite Magazine and CSAE.

Social media highlights

- Completed a second-year tourism sentiment index study through Destination Think! The study measured overall sentiment through capturing millions of conversations in more than 500,000 different sources online. Winnipeg's TSI score increased by 10 points year-over-year, showing positive momentum in the city, while also highlighting some areas of opportunity to grow awareness on Indigenous, winter and nightlife offerings.
- EDW video views were up significantly from 2018 thanks to a new targeted ad strategy promoting our latest video projects, most notably the new Quality of Life video which has garnered over 451,000 views across all social platforms during this period.

Media relations highlights

Local media expressed interest in topics such as social challenges in downtown Winnipeg, potential for economic growth, the first woman to be named on the Grey Cup and talent attraction:

Recruiting the world's best and brightest (<i>Winnipeg Free Press</i> , Oct 23)	read more ▶
Bombers' Dayna Spiring makes history as first woman to have name engraved on Grey Cup (Various, November 16)	read more ▶
Swoop adds 5 direct flights from Winnipeg to Las Vegas, Mexico, Florida (Various, Nov 16)	read more ▶
Councillors urged to tell story of economic potential (<i>Winnipeg Free Press</i> , Dec 2)	read more ▶
'Crime shouldn't define city' (Global News, Dec 19)	read more ▶



EDW celebrated local successes on our newsroom blog including:

Hargrave St. Market aims to build community & business growth	read more
YES! Winnipeg to launch Winnipeg talent hub	read more
Winnipeggers optimistic about city's economic future	read more
Benefits provider among first to offer telemedicine	read more

Travel media highlights

We hosted six travel writers this quarter, while 240 travel media articles were generated for an earned media value of \$1,741,584.

Significant articles included:

Manitoba gets ready to celebrate 150th anniversary (various outlets)	read more
Where to travel 2020 – Canadian Prairies among top travel destinations (various outlets)	read more
Warm up to winter at Canada's best winter festivals (Forbes.com/various)	read more
Winnipeg will host their first Grey Cup parade in 29 years this Tuesday (various)	read more