

QUARTERLY REPORT
ON PROGRESS

Q1 2018

JANUARY | FEBRUARY | MARCH





DAYNA SPIRING
President & CEO

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WHAT DOES UBISOFT IN WINNIPEG MEAN? WE'RE OPEN FOR BUSINESS.

Winnipeg is welcoming Ubisoft to town.

This is a pivotal moment for our city. Ubisoft is a company that is a global leader in their field. They could have chosen any number of cities to expand into, but they saw something special in Winnipeg. Our low cost of doing business, access to a strong talent pool and educational system, and a supportive and welcoming business community helped the company choose Winnipeg for their newest studio.

Ubisoft is an international superstar – one of the largest, if not the largest, video game developer on the planet. They've created world-class, critically-acclaimed franchises like Assassin's Creed, Far Cry, Just Dance and the Tom Clancy series in the multibillion dollar gaming industry. And now, Winnipeg will be part of that story.

The work that goes into attracting a company the calibre of Ubisoft takes time and hard work, as well as a business attraction plan that clearly demonstrates how a company can grow in that proposed centre. Winnipeg is competing at attracting world-class businesses to invest here, and we are punching above our weight class.

YES! Winnipeg, the business development team at Economic Development Winnipeg, played a critical role in attracting Ubisoft here. Starting with a cold-call to Ubisoft, our team facilitated a collaborative outreach with the assistance of the Province of Manitoba and City of Winnipeg. A large part of this effort included showing Ubisoft what Winnipeg had to offer, from a high-class talent pool to a low cost of doing business, as well as a welcoming business culture that would allow them to set up here with relative ease.

Attracting foreign investors requires us to have a united front – making sure that what potential investors see is a coordinated, cohesive approach to support them as they establish themselves. Manitoba has a sterling reputation in this regard. Our business community is one of our greatest assets.

Winnipeggers should be proud that we can attract

international companies like Ubisoft, as it sends a message to the rest of the world that Winnipeg is open for business. We want other leading international companies to hear that, and we will continue to push that message out.

This opportunity allows Winnipeg to grow our already substantial interactive digital media industry, by continuing to attract talent and skilled jobs, and by creating an industry cluster which will drive significant economic growth. I've been told by Ubisoft how welcomed they've felt by our city, and how unusual it is for a business community to embrace them in the way that ours has. That's something unique to Winnipeg, and an advantage for our city that we should not take for granted.

Ubisoft will provide an opportunity for good-paying and highly-skilled jobs in a growing sector, which will help us retain some of our brightest minds. A vibrant community needs cutting-edge career opportunities and exciting companies in our own backyard that will become part of the city's economic engine. It is also a compliment to the province's existing interactive digital media industry. The work that existing local companies like Complex Games and Project Whitecard are doing in this space is already world-class, and Ubisoft's recognition of Winnipeg as a place they want to call home, is undeniable evidence of that skillset.

The private sector has a leading role to play in what Economic Development Winnipeg does. Business attraction takes a concerted, long-term effort. If we want to see more companies like Ubisoft establishing themselves in Winnipeg, we need to step up, share our stories and invest in programs that can help attract new companies here, as well as help grow locally-based ones.

Economic Development Winnipeg will continue to go after companies around the globe to consider Winnipeg for their next home base. We will tell the story. We want to work collaboratively with both the public and private



sectors to make companies feel welcome here. We're all on the same team and working more closely than we ever have before.

Ubisoft will have a direct influence on Winnipeg's economic growth by broadening the tax base and creating new jobs. This will be felt in other industries and for other companies – a rising tide lifts all boats. If we want to compete for these companies, we need to continue investing in our business attraction strategies. Companies from across the world are waiting to hear about what Winnipeg can offer them. If we can inform them, they will

come. For now, we welcome Ubisoft.



Dayna Spiring
President & CEO
Economic Development Winnipeg Inc.

RECENT ACTIVITY ROUNDUP

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.

BUSINESS DEVELOPMENT HIGHLIGHTS: YES! WINNIPEG

CUMULATIVE AND CURRENT SUCCESSES

By the close of this quarter, YES! Winnipeg has supported 85 projects since its inception in 2011, resulting in an expected cumulative creation of more than 5,100 jobs and \$630.7 million in capital investment at maturity.

BUSINESS DEVELOPMENT: YES! WINNIPEG SUCCESSES

Hinduja Global Solutions (HGS)

A full-service business process management provider, HGS saw a fantastic opportunity to make Winnipeg and Manitoba a substantial part of their Work@ Home strategy. YES! Winnipeg coordinated a market visit which facilitated introductions to potential government support programs, connections to workforce providers, as well as relating information on Winnipeg's competitive advantages. 150 jobs, \$.25 million investment.

TappCar

A Canadian ride-sharing company, TappCar is the first to enter the Manitoba market. YES! Winnipeg assisted the

company in various ways including providing instructions and facilitating key community stakeholder meetings and specific intel on how to overcome hurdles that were a risk for the company to launch on time and in an effective manner. 125 jobs, \$.25 million investment.

REACTIVE OPPORTUNITIES

Throughout this quarter, YES! Winnipeg responded to more than 23 inquiries from companies looking for assistance with local launches, expansions and/or attractions. Within these queries, cryptocurrency mining continues to be a common topic.

REFERRALS

Throughout this quarter, YES! Winnipeg provided 187 referrals to investors and other collaborators. This included providing targeted business enquiries, introductions for potential project partnership opportunities, and acting as a resource hub for startup companies looking to build their local networks.



BUSINESS DEVELOPMENT HIGHLIGHTS: TOURISM WINNIPEG

GLOBAL SPORTS IMPACT

The results of the 2018 Global Sports Impact (GSI) Canada Index ranks Winnipeg as Sport City #3 for national events, #10 for international events and #7 overall. This is the first index to rank Canadian sport cities using data from events hosted in 2017 and beyond.

TOURISM WINNIPEG SALES

Tete a Tete - Ottawa

Tourism Winnipeg and Team Winnipeg partners put a spotlight on the city at Tete a Tete, one of the major meeting and convention client events in Ottawa. The “Hotel Winnipeg” video, showcased at the luncheon and trade show exhibition, brought the audience to their feet and successfully elevated interest in Winnipeg as a conference destination.

Bid Opportunities

Tourism Winnipeg developed 29 bids for future conventions, sports and events that represent approximately 17,500 delegates/participants, 31,500 room nights and \$15.5 million in direct spending.

Future confirmed business

Tourism Winnipeg has confirmed a total of 59 meetings, conventions and sports or special events for future dates. These represent approximately 22,000 delegates/participants, 31,500 room nights and \$22.5 million in estimated direct spend.

Notable wins include: 2018 Congress of the International Society of Nutrigenetics/Nutrigenomics with 500 delegates, 2019 National Trust for Canada Annual Conference with 500 delegates, and 2018 Canadian Junior Swimming Championships with 975 participants. These represent a cumulative estimated total of approximately 2000 hotel rooms and \$1.3 million in direct spend.

Tourism Ambassador Training

Tourism Winnipeg conducted frontline training seminars for 15 hotels, attractions and international students this quarter. The goal of these seminars is to ensure guests have a positive stay in Winnipeg, with the expectation of increased return visits and positive word-of-mouth advertising. In addition to frontline staff, international student recruiters also received tourism training so they can better position Winnipeg as an attraction destination in which to study.

BUSINESS DEVELOPMENT HIGHLIGHTS: MARKET INTELLIGENCE

INTELLIGENT COMMUNITY FORUM (ICF) – 2018 TOP 7

For the third time in four years, EDW was successful in advancing Winnipeg to the ICF Top 7 Intelligent Community designation. Winnipeg competed against 6 other international cities for the ICF Intelligent Community of the Year designation. Part of the Top 7 final stage was a site visit which EDW facilitated for Lou Zacharilla, one of ICF's three founding members, around Winnipeg. The Intelligent Community of the Year was announced at the annual ICF Summit in London, England June 4 – 6, 2018.

COALITION OF ADVANCED MANUFACTURING (CAM)

The Coalition has expanded its activities by including the formation of a Research and Technology Committee Chaired by the U of M and an Academic Committee Chaired by RRC. These two committees under CAM are tasked with aligning the research and skill needs of Winnipeg and Manitoba's advanced manufacturing industry sector. The CAM executive facilitated a mission to Ottawa and Montreal to meet with senior representatives from the Ministry of Innovation, Science and Economic Development as well as with senior NRC Directors who are responsible for the development of the Winnipeg NRC Advanced Manufacturing facility. Joining the mission were senior representatives from Price, New Flyer, Boeing and Magellan.

Western Economic Diversification Industry Cluster Initiative

EDW has been approached by Western Economic Diversification (WD) to lead the execution of an Advanced Manufacturing Industry Cluster initiative for Western Canada. WD has developed a pan-western industry cluster strategy that targets industry clusters for each western Province, with the Advanced Manufacturing cluster earmarked for Manitoba.

BUSINESS DEVELOPMENT HIGHLIGHTS: MARKETING & COMMUNICATIONS

State of the City Chamber luncheon

Sponsored the State of the City Winnipeg Chamber of Commerce event – which included a brand new video featuring prominent Winnipeg leaders profiling the momentum of Winnipeg.

[WATCH THE VIDEO HERE](#)

New EDW website

Launched the Economic Development Winnipeg website with brand new design, features and functionality. Streamlined content and more integration to the blog and news content have updated this website and helped create a more user-friendly interface.

[VIEW THE WEBSITE HERE](#)

Welcoming the Byers family

Hosted the Byers family as part of the winter campaign in Winnipeg. The family was treated to a dream weekend in Winnipeg, while video and photos captured their experience. This footage was pushed out on our social channels as a follow up to the viral video of the boys wanting to go to Winnipeg.

[WATCH THE VIDEO HERE](#)

New site for convention delegates

Created a brand-new website for convention delegates with personalized conference information and curated information during the time of their conference. This website is key in attendance building for conventions.

[VIEW THE WEBSITE HERE](#)

2018 Spring/Summer Event Guide

Created and produced the 2018 Spring Summer Events & Itineraries Guide which includes a new 101 things to do list, featured itineraries and events spanning until August 2018.

[VIEW THE PUBLICATION HERE](#)

Enhanced French website

Updated and enhanced the French page on tourismwinnipeg.com to include the top 10 Winnipeg must-sees and more.

[VISIT THE PAGE HERE](#)

MEDIA RELATIONS HIGHLIGHTS?

CORPORATE MEDIA

14 corporate media articles were generated this quarter, with an earned media value of \$298,654.

Op-ed by Dayna Spiring titled “Preparing for the next Amazon-level opportunity” ran in the Winnipeg Free Press January 26.

[READ IT HERE.](#)

Op-ed by Dayna Spiring titled “Winnipeg a leader in open-data initiative” ran in the Winnipeg Free Press March 15.

[READ IT HERE.](#)

EDW wrote a two-part blog piece on cryptocurrency and blockchain technology, including its potential business implications.

[READ IT HERE.](#)

TRAVEL MEDIA

A total of 15 travel writers were hosted this quarter, and 109 travel media articles were generated during the same time period. Significant articles included:

USA Today's “Canada embraces winter with zany, cold-defying festivals” online article included mentions of Festival du Voyageur, Red River Mutual Trail and Ice Castles resulting from editorial assistance to Tiffany Thorton.

[READ IT HERE.](#)

“On the Right Track in Wonderful Winnipeg” by hosted travel writer Stuart Condie appeared in *dailymail.co.uk*, *Yahoo New Zealand* and *the Australian*.

[READ IT HERE.](#)

“Hong Kong family part of dining revolution in Canadian prairie’s heart, where cultural diversity inspire young restaurateurs” was written by hosted travel writer Giovanna Dunmall in *the South China Post*.

[READ IT HERE.](#)

Delta Sky in-flight magazine “Right on the Button” featuring winter at The Forks was written by hosted travel writer Chris O’Toole.

Ice Castles and RAW: almond were both mentioned in *West Jet* magazine’s “10 Reasons We’re Excited Winter is Just Around the Corner”.

[READ IT HERE.](#)

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**ECONOMIC
DEVELOPMENT**
WINNIPEG



TOURISM
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