

ECONOMIC PERFORMANCE INDICATORS

ECONOMIC DEVELOPMENT
WINNIPEG INC.

GROW

GROW.
in **WINNIPEG**

Higher Farther Greener Faster Stronger
Smarter Better Closer Brighter Richer

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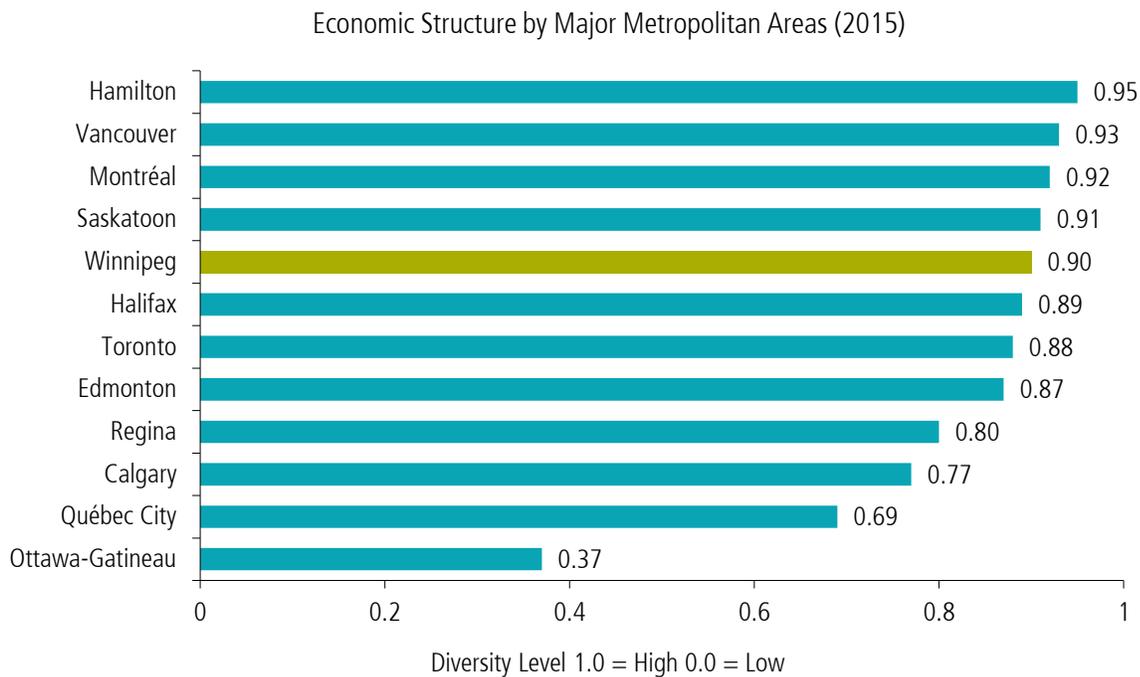
INTRODUCTION

WINNIPEG ECONOMIC OVERVIEW

Winnipeg has one of the most diverse economies of any major city in Canada. Winnipeg's aerospace, finance and insurance, transportation, agribusiness, information technology, advanced manufacturing, tourism, life sciences and creative industries provide a solid economic base that serves the community well. Overall, Winnipeg's diverse economy provides a stable workforce, a low unemployment rate and a cushion against major fluctuations resulting from downturns in the economy.

Winnipeg has an advanced manufacturing sector, which ranges from food and beverage to tractors and other farm equipment, and from municipal and inter-urban buses to specialty steel products, electrical components, aerospace components, chemicals, plastics, furniture and much more. Advanced manufacturers can source many of their inputs from other firms and draw on a large pool of skilled labour; much of this activity is export-oriented. Bus and tractor manufacturers export most of their output, for example, making motor vehicles one of Manitoba's largest categories of export.

Winnipeg has a long history as a major financial centre and is the headquarters of some of Canada's most prominent investment firms and insurance companies. Adding to this is Winnipeg's historical strength in food products manufacturing and commercialization in functional foods, nutraceuticals, bio-composites and biofuels.



Source: Conference Board of Canada



WINNIPEG ECONOMIC HIGHLIGHTS

Winnipeg's economy has been relatively stable and has been given a general moderate bill of health. In 2015, Winnipeg's GDP at basic prices reached \$36 billion (2007 dollars). This represents an increase of 2.3 per cent from the previous year. Over the last five years, Winnipeg's GDP increased by 2.2 per cent per year on average. In relation to the other major census metropolitan areas across Canada, Winnipeg's growth ranked seventh.

The population of Winnipeg's census metropolitan area is trending upward. In 2015, the population reached 793,507 and increased by 1.6 per cent over the last five years. This was the fifth-highest growth rate across the country, an improvement from a seventh-place ranking from last year's five-year average.

The workforce in Winnipeg is also showing signs of upward growth. By the end of 2015, Winnipeg's labour force supply totaled 451,507 people and grew by seven per cent from 2010. When compared nationally, Winnipeg ranked sixth among major census metropolitan areas in Canada.

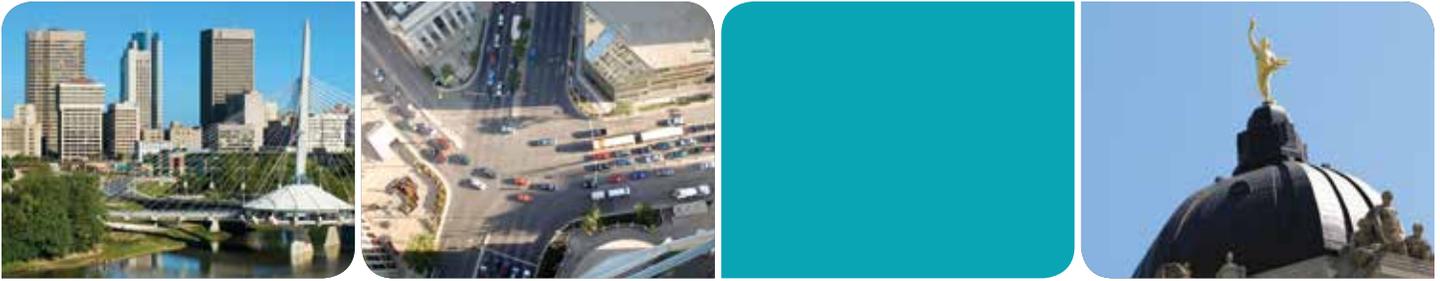
In 2015, Winnipeg's participation rate of 69.1 per cent was higher than the national rate of 65.8 per cent. When assessed over a five-year term, Winnipeg's participation rate declined by 1.1 percentage points, similar to the national rate. When compared to the city's declining rate of 2.3 percentage points last year, the proportion of the working-age population in the labour force is increasing in Winnipeg.

Winnipeg's unemployment rate averaged six per cent by the end of 2015 and was lower than the national rate by almost one percentage point. From 2010 to 2015, Winnipeg's unemployment rate increased by 0.3 percentage points, the highest among major metropolitan areas. The increasing labour force supply was a factor here.

Employment growth in Winnipeg's industries was evident in agriculture and utilities. From 2010 to 2015, these industries grew by 28 per cent.

Wages in Manitoba continue to be lower than the average weekly earnings nationally. In 2015, Manitobans earned \$880 per week on average, \$72 lower than the national average of \$952. From 2010 to 2015, these average weekly earnings increased by 2.5 per cent per year on average and were slightly above the national rate of 2.3 per cent. In comparison to other provinces, Manitoba ranked fifth.

Trade activity in Manitoba has improved recently. In 2015, Manitoba exported \$13.7 billion worth of merchandise and grew by 33.4 per cent over last five years. Manitoba ranked fifth when compared nationally, an improvement from the previous year's ninth-place spot. Import activity increased by 52 per cent to \$21 billion. Canada's imports increased by only 32.7 per cent, 19.4 per cent lower than Manitoba.



Manitoba's total capital expenditures amounted to \$12.4 billion in 2014 and increased by 5.6 per cent per year on average over the last five years, the fourth-largest growth rate across the country.

Local economic confidence continues when it comes to construction activity in Winnipeg. Although lower than previous years, total building permit values in 2015 reached \$1.6 billion. Over the last five years, this value has increased by 9.1 per cent per year on average, which was six per cent higher than the national rate and ranked fifth among all other metropolitan centres across Canada.

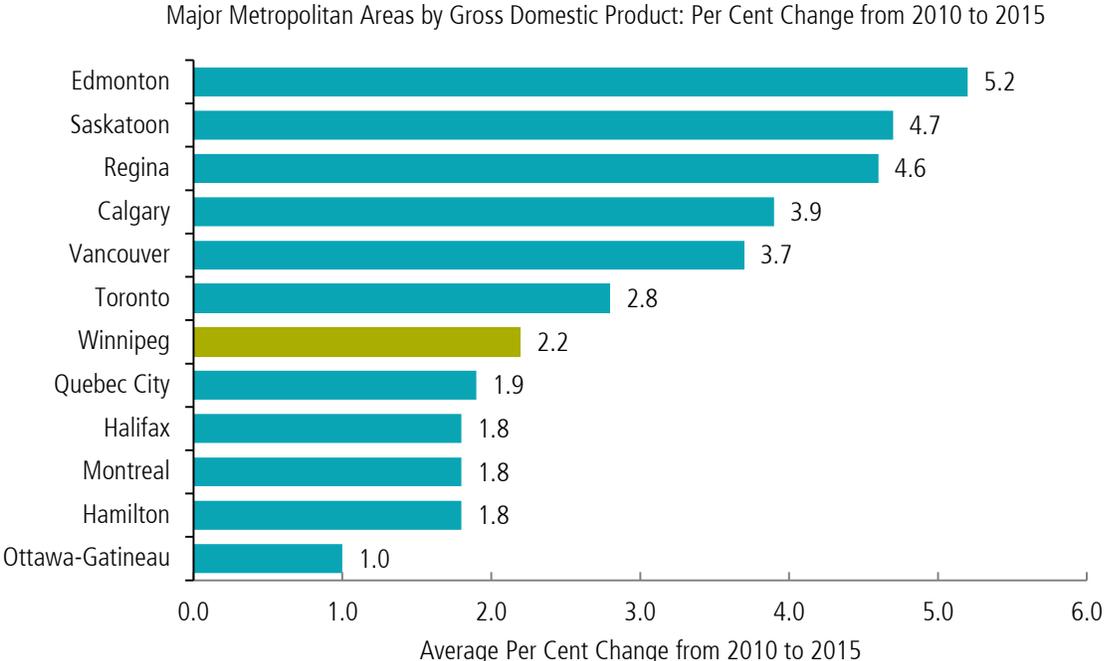
In 2015, Winnipeg's 'Class A' office market posted a 12.1 per cent vacancy rate, similar to the national rate. The net rental rate for this space was \$17.58 per square foot, the lowest cost among major metropolitan centres across Canada.

On a per capita basis, Manitoba's expenditures on research and development continue to be lower than the national average. Canada invested 1.8 per cent of its total GDP on R&D, while Manitoba allocated 1.3 per cent.

The capacity to purchase goods and services and to save money appears to be more challenging in Winnipeg. In 2015, the per capita personal disposable income in Winnipeg was \$31,236, the second-lowest among all major metropolitan centres. Based on a five-year average, Winnipeg's personal disposable income grew by 2.6 per cent per year. During this same period, personal disposable incomes across the nation grew at the higher rate of 2.9 per cent.

GROSS DOMESTIC PRODUCT

Gross domestic product (GDP) is one of the primary indicators used to gauge the health of a region's economy. It represents the total dollar value of all goods and services produced over a specific period. According to The Conference Board of Canada, Winnipeg posted a GDP at basic prices of \$36 billion (2007 dollars) in 2015, representing 66 per cent of the provincial economy. Over the last five years, Winnipeg's GDP increased on average by 2.2 per cent per year. In comparison to other major metropolitan areas across Canada, Winnipeg ranked seventh.



Source: Conference Board of Canada

Over the last five years, a number of industry sectors within the Winnipeg economy posted increases in GDP output. The biggest gain came from the manufacturing sector at 4.7 per cent, followed by transportation and warehousing at 3.6 per cent and personal services at 3.4 per cent.

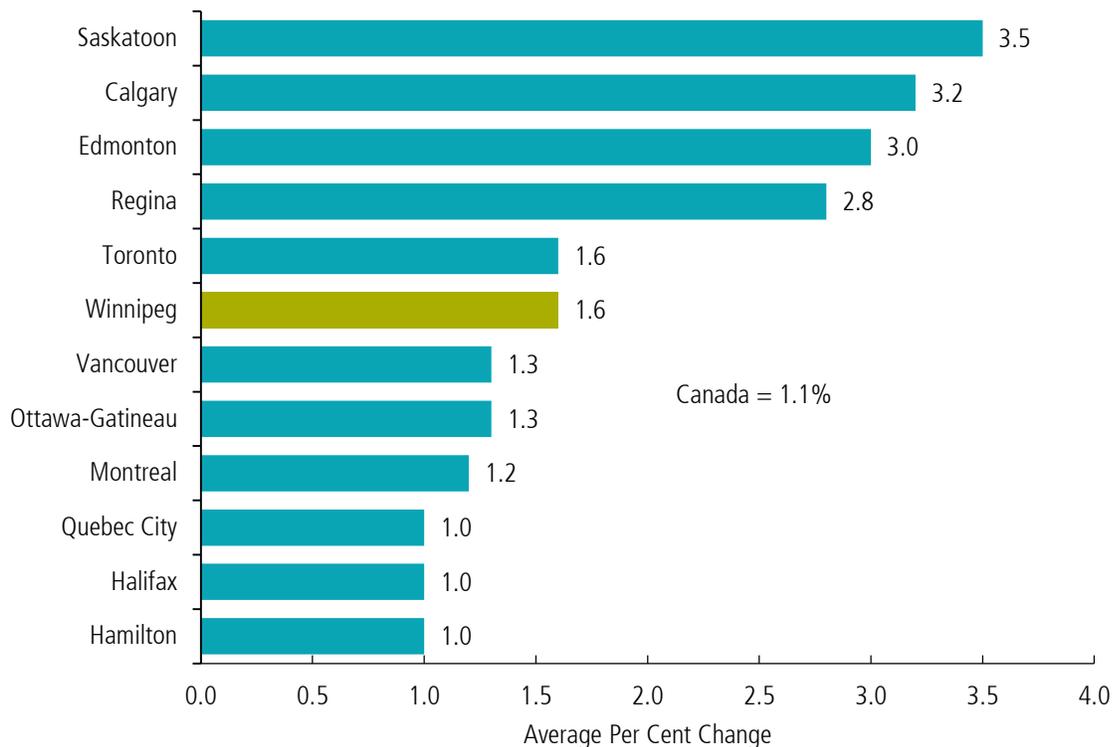


POPULATION

Population growth influences demand for goods and services—and increases economic activity. Population growth can also reflect optimism and attractiveness of economic conditions, as well as renewal of the labour force.

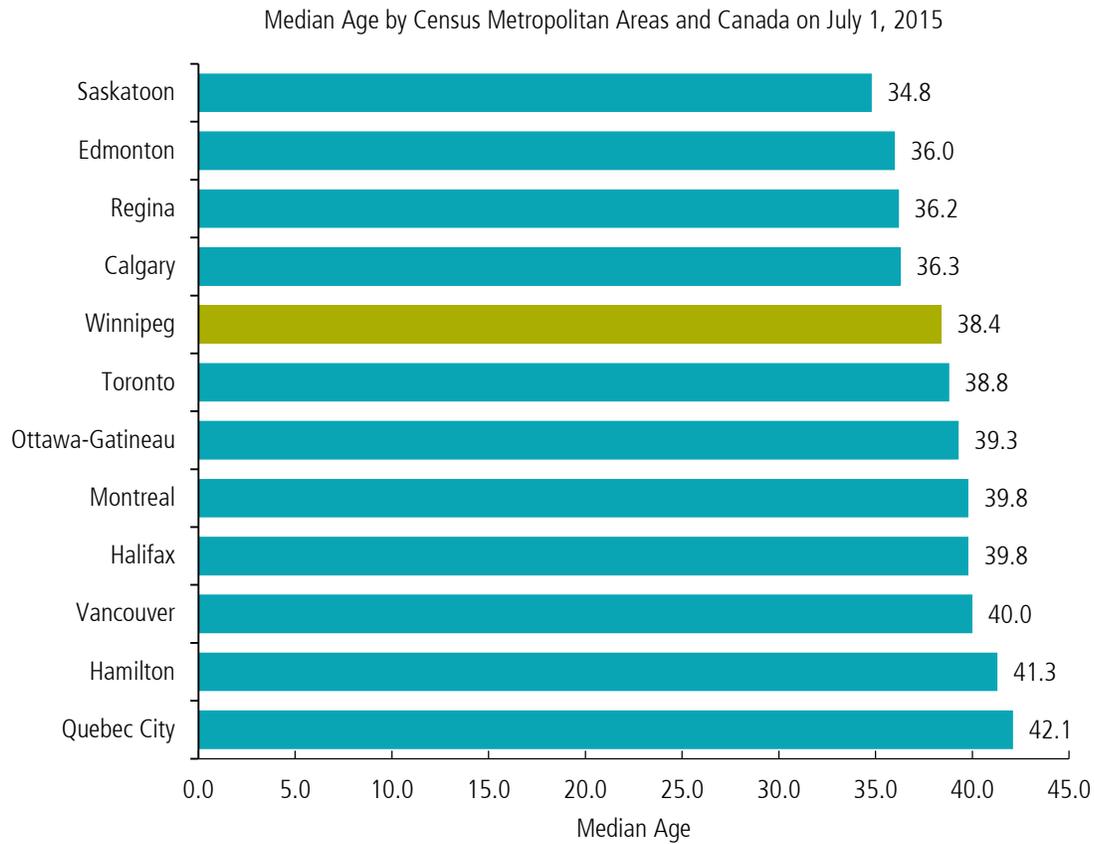
As of July 1, 2015, Winnipeg’s population has increased by 1.6 per cent per year on average over the last five years to 793,507 residents (source: The Conference Board of Canada), the fifth-best growth rate among major census metropolitan areas across Canada. This ranking is an improvement over Winnipeg’s seventh-place standing last year.

Annual Per Cent Change in Population by Census Metropolitan Areas from 2010 to 2015



Source: Statistics Canada

On July 1, 2015, Winnipeg's median age was the fifth-youngest among major census metropolitan areas in Canada at 38.4 years. For comparison, this is two years younger than the median age for Canada (40.5 years). Overall, the census metropolitan areas with the youngest populations are located in Western Canada.



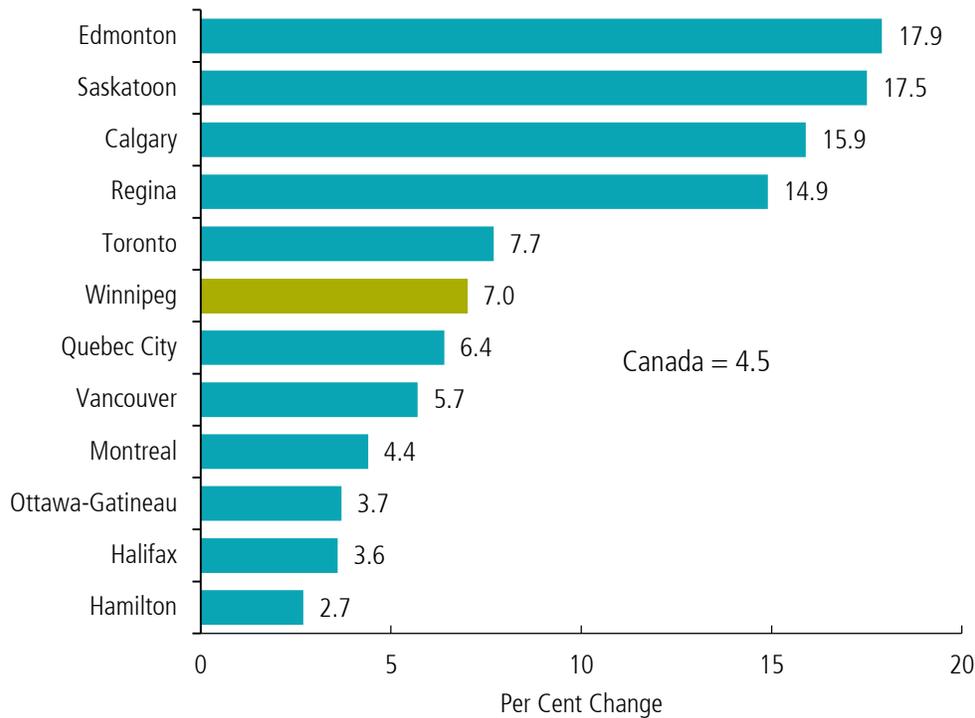
Source: Statistics Canada



LABOUR FORCE

Critical to the capacity to grow is the amount of local labour available in the market. From 2010 to 2015, Winnipeg's total labour force grew by seven per cent to 451,507 people. This rate is 2.3 per cent greater than the city's previous five-year result, revealing an increasing labour force trend. This growth was also 2.5 per cent higher than the national rate of 4.5 per cent. When compared to other major census metropolitan areas, Winnipeg had the sixth-highest growth rate.

Labour Force Per Cent Change by Major Census Metropolitan Areas from 2010 to 2015

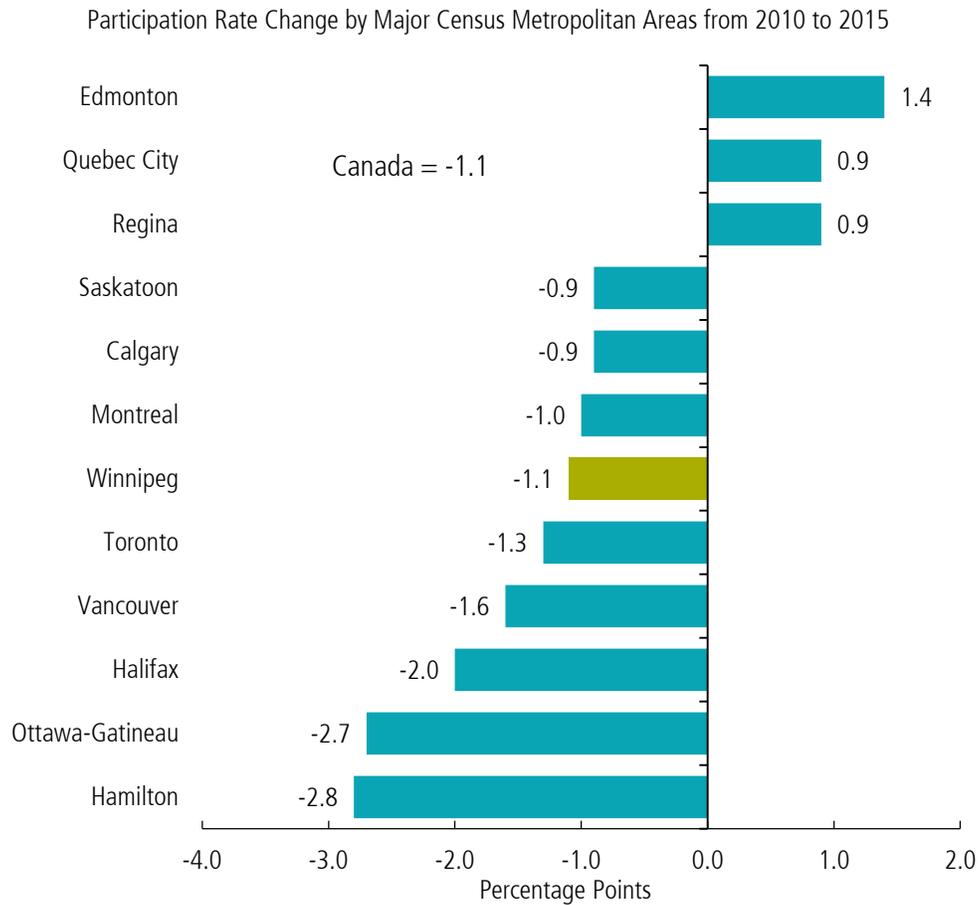


Source: Statistics Canada

LABOUR FORCE PARTICIPATION

The participation rate measures the proportion of the working-age population in the labour force either employed or unemployed and actively seeking work. The level of employment and the propensity of people to participate in the labour force are the key variables that determine the prevailing level of unemployment and the unemployment rate. Participation rates are affected by a range of economic, demographic and social factors.

Winnipeg's participation rate is increasing as a result of its growing labour force. In 2015, a rate of 69.1 per cent favourably compares to the national rate of 65.8 per cent. Over a five-year period, the participation rate in Winnipeg mirrored the national decline of 1.1 percentage points. However, when compared to the city's previous five-year results—which revealed a decline of 2.3 percentage points—Winnipeg's rate is increasing. The majority of other major metropolitan areas also experienced a decline in workforce participation.



Source: Statistics Canada

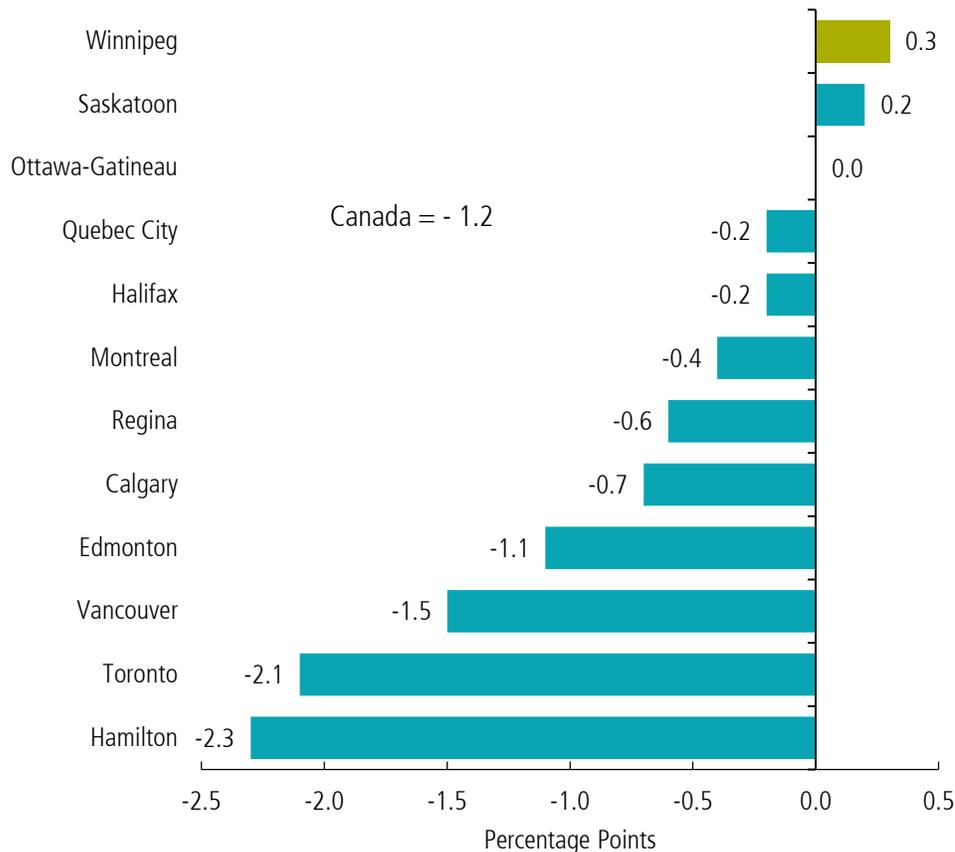
UNEMPLOYMENT RATE TRENDS

The unemployment rate measures the share of the labour force that is unable to find employment. The labour force comprises the working-age population that is either working or unemployed and actively seeking work.

High rates indicate an economy operating at less than capacity. If persistent, this can lead to poverty and social instability. There is a potential for accelerating economic growth without accelerating inflation. Causes can include an inflexible labour market failing to adapt to structural change and to growth, loss of competitiveness and the business cycle.

In 2015, Winnipeg's unemployment rate stood at six per cent and was lower than the national rate of 6.9 per cent. From 2010 to 2015, Winnipeg's rate increased by 0.3 percentage points. When compared to other major metropolitan areas, this change was the highest. This jump was primarily due to the increase in the labour force over the same time period.

Unemployment Rate Change by Major Census Metropolitan Areas from 2010 to 2015

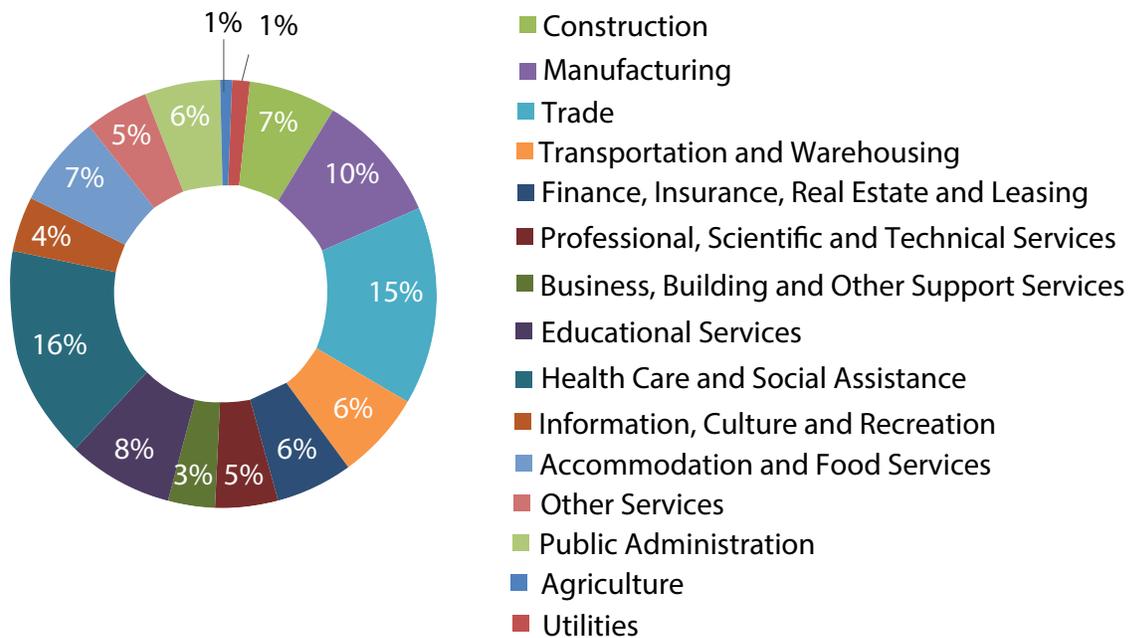


Source: Statistics Canada

EMPLOYMENT BY INDUSTRY SECTOR

In 2015, health, trade and manufacturing industry sectors in Winnipeg held the largest shares of employment—from 10 to 16 per cent each. From 2010 to 2015, employment growth was especially notable in the agriculture and utilities industry sectors, all registering over 28 per cent.

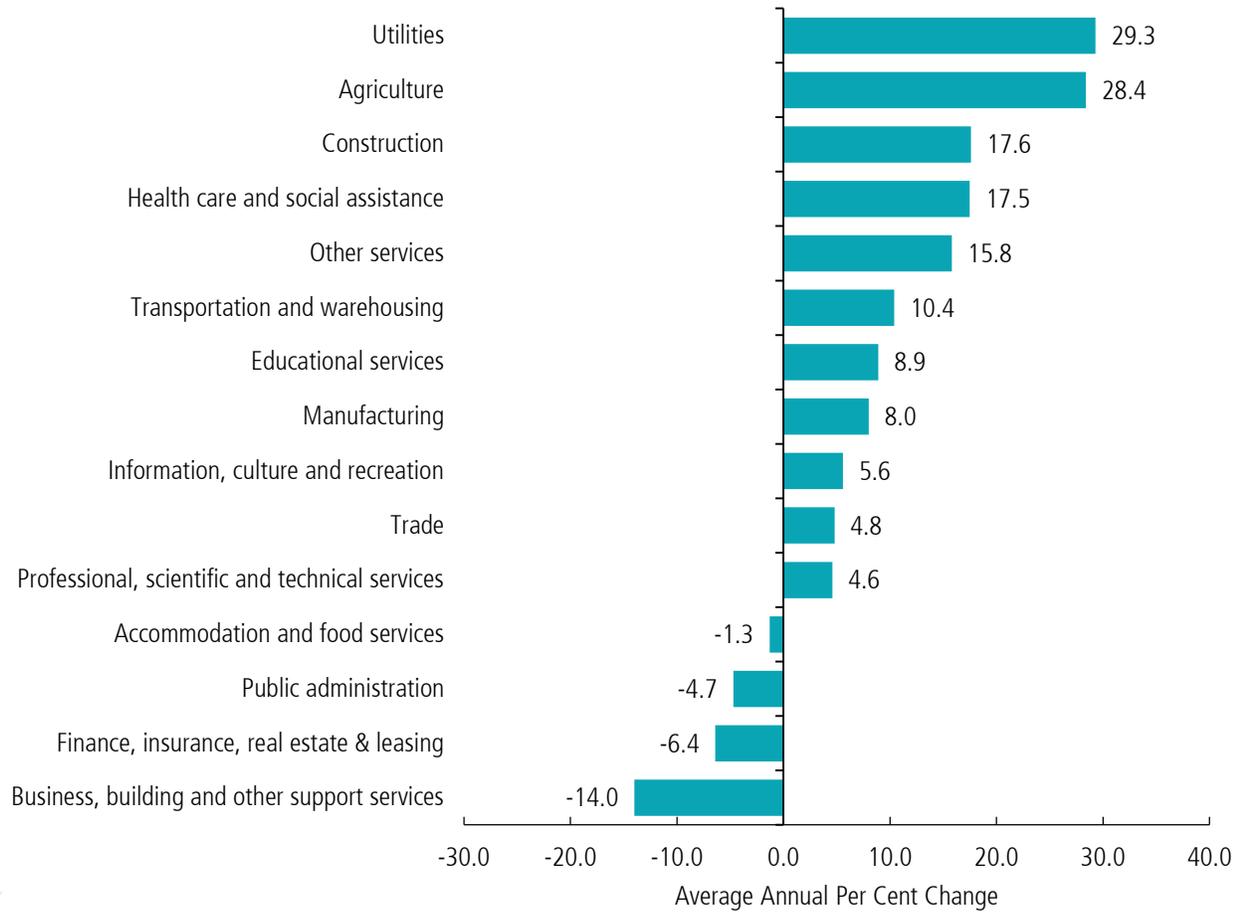
Winnipeg Employment by Industry Sector: Per Cent Total (2015)



Source: Statistics Canada



Winnipeg Employment by Industry Sector Per Cent Change from 2010 to 2015



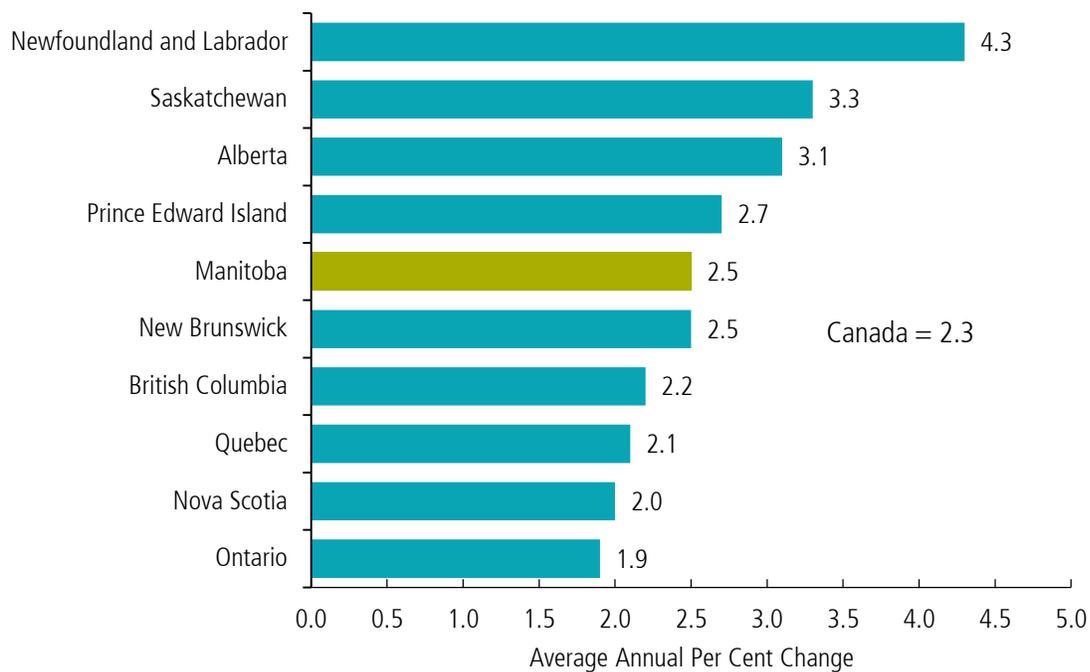
Source: Statistics Canada

AVERAGE WEEKLY EARNINGS BY INDUSTRY

Average weekly earnings indicate the incomes available from employment. Differences between industry sectors can arise from differences in the complexity of work and the number of hours worked. Higher average weekly earnings on average indicate better-quality jobs requiring more complex skills. With respect to labour productivity, average weekly earnings provide an indicator of the cost of doing business.

For all industries in Manitoba, average weekly earnings were \$880 in 2015. In comparison to the national average of \$952, Manitobans earned \$72 less. From 2010 to 2015, Manitoba's average weekly earnings increased by 2.5 per cent per year on average, which was above the national rate of 2.3 per cent. Manitoba also had the fifth-highest growth rate compared to other Canadian provinces, the same result as last year.

Average Weekly Earnings Annual Per Cent Change by Province from 2010 to 2015



Source: Statistics Canada

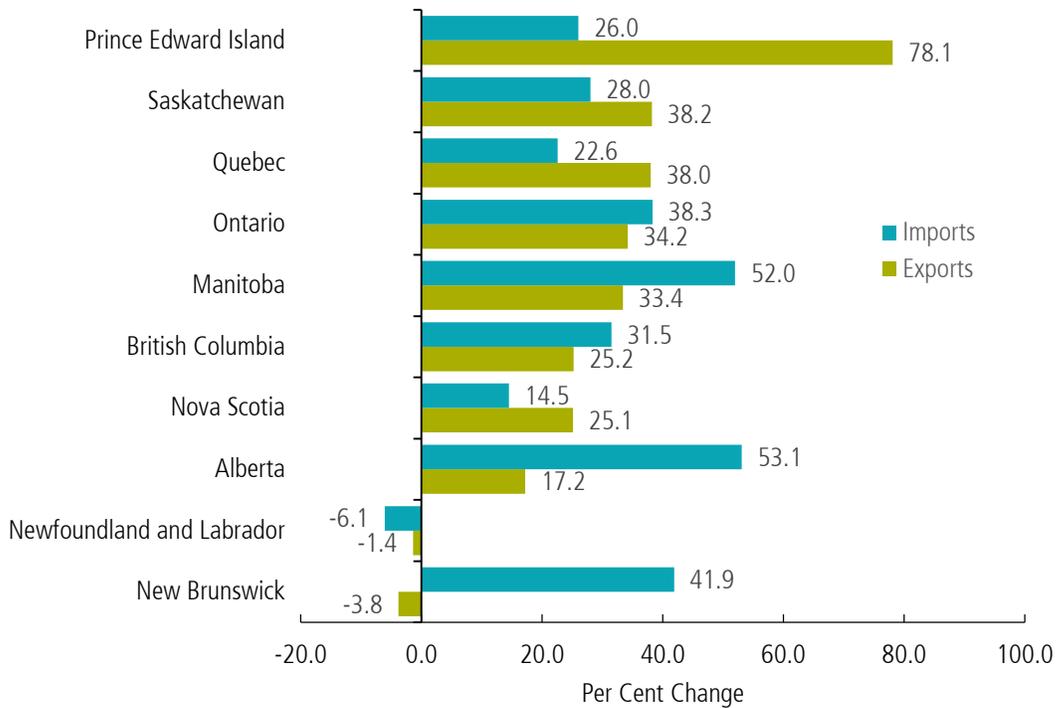


TRADE TRENDS

A high share of exports and imports in total output suggest an outward-looking, culturally aware community open to the world. Taken together, imports and exports as a share of GDP are an accepted measure of the openness of the economy. Exports demonstrate the ability to compete globally, and imports indicate specialization. Merchandise exports do not include service exports.

Trade activity in Manitoba has improved over the last five years in comparison to the previous five-year period last year. In 2015, Manitoba exported merchandise worth \$13.7 billion. From 2010 to 2015, Manitoba exports grew 33.4 per cent, ranking fifth when compared nationally; Manitoba ranked ninth during the previous five-year period spanning 2009 to 2014. Canada's exports were up by 28 per cent. Manitoba's import activity at \$21 billion increased by 52 per cent over the most recent five-year period, whereas Canada's imports collectively increased by only 32.7 per cent (19.4 per cent lower than Manitoba).

Merchandise Imports and Domestic Exports Per Cent Change by Province from 2010 to 2015

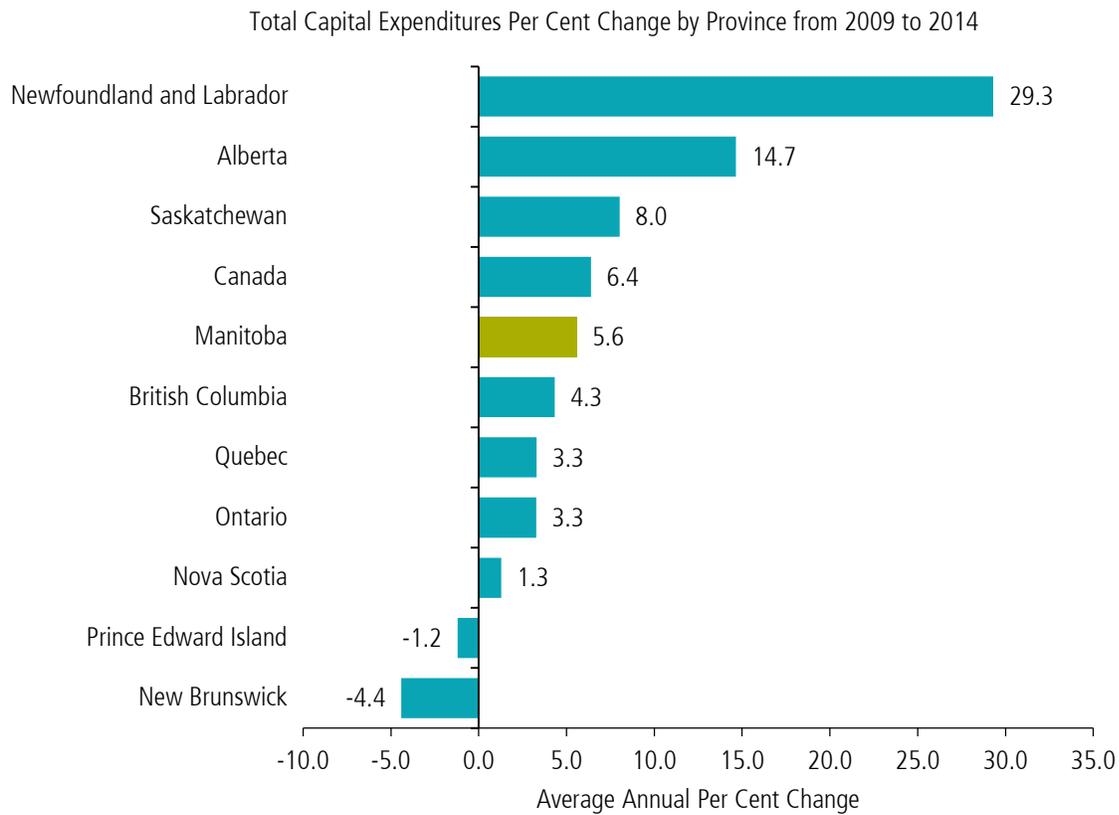


Source: Statistics Canada

CAPITAL INVESTMENT

Capital expenditures create future productive capacity. They are an expression by the business community of confidence in the future. For the economy, capital expenditures are essential to maintain existing productive capacity, improve productivity in existing industries and allow development of new industries.

In 2014, Manitoba's total capital expenditures totaled \$12.4 billion, increasing by 5.6 per cent per year from 2009 to 2014 (less than one per cent lower than the national rate of 6.4 per cent). In comparison to other provinces, Manitoba had the fourth-best growth rate.



Source: Statistics Canada

MAJOR DEVELOPMENTS

Building permit values, which indicate construction costs for new construction, additions and renovations, have historically been strong in Winnipeg. In 2015, building permit activity slowed down but still remains high in comparison to previous years, totaling \$1.6 billion. Over the last five years, building permit values have increased by 9.1 per cent per year on average, which is six per cent higher than the national rate and ranked fifth in comparison to other major metropolitan centres.

Recent new corporate facilities and expansions include:

Canada Goose plans to double its staff in a new 103,000-square-foot facility by early 2017 as it lays the groundwork for a bigger international expansion into the U.S, Europe and eventually China. A new facility employing 80 people opened in 2015.

Cassidy Manufacturing invested in a new multimillion-dollar, 37,000-square-foot facility located within CentrePort Canada; the new facility employs 34 workers.

Pacific Coast Express constructed a new 20,000-square-foot warehouse and distribution terminal situated on 6.6 acres within CentrePort Canada. Employing 20 workers, the new facility includes security requirements for cross-border shipments and is also a Canada Border Services Agency (CBSA) bonded warehouse.

Magellan Aerospace Limited and the University of Manitoba unveiled their new Advanced Satellite Integration Facility (or ASIF) at Magellan's Winnipeg facility. It supports research, development, construction and testing of satellite systems and components. This expansion was funded by an investment of \$3.9 million, which includes \$625,000 for the establishment of an Industrial Research Chair.

MTS completed construction of a \$53-million, multi-tenant, 64,000-square-foot commercial data centre in Winnipeg. The new facility is the only custom-built commercial data centre of this size in Manitoba and positions MTS as the leading provider of server co-location, managed hosting and cloud services in Manitoba.

Kitchen and bathroom cabinet manufacturer Norcraft invested \$7.1 million to expand its existing 56,000-square-foot facility by an additional 78,000 square feet.

Ampjack Industries Ltd. completed a new multimillion-dollar, 37,000-square-foot facility within CentrePort Canada.

A new water treatment plant, reservoir and delivery infrastructure for CentrePort Canada—valued at \$43 million—is now in place, bringing water services to new businesses. This project improves water services at CentrePort and enhances its attractiveness for future business investment.

The RBC Convention Centre Winnipeg recently completed a major expansion, which adds 103,900 square feet of new meeting and convention space to the existing 160,000-square-foot facility. The \$180-million investment was shared between the Government of Canada, the Manitoba government and the City of Winnipeg.



CentrePoint, the first major private commercial development in Winnipeg's downtown core in many years, opened its doors in 2015. The \$130-million project in the nearly one-square-block development includes a 160-room Alt Hotel, a 400-stall parkade, the Winnipeg office of retail software developer iQmetrix and anchor tenant Stantec Consulting Limited.

Construction of a massive sports training complex and performance centre began in the summer of 2015. The Qualico Training Centre will be a 120,000-square-foot training centre located in Winnipeg's Exchange District. It will feature a multi-use court space, indoor running track, plus strength and cardio centres.

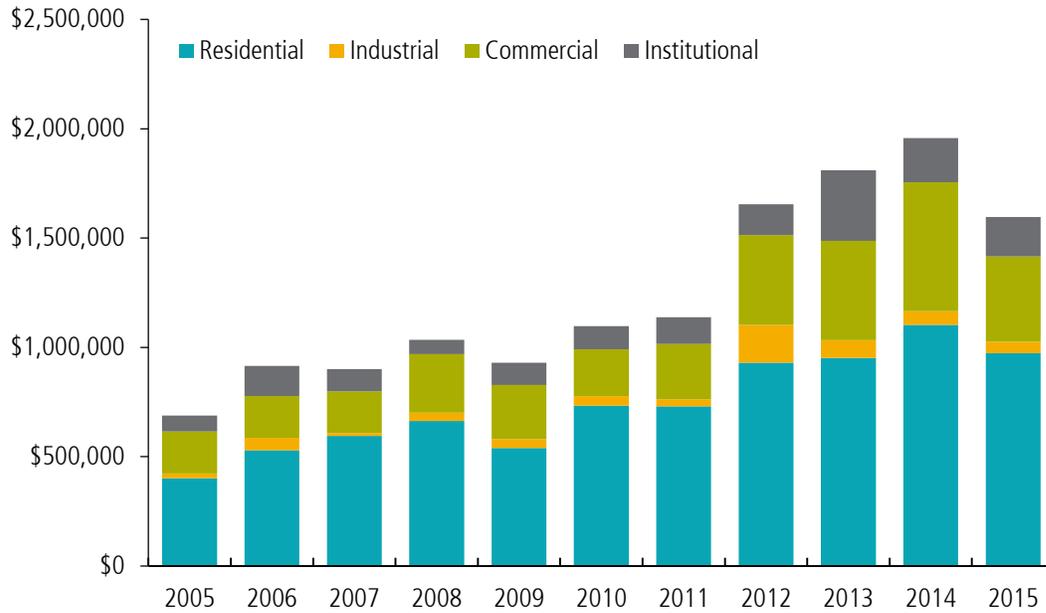
Work began on Winnipeg's first premium fashion-outlet mall. The developer behind the \$200-million Outlet Collection Winnipeg mall, Ivanhoé Cambridge, held an official grand opening at the site, which is on the northwest corner of Kenaston Boulevard and Sterling Lyon Parkway (across from the IKEA store). The 400,000-square-foot indoor mall will boast more than 100 stores. Set to open in May 2017, it will be the anchor tenant in the new 117-acre Outlets of Seasons development being built by Regina-based Harvard Development and Forster Projects.

The University of Manitoba completed construction of its new \$59.3-million Active Living Centre. The leading-edge, 100,000-square-foot building combines the benefits of an ultramodern fitness facility with research to encourage healthier lifestyles, build healthier communities and explore solutions to manage and prevent chronic diseases.

In the first quarter of 2015, the University of Winnipeg began construction of a \$27-million student housing complex. The new facility will be targeted toward students who are also single parents. Described as "family related," the new building will provide modern family housing for university students, a first of its kind in the downtown area.

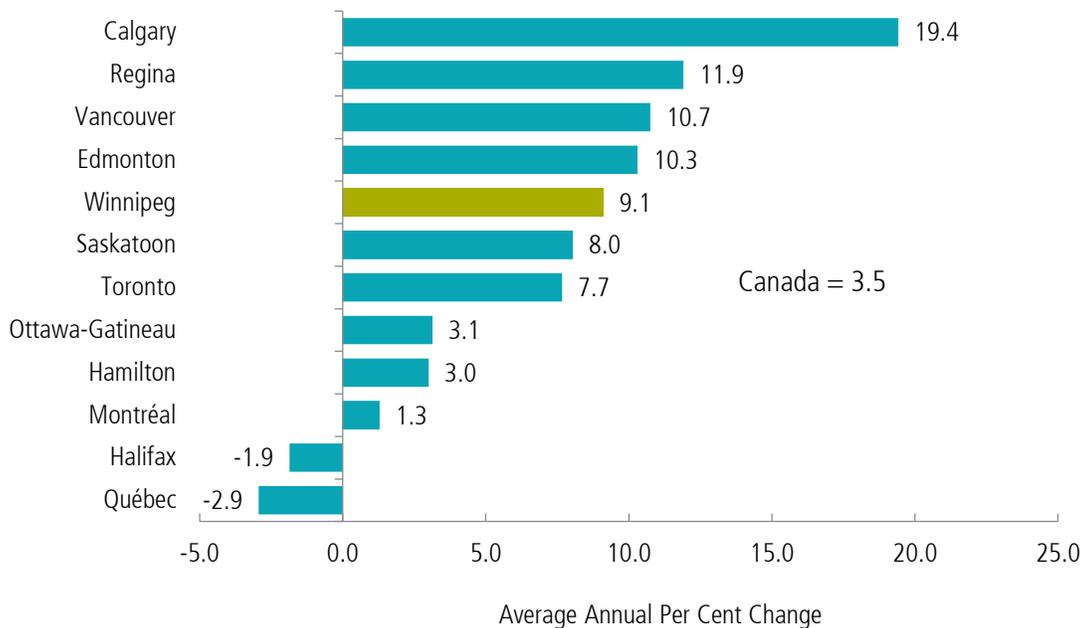


Winnipeg Building Permit Values by Type from 2005 to 2015 (000)



Source: Statistics Canada

Building Permit Values by Major Metropolitan Areas: Average Annual Per Cent Change from 2010 to 2015



Source: Statistics Canada



OFFICE AND INDUSTRIAL REAL ESTATE MARKET

In 2015, Winnipeg's overall office vacancy rate was stable at 12.1 per cent, on par with the national rate. Winnipeg's 'Class A' office net rental rate was \$17.58 per square foot—once again the lowest rate among major metropolitan centre. However, in comparison to the previous year, Winnipeg posted the second-highest growth. As demand increased from 2011 to 2015, Winnipeg's office net rental rate grew by 1.9 per cent per year, which exceeded the national rate of 1.3 per cent.

Winnipeg may not offer Alberta boom times or the scale of Vancouver or Toronto, but when the tide goes out in other markets, tenants and investors are reminded of the stability that characterizes Winnipeg. Tenants' desires for quality spaces and investors' obligations to place capital have resulted in significant office construction cycles in many Canadian cities, which is expected to spur new office construction in Winnipeg.

Winnipeg recorded the second-lowest vacancies in industrial properties in 2015 at 4.8 per cent. The industrial rental rate was above the national rate at \$7.34 per square foot and posted the highest year-over-year increase (6.4 per cent) among major cities across the country.

Low energy prices and favourable exchange rates are bolstering the Winnipeg industrial market, especially the manufacturing sector. Large orders at New Flyer Industries, a Winnipeg-based bus manufacturer, are a "harbinger of medium-term industrial activity" and property demand. Construction of modern industrial buildings, with high ceiling heights and efficient column spacing, will also increase as new land is prepared for development.

Winnipeg Office and Industrial Real Estate Market Rental and Vacancy Rates

Overall 'Class A' Net Rental Rate (\$ Per Square Foot)

	2011	2012	2013	2014	2015	YTY % Change	Average Annual % Change 2011-15
National	19.85	20.80	20.68	21.62	21.18	-2.0	1.3
Vancouver	21.10	22.49	22.78	24.93	27.10	8.7	5.7
Calgary	25.42	30.38	30.32	29.76	23.59	-20.7	-1.4
Edmonton	19.95	23.72	23.67	22.28	22.52	1.1	2.6
Winnipeg	16.06	16.06	15.81	17.17	17.58	2.4	1.9
Toronto	19.79	20.58	20.51	20.68	20.81	0.6	1.0
Ottawa	19.62	17.17	17.22	19.44	19.04	-2.1	-0.6
Montreal	18.37	18.07	18.42	19.06	19.27	1.1	1.0

Overall Vacancy Rate (%)

	2011	2012	2013	2014	2015	YTY % Change	Average Annual % Change 2011-15
National	8.3	8.4	9.7	10.7	12.3	1.6	0.8
Vancouver	8.0	8.1	9.1	10.1	11.5	1.4	0.7
Calgary	7.1	9.5	9.8	11.0	16.7	5.7	1.9
Edmonton	11.2	10.4	10.5	11.3	12.2	0.9	0.2
Winnipeg	10.1	8.3	11.7	9.7	12.1	2.4	0.4
Toronto	7.9	7.7	9.4	9.5	10.7	1.2	0.6
Ottawa	8.3	9.1	8.4	9.6	10.3	0.7	0.4
Montreal	8.2	9.1	10.4	12.7	13.1	0.4	1.0

Industrial Rental Rate (\$ Per Square Foot)

	2011	2012	2013	2014	2015	YTY % Change	Average Annual % Change 2011-15
National	5.39	5.59	5.99	6.09	6.45	5.9	3.9
Vancouver	7.44	7.60	7.96	8.06	8.26	2.5	2.2
Calgary	8.10	8.05	8.10	8.40	7.35	-12.5	-1.9
Edmonton	9.03	9.88	10.79	11.13	11.20	0.6	4.8
Winnipeg	6.21	6.58	6.79	6.90	7.34	6.4	3.6
Toronto	4.55	4.65	5.04	5.19	5.33	2.7	3.4
Ottawa	7.68	8.53	8.53	8.83	8.75	-0.9	2.8
Montreal	5.00	5.04	5.17	5.18	5.29	2.1	1.2

Industrial Space Availability Rate (%)

	2011	2012	2013	2014	2015	YTY % Change	Average Annual % Change 2011-15
National	6.3	6.1	5.8	5.4	5.8	0.4	-0.1
Vancouver	7.7	6.6	6.4	7.0	5.9	-1.1	-0.4
Calgary	4.9	4.9	6.4	4.7	8.3	3.6	0.7
Edmonton	3.9	4.7	4.7	3.8	7.8	4.0	0.8
Winnipeg	3.6	3.5	4.0	4.5	4.8	0.3	0.2
Toronto	5.3	5.2	4.6	4.4	4.1	-0.3	-0.2
Ottawa	6.1	6.4	6.5	6.4	6.6	0.2	0.1
Montreal	8.7	8.1	7.9	7.0	7.5	0.5	-0.2

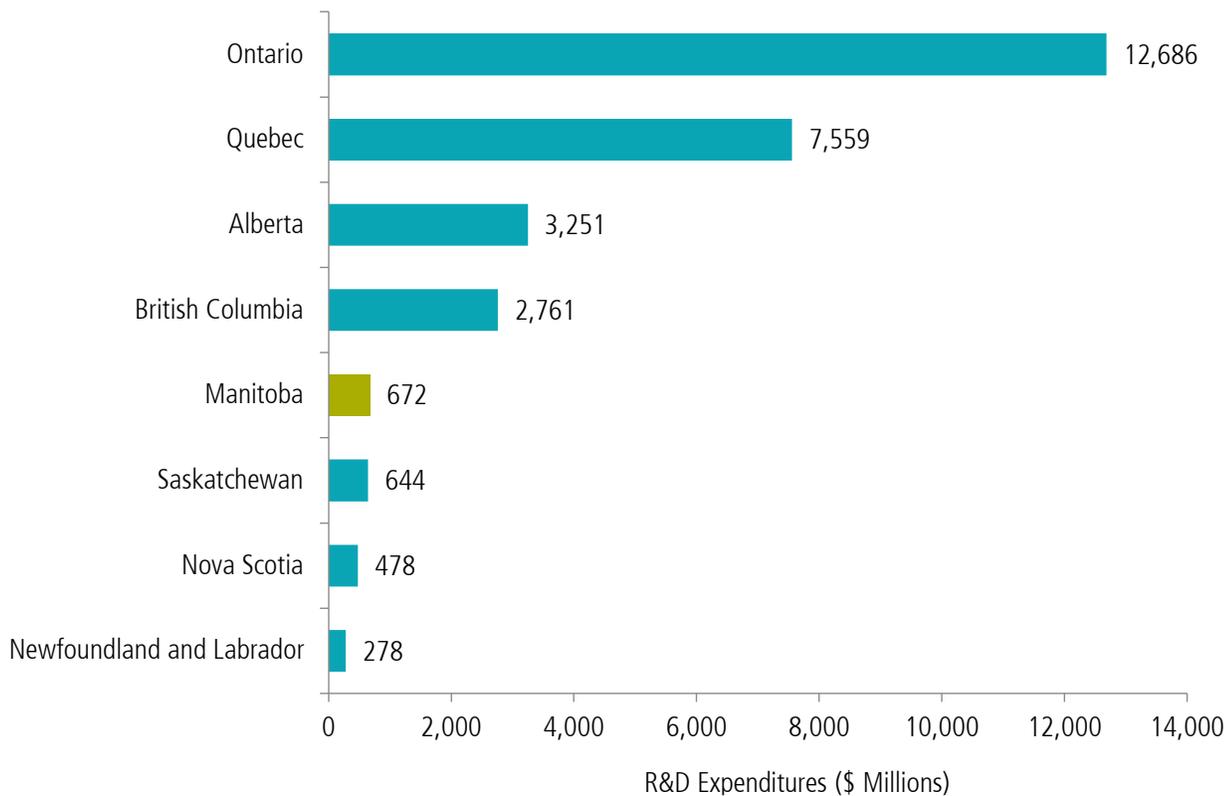
Source: CB Richard Ellis Market Report, 2015

EXPENDITURES ON RESEARCH AND DEVELOPMENT

The expenditures on research and development (R&D) performed is an indicator of the size of the science and technology enterprise. Even though not all new ideas or products emerge from defined R&D efforts, R&D can provide a sense of a region's capacity for knowledge creation.

In 2013, the amount of gross domestic expenditures on R&D in Canada amounted to \$28.8 billion. Ontario led the way with an investment of \$12.7 billion. Manitoba's R&D expenditures in natural sciences and engineering, as well as social sciences and humanities, totaled \$672 million. Manitoba's R&D expenditures represented 1.3 per cent of GDP. Nationally, the level of investment was 1.8 per cent.

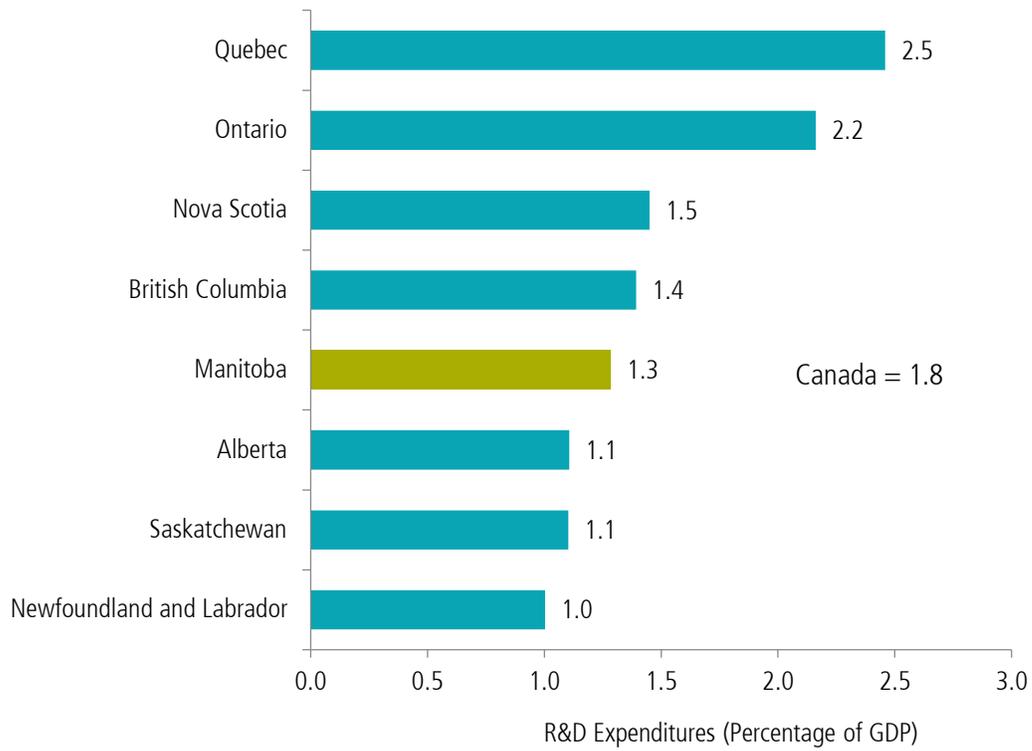
Research & Development Expenditures: Natural Sciences and Engineering, Social Sciences and Humanities by Province in 2013



Source: Statistics Canada



Research & Development Expenditures: Natural Sciences and Engineering, Social Sciences and Humanities
Per Cent of GDP (2007 Constant Prices) by Province in 2013



Source: Statistics Canada

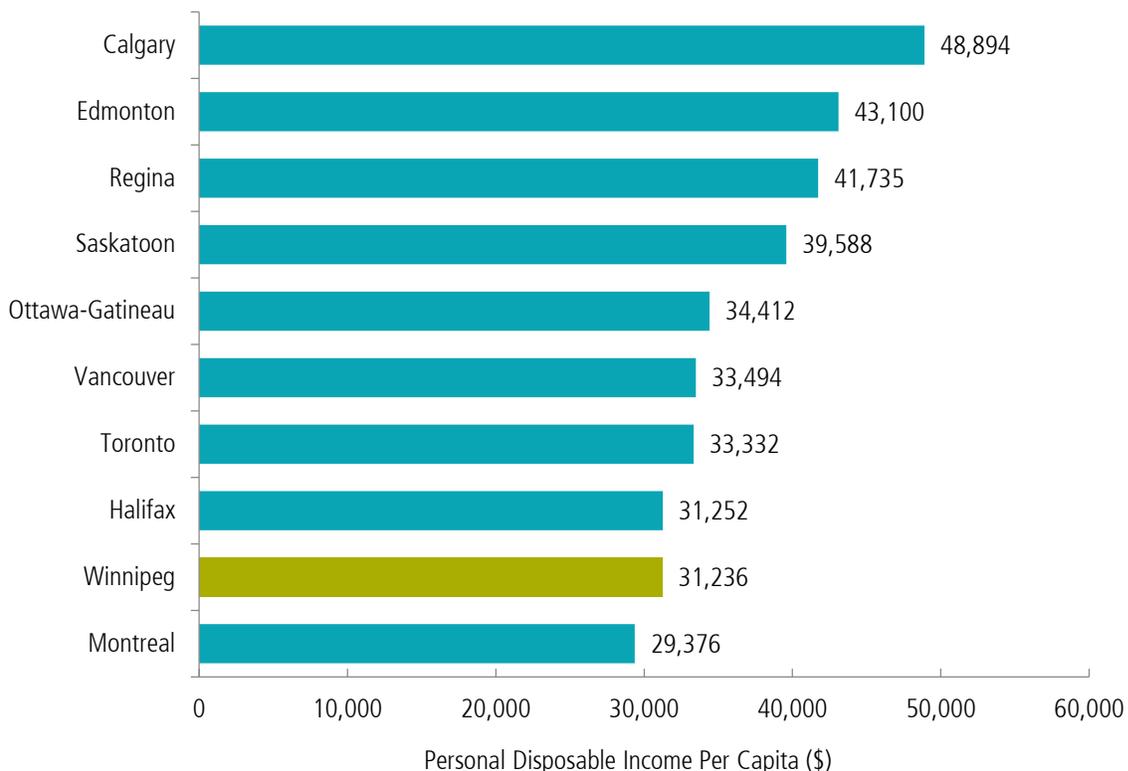


PERSONAL DISPOSABLE INCOME GROWTH

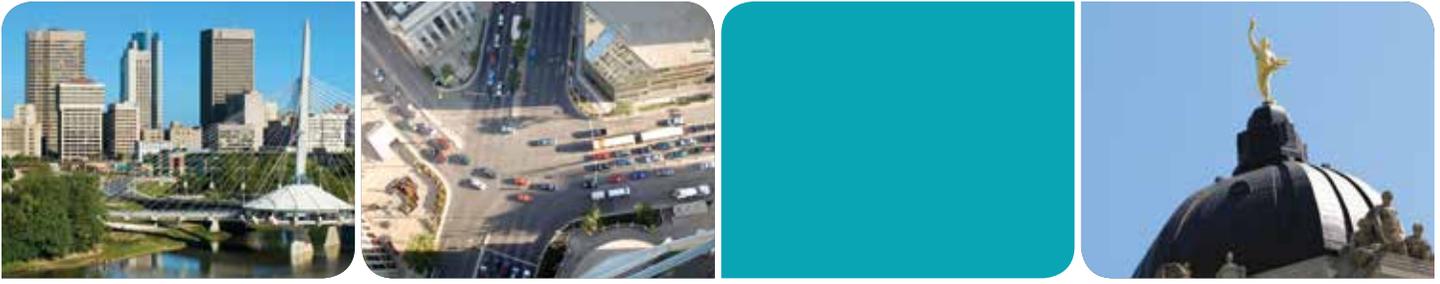
Personal disposable income is the amount of income an individual has remaining after payment of personal direct taxes, including personal income taxes and contributions to social insurance plans (i.e., Canada Pension Plan and Employment Insurance). It is a measure of the funds available for personal expenditures on goods and services, as well as personal savings for investments.

The income levels of Winnipeggers on a per capita basis have not kept pace with the nation. In 2015, Winnipeg's personal disposable income was \$31,236 per capita, second-lowest among major metropolitan areas; however, this figure was above the national level of \$31,117 by \$119. Over the last five years, Winnipeg's personal disposable income has grown by 2.6 per cent on average per year, the fourth-lowest rate when compared to other major metropolitan areas.

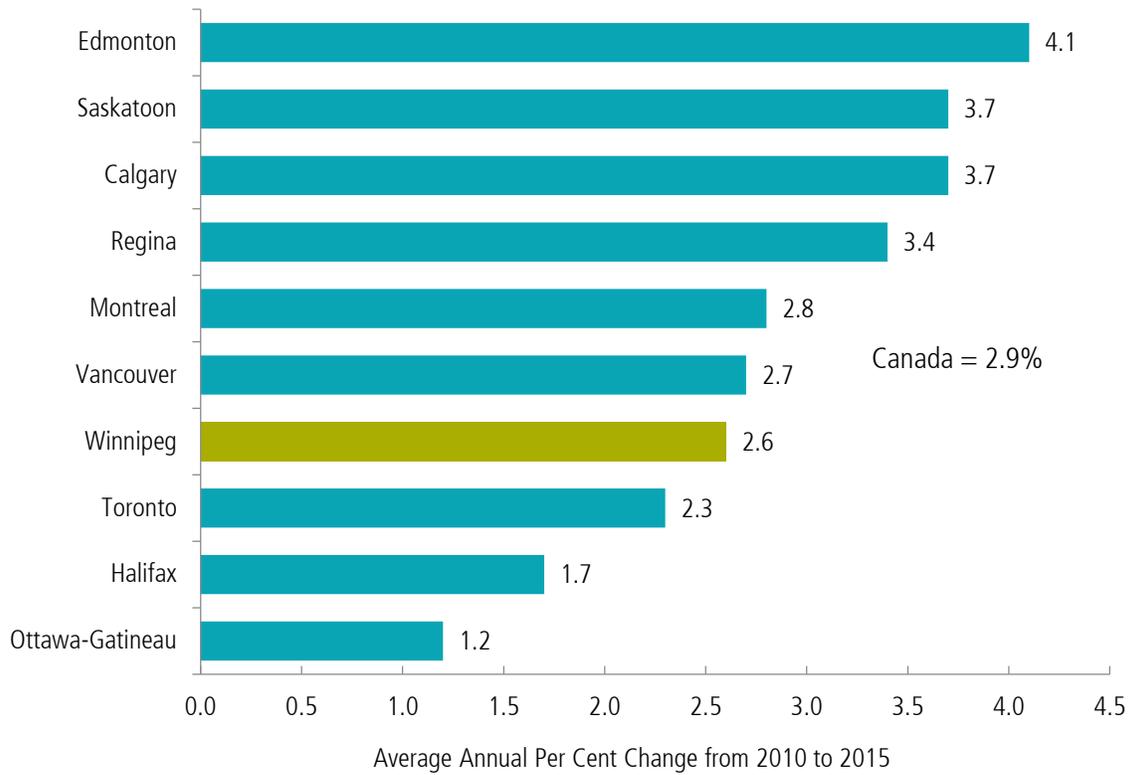
Personal Disposable Income Per Capita by Census Metropolitan Areas in 2015



Source: Conference Board of Canada



Personal Disposable Income Per Capita Average Per Cent Change by Census Metropolitan Areas



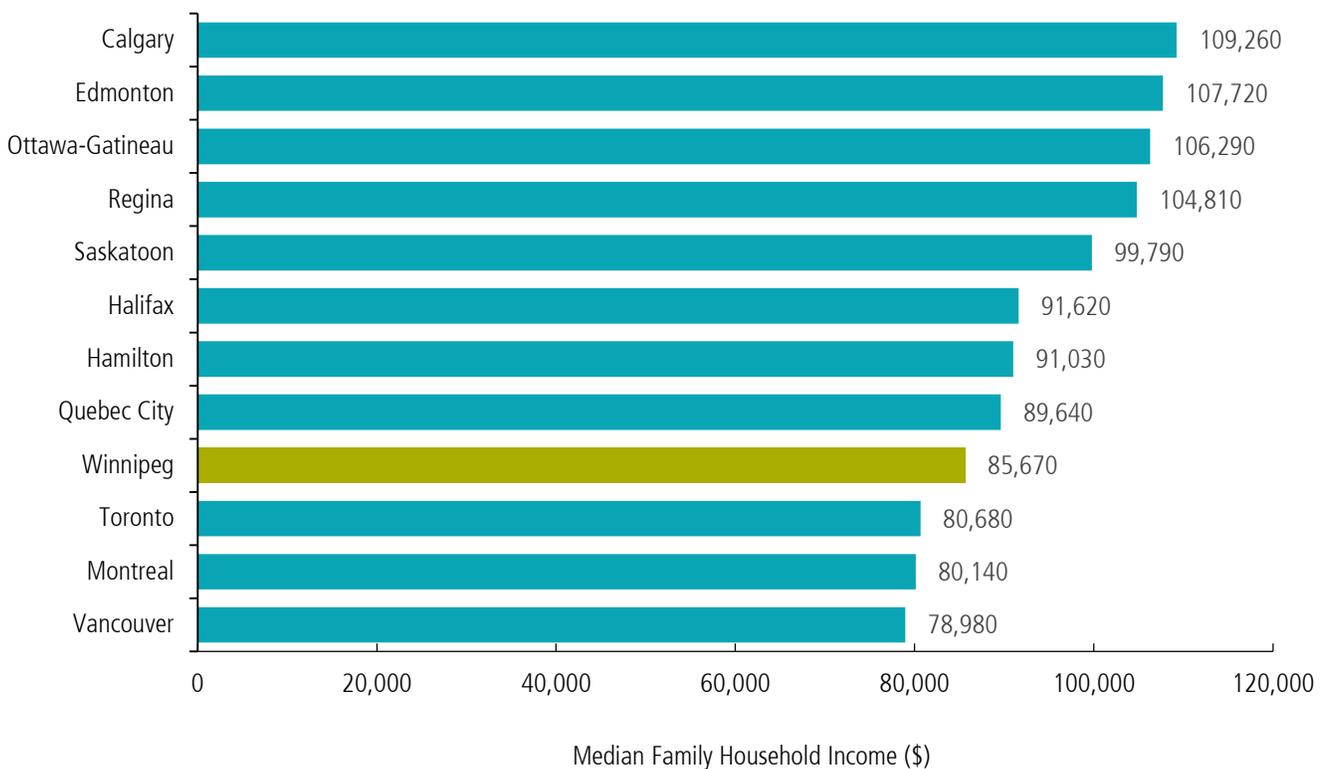
Source: Statistics Canada

MEDIAN HOUSEHOLD INCOME

The data on family income includes employment income, investment income, government transfers, pension income and other income. The median is the point where half of the families' incomes are higher and half are lower.

Among the reviewed cities, Winnipeg had the fourth-lowest family household income at \$85,670 and recorded a moderate 1.9 per cent average annual increase from 2008 to 2013 (just below the national rate of 2.2 per cent). Calgary households had the highest median family income (\$109,260), followed by Edmonton (\$107,720). The largest change in median total family income across Canada's major metropolitan centres was found in Saskatoon (3.1 per cent per year).

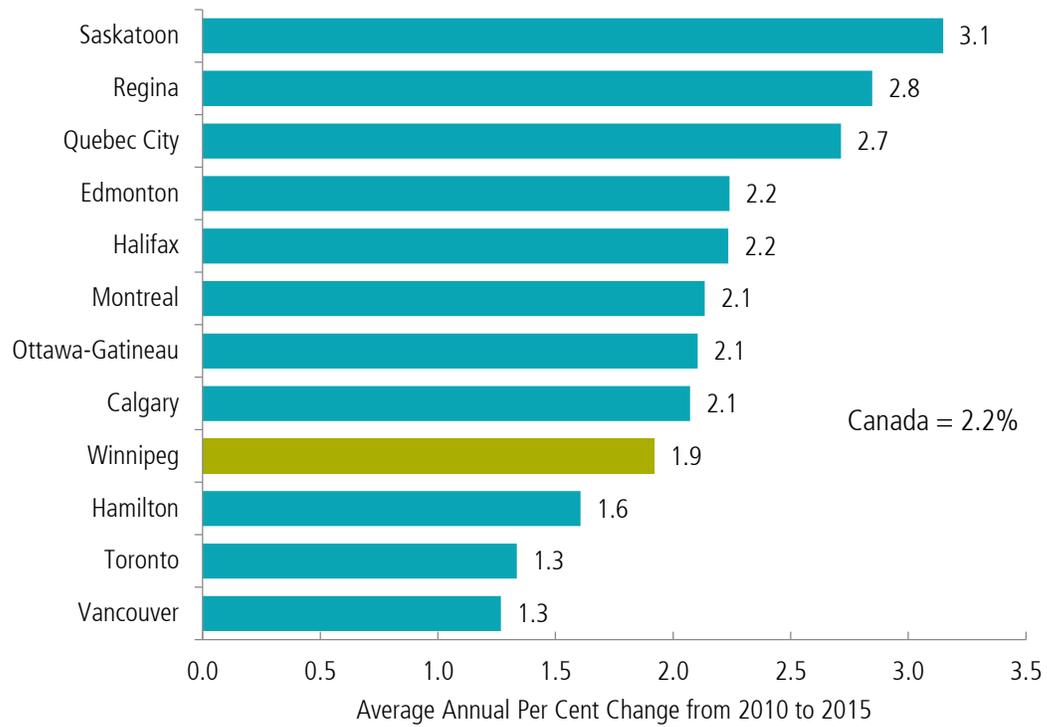
Median Census Family Income in 2013



Source: Statistics Canada



Median Census Family Income Per Cent Change by Census Metropolitan Areas



Source: Statistics Canada

GROW

GROW.
in **WINNIPEG**

Higher Farther Greener Faster Stronger
Smarter Better Closer Brighter Richer