

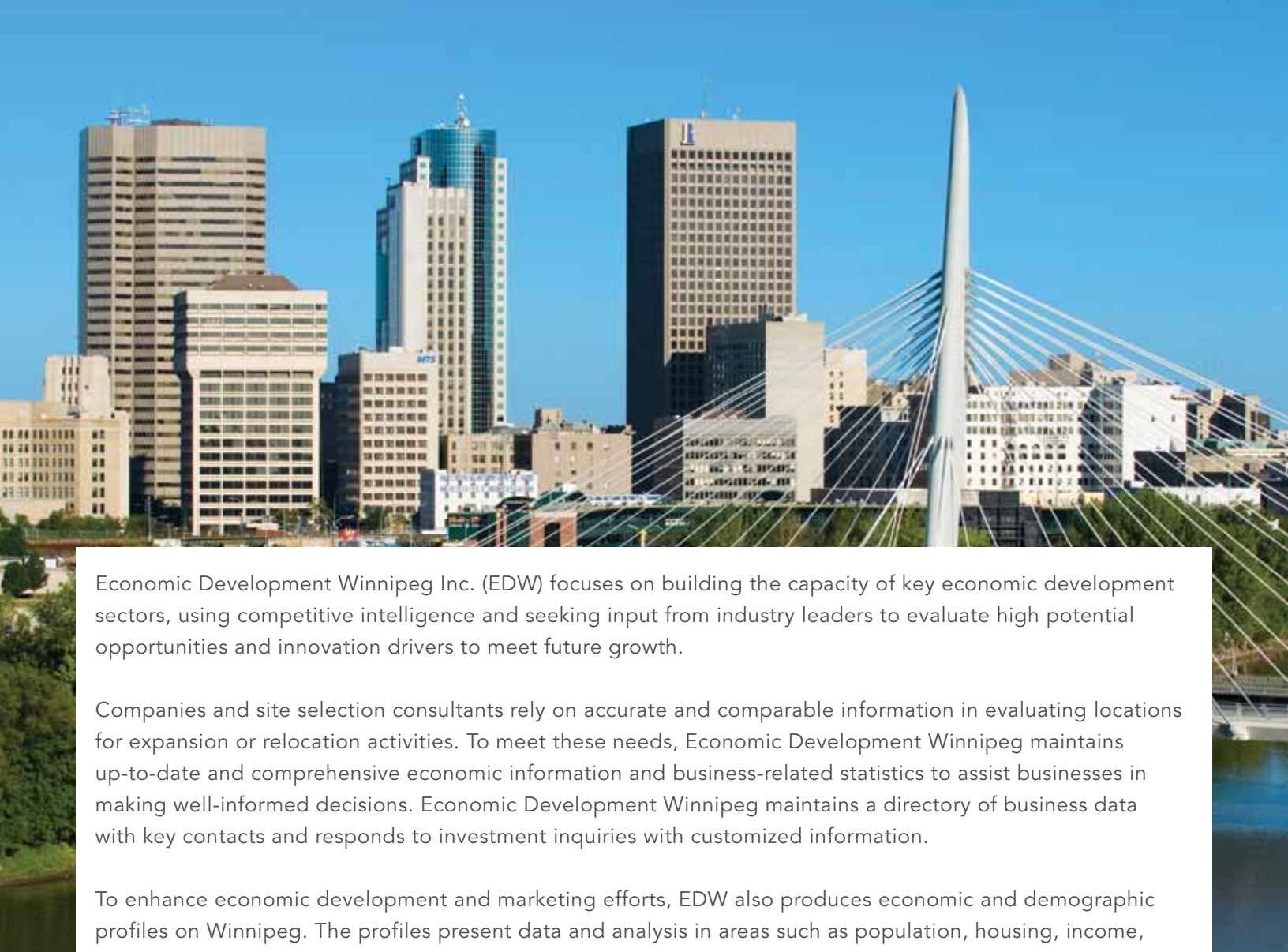
RESEARCH AND INFORMATION PROGRAM

OVERVIEW FOR 2012

GROW

GROW.
in **WINNIPEG**

Higher Farther Greener Faster Stronger
Smarter Better Closer Brighter Richer



Economic Development Winnipeg Inc. (EDW) focuses on building the capacity of key economic development sectors, using competitive intelligence and seeking input from industry leaders to evaluate high potential opportunities and innovation drivers to meet future growth.

Companies and site selection consultants rely on accurate and comparable information in evaluating locations for expansion or relocation activities. To meet these needs, Economic Development Winnipeg maintains up-to-date and comprehensive economic information and business-related statistics to assist businesses in making well-informed decisions. Economic Development Winnipeg maintains a directory of business data with key contacts and responds to investment inquiries with customized information.

To enhance economic development and marketing efforts, EDW also produces economic and demographic profiles on Winnipeg. The profiles present data and analysis in areas such as population, housing, income, employment, labour force, wages, taxes, transportation, quality of life and utilities.

The overall broad objectives of EDW's research and information activities include:

Enhance research and information management

Establish a research and information management structure

Develop and maximize the use of research and information

Leverage and expand local stakeholder partnerships to better enable the monitoring of economic trends affecting Winnipeg

Continually enhance and expand available economic data to better support economic development and marketing efforts

Communicate economic development information and intelligence for the benefit of businesses and in the pursuit of investment opportunities

To fulfill these objectives, the current and ongoing research and information initiatives planned for the 2012 year are summarized as follows:

KEY ACTIVITIES	Q1	Q2	Q3	Q4	OUTCOME
Economic Indicators					
Review Economic Indicators utilized by other ED agencies	x				Recommend a revised set of Economic Indicators
Develop and maintain Quarterly Winnipeg Economic Indicators	x	x	x	x	Development of new Quarterly Economic Indicators
Develop GIS Web-based Platform					
Research GIS web ED applications	x	x			GIS Implementation Action Plan for EDW website
Develop and implement an Action Plan for a GIS platform on EDW website		x	x	x	Integrated GIS platform on EDW website
Identify and Target Opportunities for Business Development					
Conduct research on Economic Gardening and Implementation Strategies	x	x			Defined set of recommendation for implementing economic gardening strategies
Implement Economic Gardening Target Strategies		x	x	x	Identified business development opportunities and targets
Investigate and conduct competitive intelligence gathering techniques and tactics	x	x	x	x	Enhanced business development targeting
Develop and Maintain Economic Performance and Site Selection Data					
Review and update current economic performance and site selection data	x	x	x	x	Accurate and comprehensive view of Winnipeg for site selection consultants and economic development professionals
Incorporate new data and analyses where feasible	x	x	x	x	Enhanced economic data and analysis
Information Management Systems					
Develop processes and systems to assist with the development and dissemination of economic development-related information	x	x	x	x	Enhanced information system and processes
Leverage and Expand Local and Non-Local Stakeholder Partnerships					
Develop and maintain a research and information network of economic development stakeholders and agencies	x	x	x	x	Enhanced monitoring of economic trends affecting Winnipeg through stakeholder collaboration and partnerships

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