

QUARTERLY REPORT
ON PROGRESS
Q3 2017

JULY | AUGUST | SEPTEMBER





DAYNA SPIRING
President & CEO

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CREATING A DISRUPTION ADVANTAGE

Winnipeg is adapting to the innovation economy to support its economic growth

Earlier this month, Economic Development Winnipeg announced its support of an accommodation tax for Airbnb, a leading disruptor in the accommodation space. We strongly believe one of the hallmarks of a truly modern city is how quickly it embraces disruptive technologies. By adapting to the innovation economy, Winnipeg can capitalize on an ever-growing economic trend that will benefit all sectors of our community and economy. Committing to these technologies will create an advantage for our city that will yield long-term growth.

Winnipeg's track record in this respect is checkered. Locally based triumphs like Skip the Dishes remain a continued success story with their recent entrance into alcohol delivery, which continues to push the envelope in the service sector. Concurrently, outdated regulations are creating roadblocks for a juggernaut like Uber from taking root here and disrupting our taxi industry.

In Winnipeg, hoteliers are subject to a five per cent accommodation tax, which partly supports the city's tourism industry. Airbnb is not required to collect this tax, even though it currently hosts hundreds of Winnipeg properties on its website. Based on figures from the Hotel Association of Canada, the estimated accommodation tax shortfall from Airbnb rentals in Winnipeg is \$410,000.

Airbnb knows it will never be able to fully engage with local tourism bureaus, or the communities they represent, without a level playing field in the accommodation space. As a result, the company is working with multiple jurisdictions to enable the collection and payment of an accommodation tax on behalf of its members. EDW is looking forward to a positive result from these conversations, and hopes to soon see a similar solution in Winnipeg.

The benefits of this accommodation tax are obvious: increased tax revenue to promote Winnipeg's tourism industry, and a more equitable industry for all of Tourism Winnipeg's stakeholders. But, equally as important, this amendment would further entrench Winnipeg's culture of adopting disruptive technology.

Disruptive technologies are an immense opportunity for cities that fully commit to this new reality. As global-level startups

increasingly see Winnipeg as being open to innovation and open for business, they will introduce new technologies into our community at a faster pace. This will help us further attract and retain young talent and leading-edge companies.

If the Winnipeg brand can elicit this kind of progressive reputation with international investors, bolstered by relevant examples of effective public-private partnerships that expedite these potentially game-changing innovations, I'm confident Winnipeg's fortunes will improve across the board.

Conversely, if we choose to not embrace innovation there is a risk of being left behind. While the adoption of disruptive technology poses a challenge for Winnipeg's leadership who will have to navigate a clear path forward through unexplored waters, we cannot afford to remain in the past. If we're to be viewed as a sophisticated city that facilitates and celebrates progress, Winnipeg needs to boldly embrace the change associated with disruptive technologies.

We have a choice to make on how to proceed with adopting innovation. The pace of disruption occurring today is unprecedented and grows faster with each passing day. Winnipeg can either be open to adopting disruptive technology, or we risk missing the boat altogether.

Embracing change is crucial in achieving the transition from where we are to where we need to be as a leading intelligent community. The newest generation of workers wants a quality of life exemplified by disruptive technologies and will gravitate to jurisdictions that prioritize this approach.

Winnipeg is well-placed to capitalize on this long-term trend of adoption disruption, as long as we work together to culturally embrace this shift. By adopting disruptive technologies, we can create an advantage that could benefit us for years to come.

Dayna Spiring
President & CEO
Economic Development Winnipeg Inc.



RECENT ACTIVITY ROUNDUP

Economic Development Winnipeg Inc. (EDW) is the lead economic development agency for Winnipeg, encompassing EDW, YES! Winnipeg and Tourism Winnipeg. EDW champions Winnipeg's economic growth and facilitates investment promotion and attraction, capacity building and the management of market data. EDW articulates Winnipeg's value proposition and supports targeted sector analysis, encourages community and social development, and promotes Winnipeg's diverse economy and high quality of life. EDW works collaboratively with government, academic and industry partners to stimulate Winnipeg's economy and mobilize the city's tourism attraction activities.

BUSINESS DEVELOPMENT HIGHLIGHTS: YES! WINNIPEG

Most economic growth comes directly from companies on the ground. That's why EDW proactively engages with Winnipeg's business leaders to help showcase what they may not yet know about Winnipeg, and encourages them to grow and invest here.

CUMULATIVE AND CURRENT SUCCESSES

Met with executives of Great-West Lifeco (GWL) earlier this summer to highlight some of the strengths of our city and identify areas of expertise that GWL may not have been exposed to as they work to develop a Robotics Centre of Excellence (COE) in Winnipeg. This facility will focus on Artificial Intelligence / Robotic Process Automation, and would result in a sizable centre to support their entire Canadian operations.

In addition to meeting, YES! Winnipeg coordinated a market visit for senior GWL executives. The goal of this market visit was to introduce the GWL executives to the Winnipeg ecosystem, specifically focusing on the post-secondary institutions, local workforce availability, and current industry participants. The GWL executives engaged in terrific conversations related to the potential scope of operations for their COE, and opportunities for local collaboration.

Working with GWL allows us to better understand their next steps and requirements, including what additional support will be required of YES! Winnipeg, post-secondary institutions, the Province of Manitoba, the local ecosystem, and others to help move this project forward.

YES! Winnipeg will be looking to engage with other Winnipeg titans of industry in the coming months.

BUSINESS DEVELOPMENT HIGHLIGHTS: TOURISM WINNIPEG

CANADA SUMMER GAMES

Collaborated with the 2017 Canada Summer Games host committee and the tourism industry to promote Winnipeg to participants and attendees. Marketing activities included the production of two TSN television commercials, distribution of maps and visitor guides at all venues, a Winnipeg tourism information booth at the main festival site and ongoing communications with the Canada Games marketing team.

VISITOR EXPERIENCES OUTREACH

Conducted frontline training seminars for nine hotels with 100 attendees that will enhance their efforts to ensure guests have a positive stay in Winnipeg. The goal of this initiative is for visitors to plan return visits and produce positive word-of-mouth advertising. Tourism Winnipeg also welcomed 200 international students at the University of Manitoba and 100 new families at the Canadian Forces Base Fall Fair in order to encourage newcomers to explore the city for increased referrals.

TOURISM WINNIPEG SALES

Facilitated site visits of the conventions and sports facilities and group tour attractions for more than 20 clients in order to showcase Winnipeg as a destination of choice for future conventions, sports events and group tours. These clients represented approximately 6,800 delegates/participants and approximately \$5.5 million in direct spending. Pro-active outreach results in increased bid opportunities, wins and the number of group tours confirmed for future.



BID OPPORTUNITIES

Developed 17 bid presentations/books competing for future conventions, sports and events that represent more than 6,000 delegates/participants and approximately \$6 million in direct spending. Major bids included the 2019 National Conference for Canada's Credit Unions, the Co-operative Housing Federation of Canada AGM, and the 2018 Canadian Senior National Ball Hockey Championship.

SUCCESSFUL BIDS

Confirmed 57 conferences and events including the 2019 Canadian Public Health Association Conference, the 2019 National Union of Public and General Employees Conference, the 2019 Paramedicine Across Canada Expo, the 2019 Society for Teaching & Learning in Higher Education Conference and the 2018 Law Games. These cumulatively represent approximately 17,000 participants/delegates and approximately \$15.4 million in direct spending.

BUSINESS DEVELOPMENT HIGHLIGHTS: MARKET INTELLIGENCE

WINNIPEG SMART CITY CAUCUS

The Smart Winnipeg Caucus continued to focus on leveraging open data and big data analytics to improve efficiency and investment decisions at the government level. The Caucus submitted the Winnipeg 2018 Intelligent Community Forum Awards Program Nomination. The Intelligent Community Forum will announce the Smart21 on October 27, 2017. A sub-committee oversaw the submission and developed a content marketing proposal to educate a vision of an intelligent community that will determine its economic future.

ADVANCED MANUFACTURING WORKING GROUP

Worked in partnership with CME to formalize promotion of the importance of the advanced manufacturing sector in growing Manitoba's economy. The working group is looking to enhance the province's understanding of the importance of advanced manufacturing to the economy and offer

meaningful recommendations that can support the province's economic development objectives.

CAPITAL REGION ECONOMIC RESEARCH PROJECT (UPDATE)

Continued to lead a Capital Region economic research project focused on gathering evidence-based information on the key drivers of our regional economy. The results of this project will inform how, as a region, we can better formulate economic development strategies, which will lead to better decision making. The project is jointly funded with several community stakeholders including the City of Winnipeg, Partnership of the Manitoba Capital Region, University of Manitoba, Winnipeg Airports Authority, and Manitoba Institute of Trades and Technology. The project is slated for completion in November.

BUSINESS DEVELOPMENT HIGHLIGHTS: MARKETING & COMMUNICATIONS

GOOGLE TREKS

Completed a unique partnership with Google for their Google Treks platform, capturing 360-degree footage to power their streetview maps. Locations featured include Assiniboine Park and Zoo, Fort Gibraltar, FortWhyte Alive, The Forks and Upper Fort Garry. All photography will be hosted on Google's sites and credit given back to Tourism Winnipeg. EDW was featured in several major news outlets on Radio, Print, and TV from CBC, CityTV and the Winnipeg Free Press.

LGBT ADVERTISING CAMPAIGN

Completed the first-ever LGBT advertising campaign in partnership with Travel Manitoba. Both organizations invited select partners to offer packages & deals which were supported by new creative content and pushed out in print, digital and social. All ads pointed to Tourism Winnipeg's LGBT microsite. Overall the campaign yielded positive results, with participating packages being selected 2,879 times and over 4,500 visits to the microsite.

[Visit the microsite here.](#)



LEISURE SUMMER CAMPAIGN

Completed the Leisure Summer campaign targeting the 800-km radius around Winnipeg to position Winnipeg as a summer vacation destination. Four key themes were developed and hyper-targeted at audiences through digital, social and radio. The themes were Family Fun, Festivals & Events, Sports and Entertainment, and a niche page targeting the U.S. audience. Results improved significantly year over year, bringing almost 15,000 visitors to the niche landing pages, 14,947 visits to the packages & deals microsite with 2,777 packages being selected, 1.1 million impressions on social media, and over 728,000 video views.

CANADA SUMMER GAMES

Produced two 30-second spots in partnership with the City of Winnipeg for inclusion on TSN and RDS during the Canada Summer Games. These promotional spots are a first for Tourism Winnipeg and have been well received on social media. The spots are quirky and capture unique experiences with a call to action of visiting Winnipeg. [Watch spots here.](#)

MEDIA RELATIONS HIGHLIGHTS

CORPORATE MEDIA

Canada Summer Games Set to Boost Business

Significant media coverage was devoted to the economic impact of the Canada Summer Games on Winnipeg in outlets such as CBC, *Winnipeg Free Press*, Yahoo News, and *Metro Winnipeg*, some of which featured quotes from President and CEO Dayna Spiring. Read the *Winnipeg Free Press* story [here.](#)

Winnipeg places HQ bid

EDW led a collaborative process to prepare a bid for Amazon's HQ2. The steering committee's "Team Manitoba" approach included the support of both Winnipeg's Mayor and Manitoba's Premier, and included a video starring Winnipeg ambassador Obby Khan. Read the *Winnipeg Free Press* story [here](#), review the bid [here](#), and watch the video on [Youtube.](#)

Sport for Life Centre opens new facility

A legacy from the Canada Summer Games, the opening of the new Sport For Life Centre's \$23-million Qualico Training facility received coverage in various outlets such as Global News, cbc.ca and Chrisd.com. Read more [here.](#)

TRAVEL MEDIA

A total of 34 travel writers were hosted this quarter. Prominent articles include:

"*This Prairie City Deserves Your Travel Dollars. Here's Why*" by hosted travel writer Yulia Denisyuk in Huffington Post and wow.com highlighted the city's emerging design and culinary scene. Read it [here.](#)

UK luxury travel website Live Share Travel featured Winnipeg's top attractions in "*Places to visit in Winnipeg: stepping out to discover 150 years of culture,*" written by hosted travel blogger Lorraine Karabin. Read it [here.](#)

Trip Advisor's Family Vacation Critic wrote about Winnipeg's family attractions in "*Winnipeg, Canada Family Vacations*" by hosted travel writer Courtney Elko. Read it [here.](#)

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