

# ECONOMIC DEVELOPMENT WINNIPEG'S IMPACT REPORT

Uniting to drive economic development

Encompasses April, May and June 2024



**ECONOMIC  
DEVELOPMENT**  
WINNIPEG



**TOURISM**  
WINNIPEG



**YES!**  
WINNIPEG



Mascot Madness event  
Winnipeg, April 2024



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# CEO's report

## A message from Ryan Kuffner

I was inspired and humbled to host my first EDW Annual General Meeting in May. It was an incredible opportunity to celebrate our achievements in 2023 and to use the event as a platform for conversation about the economic future of our city and province with Premier Wab Kinew and Mayor Scott Gillingham.

I'm inspired because I sincerely believe that we have a unique window of provincial and municipal alignment in these next few years and we can make a significant impact through strategic alignment, maximizing our outcomes.

There's substantial momentum that comes from an experience like this. The presence of our city and provincial leaders at our event sends a signal.

A signal of what's possible when we work together, united to drive economic development.

The diversity of the AGM crowd, with representation from all levels of government and Indigenous leadership, and our business community—including economic development and tourism leaders—was striking. That's the diversity and engagement I want us to have every time we come together.

Another piece that inspired (and humbled) me from our conversation at the AGM is the Indigenous leadership that is open to partnering in this space and helping lead the future of investment, tourism and talent in our city.

Reflecting on our AGM also reinforces my resolve to strengthen our alignment with the Province and City of Winnipeg. Our unique model, integrating tourism and economic development, positions us well to advance a comprehensive economic development strategy that drives us all forward in partnership.

This quarter, we've been building EDW's narrative and communicating our impact to our shareholders in the province and city in new and innovative ways, which includes sharing our Impact Report with them on a regular cadence. We want them to walk away with a stronger understanding of our organization's efforts and the impact we have on our city and province.

We had a great meeting with City of Winnipeg staff and councilors in June. We will continue engaging with our government shareholders to deepen their understanding of how we leverage their investment to drive economic growth.

On a closing note, I'm proud of how we wrapped up the second quarter with strong results and optimism for the future. I look forward to continuing to work with our valued business community, Indigenous leadership and government shareholders who are joining us on our mission to drive economic growth and prosperity for the place we deeply care about and call home, Winnipeg.



**Ryan Kuffner**  
President & Chief Executive Officer, EDW







# Our progress

## Our top-line results



\*Net Promoter Score (NPS): Net Promoter Score (NPS) is a metric used to gauge customer loyalty and satisfaction by asking customers how likely they are to recommend a company's products or services. Calculated by subtracting the percentage of detractors (unhappy customers) from promoters (loyal supporters), NPS ranges from -100 to +100. A higher score indicates better customer loyalty and satisfaction.



# Selling Winnipeg

## Team operations

Selling Winnipeg highlights our team's continued efforts at enhancing Winnipeg's profile and appeal as a destination for tourism, business, investment and media recognition on both national and international stages.

**Q2 highlights include:**

## Rendez-vous Canada 2024

Our team, including EDW's President and CEO Ryan Kuffner alongside our partners at Travel Manitoba, attended Rendez-vous Canada 2024, Canada's signature international tourism marketplace where international travel trade connects with Canada's tourism industry partners. Destination Canada's annual event attracted over 1,500 delegates from around the globe, including representatives from key markets such as Germany, the United Kingdom, and the United States. Our team completed **78 pre-scheduled business appointments** with tour operators and media representatives. We are thrilled to announce that Tourism Winnipeg, in collaboration with Travel Manitoba, will host Rendez-vous Canada May 27 - 30, 2025. This event will showcase our vibrant city and its unique offerings to the global tourism industry through the Travel Trade.



## EsportsTravel Summit

Our team participated in the EsportsTravel Summit in Raleigh, NC—the world's largest assembly of esports and video game event organizers, focusing on travel within the esports industry. We connected with **21 international rights** holders and identified **three significant prospects**. Notably, we advanced discussions with multiple esports organizations, such as Girl Gamer Festival organizers, a leading event promoting women in esports. Plans are set to welcome their executives to Winnipeg by the end of the next quarter for a site visit, assessing potential venues and engaging with the community ahead of their 2025 season. Additionally, our engagement at the summit strengthened relationships with major esports entities like ESL FACEIT and Subnation, boosting our profile and building upon last year's presence.

## IMEX Frankfurt

We joined forces with the Destination Canada Business Events team and attended IMEX Frankfurt— a premier global business event. IMEX brings together more than **3,000 meeting planners** and **2,500-plus suppliers** worldwide, helping us foster powerful business connections that can help fill our event pipeline. Buyers experience education sessions, the latest event trend explorations and B2B meetings initiated by host buyers. Our Tourism Winnipeg team participated in **35 scheduled meetings** and was proud to be one of the 26+ suppliers/60 delegates representing Canada, targeting international corporate and incentive clients and select associations.



# Promoting Winnipeg

## Summer in Winnipeg

We successfully launched Tourism Winnipeg's summer leisure marketing campaign, positioning Winnipeg as a prime summer destination. The campaign focuses on four primary themes to drive consideration of our city amongst travellers: Top 50 things to do, outdoor fun, Winnipeg's best eats and packages and deals to help drive visitors to our city during a key travel period. In Q2, our leisure tourism campaign has garnered **5.5 million impressions** and **60,200 clicks** to our landing pages, marking a **75 percent** increase in impressions and a **67 percent** increase in clicks from Q2 2023.

## Great deals at Winnipeg attractions

The Winnipeg Attractions Pass continues to gain momentum and awareness in our key leisure tourism markets. In Q2, we sold **111 passes**, with sales trending stronger for 2024 year-over-year despite a smaller budget devoted to promotion compared to 2023. We attribute this success to the more effective integration of the Pass into all of our tourism promotional assets, including websites, newsletters and printed materials. To date, we've sold **216 passes** in 2024.



For the second time, Tourism Winnipeg co-hosted the Tourism Awards Winnipeg|Manitoba with Travel Manitoba on April 17 with more than 400 guests in attendance. Seventeen award winners were honoured Wednesday for their achievements in 2023 during the second annual Tourism Awards Winnipeg | Manitoba at the Club Regent Event Centre, hosted by Ace Burpee.

Nominations were received in nine categories and the selected winners included tourism operators, businesses, employees, volunteers, campaigns and events, in Winnipeg and from across the province. Doug Stephen of WOW! Hospitality Concepts received an Award of Distinction for his outstanding contributions to some of Winnipeg's best culinary institutions and the community at large.

We were delighted to host Mayor Scott Gillingham and Minister of Culture, Heritage, Tourism and Sport of Manitoba, Glen Simard, who both actively participated in the event.

The tourism awards are a marquee event for the industry and were a highlight of National Tourism Week 2024 (April 15-19), an annual initiative of the Tourism Industry Association of Canada. Other activities that took place during Tourism Week included a tourism conference hosted by the newly formed Tourism Industry Association of Manitoba, where Tourism Winnipeg's Vice President of Tourism, Natalie Thiesen was a panelist speaking on the role DMO's play in building a place to visit, live and work.

EDW sta visited all Team Winnipeg partners, dropping o gifts of appreciation. There was also a lunch and learn session organized for Team Winnipeg, allowing partners to network and hear from the Tourism Winnipeg team about their experiences and best practices in attracting events to Winnipeg. To close out the week's activities, we also organized "mascot madness" at the Winnipeg Richardson International Airport with mascots from local sports teams, festivals and attractions welcoming and delighting arriving passengers.

# Live in Winnipeg campaign

Our team launched the Live in Winnipeg Families campaign across Canada in early May to raise awareness that Winnipeg is a great place to live and raise a family. This campaign helps to raise awareness when attracting top talent to our city, capitalizing on our Globe & Mail ranking as the #1 place to raise kids. We are targeting key cities in Alberta, Ontario and B.C. with a mix of tactics, including video highlighting local families.

The campaign drives tra c to a landing page where users can learn more about life in Winnipeg with a family: <https://www.liveinwinnipeg.com/families>.

## Q2 Campaign analytics

- More than 5.4 million ad impressions
- More than 24,000 clicks
- More than 20,000 campaign landing page users

This awareness-focused campaign will support positioning Winnipeg as an ideal place for families and directly supports our talent initiatives to drive top talent to our city.





## Business retention, expansion and attraction

In Q2, our team utilized the new business, retention and expansion (BRE) format in Salesforce, our organization's customer relationship management tool. This format provides better insights and aggregated information with complete answer options, contributing valuable data and insights to our sales efforts.

The team completed **33 BRE meetings, 8 FDI Profiles** and **21 Talent needs assessments** during the quarter.

Our team delivered **282 services** to businesses, which led to **\$24.25 million in capital invested, 80 new full-time jobs**, and **three Economic Outcomes Facilitated (EOF)\***.

Economic Outcomes Facilitated (EOF): In our sales process, the ultimate milestone is achieving an EOF, which is marked when a client signs a YES! letter. The letter is private sector validation of the value we have provided them through our service offering and ensures we only claim successes when our clients validate that success. The letter provides EDW with the client's confirmation of the number of jobs expected to be created at maturity, the dollar value of capital invested, and the new payroll generated thanks to our efforts. EOFs are ultimately considered "wins" by our team and communicated accordingly.

### EDW Wins:

**Perimeter Aviation**, which merged with Bearskin Airlines in 2018, has grown into a diversified regional airline. The airline provides scheduled flight services to many remote communities in Manitoba and Northwestern Ontario. With bases in Winnipeg, Thompson, Sioux Lookout and Thunder Bay, Perimeter serves the travel and shipping needs of more than 28 communities. The airline is enhancing its operations, which involves a large capital investment in partnership with the National Trade Corridor Fund, a Government of Canada program that invests in strategic infrastructure projects along key trade corridors. It is anticipated that the project will result in the creation of **20 new full-time jobs**.

**FasTab**, an alternative payment system that allows customers to pay their bills right from their table, is expanding its Winnipeg operations and looking to grow its workforce. This expansion is part of its strategy to become Canada's most-used restaurant payment platform and represents a **capital investment of \$775,000** and **10 new FTEs**.

**Eastside Group of Companies**, an industrial coatings and composites business specializing in fiberglass and coatings solutions for local original equipment manufacturers (OEMs), is expanding its operations in Winnipeg to meet the evolving needs of its customers. Eastside Industrial has now added an additional location with a focus on high-quality engineered composite components, the further expansion into composites manufacturing allows them to serve dozens of OEMs across North America with tooling prototyping, assembly, coatings, and composites manufacturing solutions. This growth represents a **capital investment of \$3.5 million** and the creation of **50 net new full-time jobs (FTEs)**.

# Investment project pipeline

## Q2 results

Our team closed Q2 with an investment project pipeline of:

**512**  
Leads

**331**  
Prospects

**100**  
Qualified opportunities

### Our efforts included:

#### Découvrez les Prairies canadiennes: votre porte d'entrée vers l'Ouest! (Canadian Prairies in Paris Event)

Our team organized a joint event at the Canadian embassy in Paris, FR, in collaboration with the Province of Saskatchewan's FDI branch and Invest Alberta. Our strategy was to present the Prairie ecosystem as a unified entity rather than as competing provinces. This approach amplified our collective value proposition, highlighting strengths in primary agriculture, value-added agriculture, bio economy, energy and critical minerals. With the support of the Trade Commissioners Service (TCS), we successfully engaged a broader range of c-suite French leaders who are actively considering opportunities to invest in Canada.

#### Plant Forward Conference hosted by Protein Industries Canada in Toronto

EDW led a domestic direct investment (DDI) mission to Toronto earlier this year to complement the Plant Forward conference. The purpose of the mission was to engage with companies that already have existing operations in Winnipeg to uncover potential expansion opportunities and ensure Winnipeg is top of mind for any future investment. Moreover, the Business Development (BD) team executed a strategic cold call outreach program to target prospective investment opportunities and promote the jurisdiction as a top pick for future investments. The mission translated into the following results: **61 leads, 5 leads converted, and 2 turned qualified opportunities.**



### FDI mission to Japan & South Korea

During an FDI mission to Japan, our FDI team met with met with Global Affairs Canada (GAC) Tokyo to discuss ongoing projects and understand the other trends in the market. A key focus for Manitoba can be on tier 1 & 2 suppliers to the existing electric vehicle supply chain companies that have been secured by Canada. The team also met with foreign-owned company WHILL (part of Winnipeg's FDI stock with its merger with Scootaround) to understand how we can further support its growth in Winnipeg. WHILL offers an innovative personal mobility solution, seamlessly bridging existing transportation infrastructure and large facilities for short-distance travel. In South Korea, our team pitched Manitoba to companies in the electric vehicle space and life sciences sector. We had dedicated meetings with five different companies to introduce them to the Winnipeg value proposition and explore future investment projects.

A key meeting was with a South Korean company that manufactures electric buses. They have shown great interest in working with a leading heavy vehicle manufacturing company and the team is developing a plan to find the best way for the two manufacturers to collaborate. Working with GAC Korea, we identified two new large capital leads that are tier 1 suppliers to the new gigaplants being set up across North America.

### Investment Roadshow to Mexico and Brazil - June

Our FDI team and the Province of Manitoba participated in the Latin American Roadshow organized by Global Affairs Canada (GAC) in Sao Paulo, Mexico City and Monterrey. The program had the participation of 13 jurisdictions from Canada. The Team Manitoba had 7 and 12 face-to-face meetings with Brazilian and Mexican companies respectively, looking to expand to Canada. Most of the meetings were highly productive, featuring companies that closely matched our key sectors and value proposition.

Several companies have a potential project of interest to Winnipeg, and our FDI team is conducting the respective follow-up. On the margins of the event, our team held a meeting with a video gaming company in Mexico, to understand how EDW can better support them in their plans to start operations in Winnipeg, as part of what we are calling Project Inside.



# Talent & workforce development

## Q2 highlights

As of Q2, the Work in Manitoba job portal (WIM) includes **47,146 job seekers** and **1,719 Manitoba employers**. While a few factors have contributed to reduced activity in Q2, EDW has not placed any WIM-related promotional ads in the local and national markets between April 1, 2024, and the present day. We are currently in discussions with the Government of Manitoba to clarify funding for Year Three.

Additionally, EDW successfully submitted the project's year-end final reports to the Government of Manitoba for Work in Manitoba Year Two (April 1, 2023 - March 31, 2024). The reports have been reviewed and accepted and the Government of Manitoba has released Year Two funds to EDW accordingly. To kick off the final year of the three-year project, EDW presented the Work in Manitoba "Year 3 Project Plan" to the Government of Manitoba in mid-April.

## 2024 International recruitment mission: Birmingham, UK, and Dublin, IRE

Our Talent & Workforce Development team successfully planned and executed our first-ever tri-city initiative in partnership with Edmonton Global and Calgary Economic Development. We were also joined by Steinbach Economic Development and a delegation of eight Manitoba companies who attended as participants.

We participated in the 2024 Canadian Recruitment & Immigration Fair, facilitating **61 interviews** to help fill critical labour gaps in aerospace, agribusiness, transportation and tourism/hospitality. The mission resulted in 31 job offers made and close to **2,000 new international job seekers** (some seekers joined in Q1 as part of the pre-mission promotion period) on the **Work in Manitoba job portal**. Our **shared pavilion** showcased each city's economic diversity, job opportunities and quality of life.

## Domestic Sectorial Labour Market Insights (LMI) dashboards

EDW now has 10 curated LMI dashboards—one for each of the key sectors we service, including tourism. These dashboards provide key labour market data by sector, allowing for comparison to jurisdictions across Canada. Access to key workforce-related data is valuable for attracting investment projects to Winnipeg and Manitoba, as it provides potential investors with information on current labour availability and how to tap into the existing qualified talent pools.



# Winnipeg in the news



Tourism media coverage highlights our city's visitor assets. In Q2, this included **162 articles/media mentions**, some of which appear in different outlets, for a **total earned media value\* of \$4,375,245**, bringing 2024's total EMV to **\$11,631,245**.

In May 2024, Tourism Winnipeg hosted an Indigenous familiarization (FAM) trip in collaboration with Travel Manitoba for content creators Andrian Makhnachov and Fallon Farinacci, as well as travel writers Hans Tammemagi and Steve Gillick. The itinerary included Indigenous experiences in Winnipeg, including Manito Ahbee Festival. EDW handled all logistics, from initial contact to itinerary planning and accommodation. The content creators exceeded their paid deliverables, resulting in **84 posts** across Instagram and TikTok; **47,200 engagements**, with a **reach of 525,000** and an **EMV\* of \$486,000** for this specific campaign.

### Top headlines included:

#### 19 Best Things to Do in Winnipeg

By The Planet D, theplanetd.com

#### Igniting the Spirit in Winnipeg

By Steve Gillick, Canadian World Traveller Magazine (page 44—a direct result of the Indigenous FAM above)

#### Winnipeg's 'Ultimate Garden' Is Also Growing Culinary Pleasures

By Rod Charles, Vacay.ca

**"And this energetic spirit accompanies visitors when they explore Winnipeg."- Steve Gillick, Canadian World Traveller Magazine**

\* Earned media value (EMV) is a metric in marketing that calculates the value of publicity gained through promotional efforts rather than paid advertising. It measures the worth of media exposure obtained through channels like social media, press coverage, and word-of-mouth, estimating the equivalent cost of achieving the same exposure through paid ads.



Annual General Meeting  
Winnipeg, May 2024



# EDW in our community

EDW in Our Community highlights the foundational local work that supports and amplifies our broader initiatives, which in turn enhances Winnipeg's profile. Our dedicated efforts within the community help fuel our success in promoting Winnipeg in all markets. **The local activities and partnerships that fuel our efforts include:**

## 2024 Annual General Meeting

On May 23, we hosted our annual general meeting (AGM)—our first AGM with President and CEO Ryan Kuffner at the helm. Our team was excited to present our 2023 achievements to our community and acknowledge the invaluable support from our partners and stakeholders. The event featured a fireside chat with Manitoba Premier Wab Kinew and City of Winnipeg Mayor Scott Gillingham, moderated and hosted by Ryan Kuffner, providing a unique opportunity for our attendees to actively participate in shaping Winnipeg's economic future. Their questions, submitted before the event, sparked a lively and insightful discussion at the AGM.

More than 200 guests attended the AGM, including representatives from diverse business sectors and representatives from all levels of government, including Indigenous leaders. A special thank you to our Board Chair, Denise Zaporzan, FCPA, FCMA, for emceeding the program. For a comprehensive overview of EDW's 2023 highlights and activities, read our Annual Report [\[here\]](#). Watch the discussion [\[here\]](#).

## Indigenous Chamber of Commerce AGM

The Indigenous Chamber of Commerce held its Annual General Meeting on June 21, National Indigenous Peoples Day. This pivotal event included a recap of the initiatives from 2023 and the election of the 2024 Board of Directors, where EDW's Director of Corporate Partnerships, Ilona Niemczyk, was reelected. This ongoing partnership is crucial as it enhances EDW's understanding of the Indigenous business community, fostering collaboration and ensuring that our initiatives align with the needs and aspirations of Indigenous businesses.

## Manitoba Aerospace Night

EDW organized an opening event ahead of the Federal Government Procurement workshop & B2B meetings and the Manitoba Aerospace AGM. This event brought together **25 selected guests**, including representatives from domestic direct investment (DDI) and FDI companies, the provincial government, GAC, PrairiesCan, RRC Polytech and the University of Manitoba, to connect with the Manitoba aerospace ecosystem and attract visitors to the downtown area.

The primary objectives were to increase awareness of what Winnipeg offers and to continue building our value proposition to attract more players, reinforcing our position as Canada's 3rd largest aerospace hub.

One significant event outcome was securing a meeting with a large global defence company. This meeting will involve ten leaders from Manitoba supply chain companies (SCM) to review GDLS' capability needs and explore how their organizations can meet those needs. Attendees praised the event for its opportunities for future collaboration, including the potential for virtual events to introduce local companies to GDLS SCM buyers.



## Corporate narrative presentation to the City of Winnipeg

In June, we held a lunch-and-learn session with a dozen key contacts at the City of Winnipeg to present the EDW story. This session was part of our commitment to help our shareholders better understand Economic Development Winnipeg, including our activities and impact on the local economy. This foundational effort aims to lay the groundwork for future partnerships and create a more sustainable funding model.

Developing our comprehensive corporate narrative was a first for us requiring strong cross-collaboration across all teams. We gathered data to inform the narrative, redefined how we talk about the organization's work by areas of focus rather than siloed business units, and presented the information as a cohesive and engaging story.

The audience was engaged, asking numerous questions. The success of this meeting led to the commitment to a future lunch-and-learn session with city staff on our talent initiatives.

## PrairiesCan funding announcement

On June 28, 2024, PrairiesCan announced more than \$7.5 million in strategic investments to support four Manitoba organizations, emphasizing the Government of Canada's commitment to advancing trade, infrastructure and new markets. The event at New Media Manitoba highlighted the importance of building a strong, sustainable and competitive Prairie economy.

EDW President & CEO Ryan Kuffner attended the event and delivered a speech on how EDW leverages this funding to enhance our city's economic competitiveness. The funding, totalling \$2.5 million over three years for foreign direct investment and \$1.5 million over two years for other initiatives, supports EDW's efforts and allows us to utilize a more sophisticated approach in attracting both investment and talent.

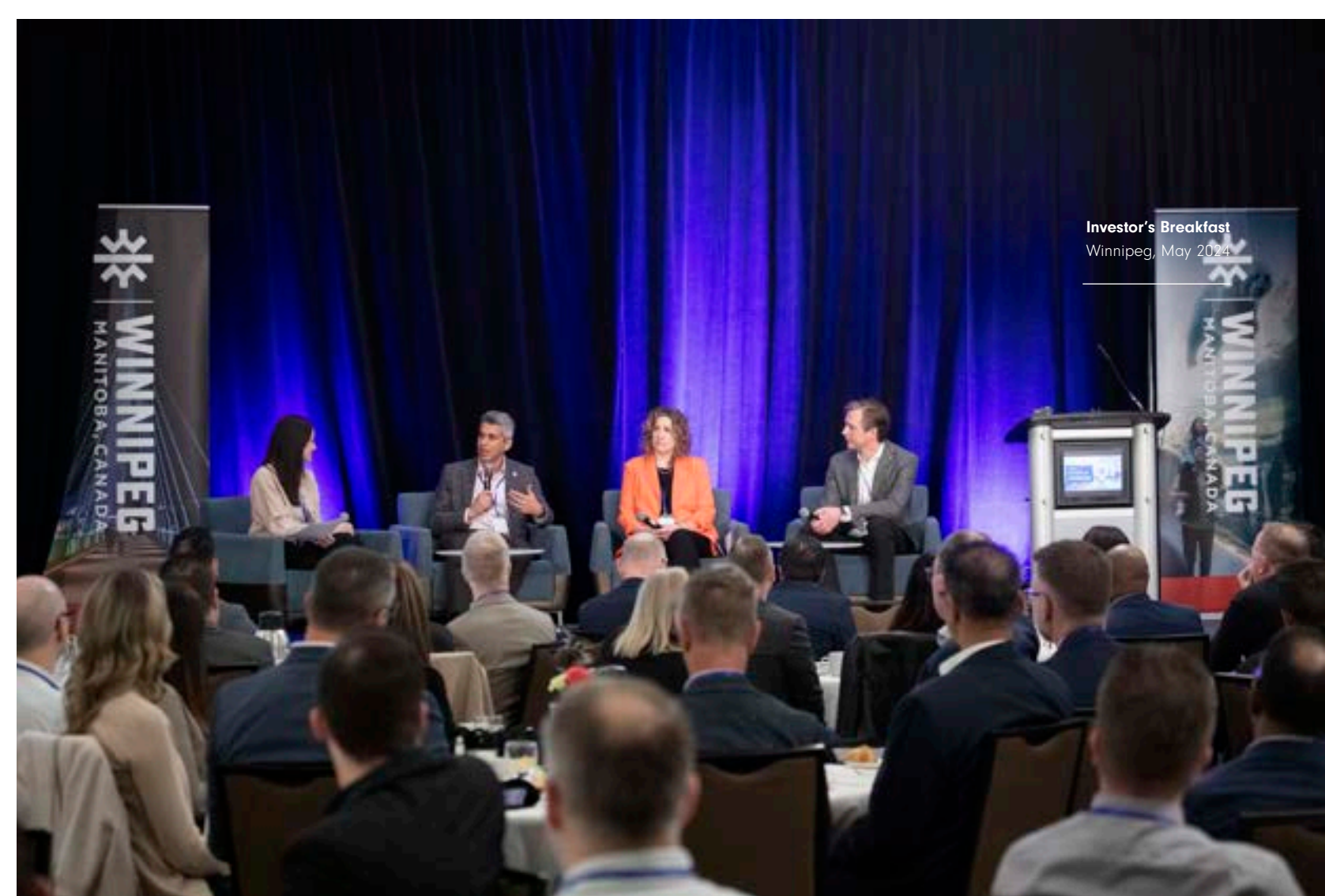
## 2024 Investor Breakfast

On May 2, we hosted our 2024 Investor Breakfast, our most attended EDW partner event in history, with **295 attendees** and **77 per cent of investors represented**. The breakfast also marked Amanda Macdonald's first major event as the leader of the YES! Winnipeg initiative. The event, themed "From Winnipeg to the World: Local HQs Leading the Way," highlighted the impact of head offices in Winnipeg and was held in conjunction with International Economic Development Week. Our team presented and celebrated the successes and milestones of 2023, including an update on the Real Campaign 2025 (years 1-3), and shared high-level plans for 2024. The event concluded with an engaging panel featuring Peter Tielmann, CEO of Palliser Furniture; Kiera Young, EVP of MacDon Industries; and Manny Atwal, COO of People Corporation. Melanie Fatouros-Richardson, VP at SkipTheDishes moderated the conversation.

## Manitoba Brewers Association (MBBA) and Manitoba Liquor and Lotteries (MBLL) connect & industry Growth

EDW participated in a roundtable hosted by the province and MBLL. The two-day event included all of Manitoba's local breweries and distilleries to discuss barriers to industry growth. As local/craft markets are becoming increasingly more popular in other Canadian cities, Manitoba is prioritizing growth in the industry to support our local entrepreneurs.

EDW will be working closely with the MBBA by providing key data and advocacy for the economic and tourism benefits the industry brings to Manitoba. The craft industry currently holds less than 10 per cent of Manitoba's beer market share compared to jurisdictions like B.C., which holds a 30 per cent craft market share, leaving plenty of room for growth in the province.



Investor's Breakfast  
Winnipeg, May 2024

## EDW in the news

EDW's earned media coverage highlights our organization's activities and features our expertise on economic development initiatives, which included **200** articles valued at **\$2,351,117.81** in EMV\* in Q2.

### Top headlines included:

#### ***Our best chance of securing talent***

By Gabrielle Piche, Winnipeg Free Press.

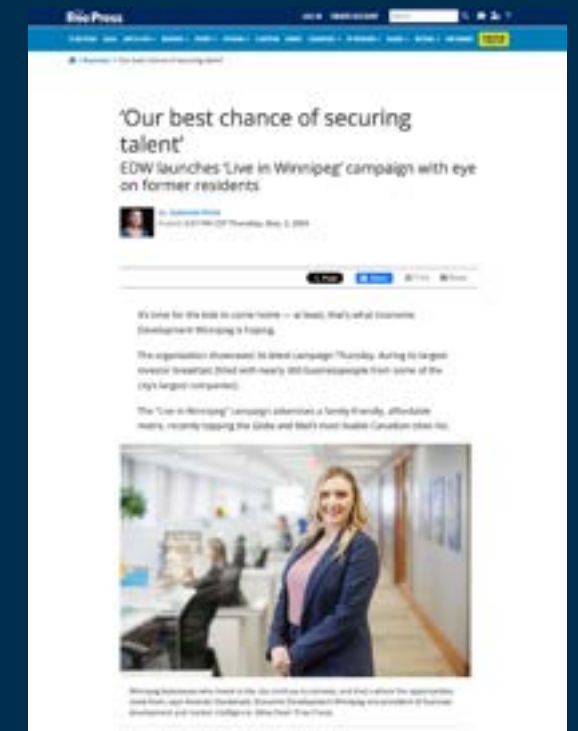
#### ***Manitoba premier, Winnipeg mayor share stage, vision for city's economic development***

CBC.ca/Manitoba

#### ***Hotel, conference centre planned for ex-Kapyong Barracks site***

By Gabrielle Piche, Winnipeg Free Press

\*Earned media value (EMV) refers to the dollar value of positive mentions in traditional, online and social media. Our media and influencer marketing monitoring tools provide these values.







## Corporate partnerships

YES! Winnipeg

**99**

Investors contributed  
\$1,080,000

Team Winnipeg

**44**

Partners contributed  
\$334,500





# Q2 2024



**ECONOMIC  
DEVELOPMENT**  
WINNIPEG



**TOURISM**  
WINNIPEG



**YES!**  
WINNIPEG