



Quarterly report on progress

Q2 2019 April | May | June





Winnipeg – A great place to grow



Some of our greatest days at Economic Development Winnipeg Inc. (EDW) are the ones where we get to cheer on great companies that announce expansion plans in our city.

These companies are purposefully taking a bigger stake in our community and making plans to be here for the long term. They believe in Winnipeg and want to put down

deeper roots here, a move which will benefit the city for years to come.

Leaders of industry have chosen and continue to choose to call Winnipeg home. In fact, Winnipeg has the third highest number of head offices per capita in Canada. These companies understand the Winnipeg Advantage – the high quality of life residents experience in our year-round playground, combined with the low cost of doing business, buying homes and raising their families. The secret is getting out.

I had the opportunity to attend a major announcement on behalf of EDW in June, where Wawanesa Mutual Insurance Company revealed plans to build its new North American headquarters at True North Square. Founded in Manitoba in 1896, Wawanesa has successfully grown into Canada’s largest mutual insurer.

The company’s decision to establish its headquarters at True North Square is yet another sign of the momentum building in

downtown Winnipeg. Winnipeg is quickly becoming a credible and cosmopolitan city that is home to world-class buildings and successful companies – those that will fill True North Square are but a few great examples.

Wawanesa will occupy the fifth tower to be built as part of the 1.5 million square foot campus. The state-of-the-art 19-storey building will bring together approximately 1,100 of the company’s employees under one roof. Not only does the plan add a new tower to Winnipeg’s skyline, it will free up its existing space for other growing companies to join the scene downtown. It’s a great place to be.

A brand-new consolidated head office is important for companies and something we always want to see more of in Winnipeg. EDW offers services to growing businesses to help them thrive in our city, and companies have approached us to help solidify their visions of expansions and new offices. In our role, we hope to facilitate other exciting head office announcements in the future.

We love to cheer on companies that choose to stay and succeed here. Thank you for believing in our city’s potential.

Dayna Spiring
President & CEO
Economic Development Winnipeg Inc.

About Economic Development Winnipeg 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.

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YES! Winnipeg

Cumulative and current successes

Successes, Campaign 2020 (2016-current)

Jobs (at maturity)	2,946
Capital investment (at maturity)	Over \$144.5 million
Value of payroll	Over \$76.1 million

Business development

Economic Development Winnipeg increased the leverage of its YES! Winnipeg business development team to bring together key players and seize opportunities to transform our city and its economy. YES! Winnipeg took a more strategic approach in our efforts to grow business in the city and increase the availability of shovel-ready industrial land; connect companies, people and properties to create centres of innovation; enter into new partnerships that complement; and enhance our jurisdiction and build new networks and ecosystems for Winnipeg in key areas of priority, such as talent and access to capital.

In 2019, we implemented new key performance indicators to track our success in multiple areas and allow us to make year-over-year comparisons in the future. We are well on our way to meeting targets in areas such as business retention and expansion meetings, investment opportunity development and qualified partner and investor referrals.

Notable opportunities

Selling Winnipeg The YES! Winnipeg team was called upon to assist with several major projects, such as the local expansion of a large financial services company, site selection for an international financial services firm's potential new customer call centre, expansion of an innovative production process for protein isolate, and a state-of-the-art distribution centre with high-tech features. YES! Winnipeg support included assistance with pitch materials, issues management, permits, government incentives and site selection.

Lunch and Launch We piloted a Lunch and Launch June 5 to showcase the city's premier early-stage companies, attended by 13 local investors. Six companies presented investment opportunities across a range of sectors and all raised in excess of a million dollars. The successful event facilitated 28 connections and we will move forward with multiple events per year.

Global Affairs Canada webinars YES! Winnipeg prepared and delivered two online presentations to investment officers stationed in the United States and Europe in the last couple of months. A total of ten officers from the U.S. and officers from eight European countries participated in the sessions, which were delivered in coordination with Global Affairs Canada's central team in Ottawa. The webinars are part of a broader strategy to attract Foreign Direct Investment (FDI) to Winnipeg.

Missions and conferences attended

Salon International de l'Alimentation (SIAL)

April 30 – May 2 in Toronto YES! Winnipeg attended SIAL, North America's biggest food innovation tradeshow, as an opportunity to present the Winnipeg advantage to companies in the food and beverage subsector, with a specific focus on co-packers. We talked to more than 100 companies and presented Winnipeg to several international pavilions, while we established connections with trade officers and delegates from countries such as the U.S., Brazil, Spain, Italy, Portugal, Germany, France, Peru and China. YES! Winnipeg made a recommendation to Manitoba Ag and Food and Beverage Manitoba to host a Manitoba food booth next year.

Collision | May 20 – 23 in Toronto One of the largest technology conferences in the world, Collision attracted companies from more than 120 countries. YES! Winnipeg took a leading role for Winnipeg and Manitoba to present our growing technology sector to the world. We established numerous leads from an attraction and referral perspective, as well as a long list of potential investors and collaborators to establish a YES! Winnipeg-led 'Access to Capital' initiative to help aspiring, high-potential local companies access capital funds required to scale their companies in Winnipeg.



Paris International Air Show / Mission to Germany

June 14 - 20 As the world’s largest event of its kind for the aerospace sector, the Paris International Airshow was a great opportunity for YES! Winnipeg to connect with global aerospace companies and present the Winnipeg value proposition to them. Prior to the Paris show, YES! Winnipeg traveled to Berlin, Germany to meet with a Global Affairs Canada Canadian Investment Officer to identify investment opportunities for Winnipeg.

Tourism Winnipeg

National Tourism Week | May 26 – June 1

Our 2019 Winnipeg Tourism Awards of Distinction recognized 25 tourism businesses in 12 categories. Over 250 stakeholders attended the luncheon to celebrate tourism service excellence. We organized a mascot invasion on May 31 at Winnipeg James Armstrong Richardson International Airport, where 12 mascots from various Winnipeg attractions and hotels welcomed visitors and returning residents.

Branding

We are collaborating with Travel Manitoba to create a Winnipeg place brand. McKim Communications Group has been engaged and three branding sessions were conducted with approximately 50 stakeholders to explore perceptions and beliefs that we can apply to the development of a Winnipeg place brand. A preliminary draft is anticipated to be presented in the late fall.

Meetings and Conventions site visits

This quarter, Tourism Winnipeg and stakeholders hosted 39 clients representing 17 accounts on site visits of Winnipeg to showcase the merits of meeting in Winnipeg for their future business events. These accounts ranged from groups of up to 3,000 delegates for future years leading up to 2023.

Meeting and Conventions initiatives

Meeting Professionals International TheEVENT

May 3 – 4 in Montreal Tourism Winnipeg and stakeholders sponsored TheEVENT, an initiative of Meeting Professionals International’s Toronto, Ottawa and Montreal chapters that connected more than 95 buyers with 125 sellers to promote

Canadian meeting and convention destinations. Our Whiteout Party theme brought Winnipeg additional exposure.

Sales Blitz | May 6 – 10 in Ottawa and Montreal We organized an Ottawa and Montreal sales blitz with seven partners to showcase Winnipeg as a meetings, conventions and special events destination to 64 accounts. These sales calls assist in establishing relationships for future business.

London Tech Week | June 11 – 13 in London, UK Tourism Winnipeg and YES! Winnipeg attended London Tech Week and exhibited at the AI Summit trade show with Invest in Canada to position Winnipeg as an ideal meeting and convention destination and showcase the city’s information and communications technology sector as a value proposition.

Meeting Professionals International World Education Congress | June 15 – 18 in Toronto We attended as a Business Events Canada sponsor of the opening night, which welcomed 2,800 delegates from around the world and featured Winnipeg as the Slurpee Capital of the World. Tourism Winnipeg tied for first place in the Canadian Challenge to showcase why one should meet in Winnipeg.

Bid opportunities Tourism Winnipeg developed:

- 28 bids** for future conventions, sports and events which represents approximately
- 17,500** delegates/participants
- 29,000** room nights
- \$16.7** million in direct spending

Confirmed notable wins

2020 Annual Conference, Canadian Public Health Association

900 delegates	1,065 room nights	\$1M estimated economic impact
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2020 International Association for Great Lakes Research (IAGLR) Conference

800 delegates	1,880 room nights	\$896,000 estimated economic impact
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Travel trade site visits

We partnered with VIA Rail to host 12 international travel agents on a Winnipeg stopover for the Great Rail Journey Tour across Canada, plus four tour operators and two travel trade media on a site visit and two American music educators who will bring student groups to Winnipeg in 2020.

Tourism Winnipeg and Travel Manitoba hosted the Educational Travel Advisory Committee in Winnipeg before its annual board meeting in Churchill. The group of university alumni travel program tour directors and operators who specialize in experiential travel visited the Canadian Museum for Human Rights, Assiniboine Park, Lennard Taylor, Manitoba Museum, Fort Gibraltar, Ralph Connor House and took the Hermetic Code Tour.

Travel trade initiatives

Sales Blitz | April 1 – 4 in North Dakota, Minnesota and Illinois We organized the Winnipeg Tour Connection Sales Blitz and Client Event with six partners and conducted 20 appointments in North Dakota, Minnesota and Chicago, IL. The blitz generated twelve leads and strengthened relationships with student and senior tour operators. Winnipeg Tour Connection and Travel Manitoba also hosted a networking evening with fourteen clients at a Winnipeg Jets vs. Minnesota Wild hockey game in Minneapolis, MN.

Rendezvous Canada | May 28 – 30 in Toronto We attended Rendezvous Canada, a marketplace with 85 business-to-business meetings with international tour operators that encourage buyers to plan a group tour to Winnipeg or extend a western Canada tour to include Winnipeg.

Visitor experiences

We attended city-wide conventions and events, such as the Manitoba Marathon and Canadian Labour Congress, to encourage attendees to explore the city and return with friends and family. Our team also made presentations at Red River College's Language Centre Orientation and the University of Manitoba to encourage international students to explore the city.

Market Intelligence

Business retention and expansion briefs

Market Intelligence analysts created 31 company briefing reports to assist Business Development Managers' outreach efforts. These briefs covered prominent businesses in six key industry sectors: agribusiness, advanced manufacturing, aerospace, Information and Communication Technologies (ICT), creative industries and finance.

Sector profiles

Statistics Canada and other national data houses publish data for the previous calendar year each April and May. During this period, we started to update sector profiles and economic performance indicators for 2018. The initial update of our core data will inform marketing data and website pages in the coming months.

Expansion projects

Market Intelligence analysts worked on four business expansion projects in support of sector teams in Information Technology (IT), finance and distribution.

Invest in Canada (data working group)

At the end of May, Invest in Canada initiated a working group that included the directors responsible for data collection and management from economic development agencies across the country. This group will collaborate on future projects to showcase Canadian cities to attract Foreign Direct Investment. Work completed in April and May included a comparative analysis of IT salaries in Winnipeg and other Canadian Census Metropolitan Areas.

Site selector table development project

EDW commissioned Miles Consulting to review and improve existing information and data available to site selectors researching Winnipeg on our website. The project kicked off in May and struck a working team to guide this work. We continue to update existing tables and reach out to site selectors for recommendations to make our site selector web site pages as useful as possible. The revamped section of our website will be revealed in September 2019.



Marketing & Communications

Significant marketing campaigns

Leisure advertising spring break campaign We completed a successful leisure advertising spring break campaign, which surpassed last year's results. The campaign received thousands of engagements and views, drove the selection of 1,131 packages and deals and directly sold 15,900 hotel room nights and 6,400 flight tickets through a new media buy with Expedia.

LGBT microsite We launched a **brand-new LGBT microsite** that contains history, LGBT businesses, Tag-Approved hotels and features local influencers/guides.

Winnipeg Factoids We created and launched the 10th edition of the **Winnipeg Factoids** – a collection of quirky, odd and compelling facts about Winnipeg.

Destination Marketing Accreditation Program (DMAP) Tourism Winnipeg again received its DMAP accreditation through Destinations International.

Google Autocomplete – Winnipeg Edition We created and launched a brand-new video: **Google Autocomplete – Winnipeg Edition**, which featured five prominent business leaders who debunked popular Google searches about Winnipeg.

Other marketing highlights

- Hosted three Instagram photo tours in partnership with Delta Winnipeg and Red River Exhibition. These tours included 24 Instagram influencers who posted more than 100 stunning photos and received thousands of engagements and impressions.
- Hosted Facebook Live in partnership with Canadian Museum for Human Rights and Red River Exhibition, which collectively received more than 150,000 viewers.
- Produced the **Bring It Home wrap** to run in the Winnipeg Free Press during Tourism Week.

- Launched a new and enhanced sport venues directory on the tourismwinnipeg.com **sport tourism web site**, which allows users to filter through various features to find the perfect location to host an event.

Media relations highlights

Corporate media

A total of 226 corporate media articles were generated this quarter, with an earned media value of \$1,036,872.

Significant articles include:

"READY TO PARTY: Whiteout Street Party capped at 11,000 for Game 5" - Winnipeg Sun

[read more](#)

"Team Manitoba to tackle development" - Winnipeg Free Press

[read more](#)

Travel media

Tourism Winnipeg collaborated with Travel Manitoba and co-hosted 24 travel media with numerous stakeholders this quarter. Media ranged from freelance travel journalists to social media writers who will produce feature stories on Winnipeg's attractions, culinary scene and tour products.

A total of 43 travel media articles were generated during the same time period for an earned media value of \$1,136,234.

Significant articles include:

"Canada's Best Food & Drink Festivals" (Folklorama mention) - forbes.com

[read more](#)

"How one of Canada's coldest cities became the Slurpee capital of the world" - thrillist.com

[read more](#)

"Five Canadian destinations perfect for your summer family vacation" - canada.com and syndicated on various outlets

[read more](#)