



Quarterly report on progress

Q1 2020 January | February | March



ECONOMIC
DEVELOPMENT
WINNIPEG



TOURISM
WINNIPEG



YES!
WINNIPEG



Navigating through our new reality



Only three months into our new year, we were all forced to change the way we worked, connected and did business. As we work to keep our community safe and healthy, we recognize everyone has been touched by the financial impacts around COVID-19.

Our team at Economic Development Winnipeg has shifted our focus to help Winnipeg companies and our community now and as we recover after this pandemic. We also want to tell the stories of how our Winnipeg companies are doing some amazing things in a difficult time.

Some have retooled manufacturing lines to make much-needed medical equipment and supplies like hand sanitizer while others are using existing technologies like 3D printers to make protective face shields. Others are creating critical infrastructure, such as mobile testing labs and air filters while others are adapting fog machines to disinfect large spaces. Winnipeggers are coming up with forward-thinking solutions that can be used now and in the future.

We are working with companies to remove barriers, to get them connected to the right government officials or other industry leaders and programs to create solutions for Manitobans and others around the globe.

In the following report, you'll see some of work we were doing before COVID-19 pushed us in a different direction. At the beginning of this quarter, our YES! Winnipeg business development team was working to help existing and new companies grow their businesses, while our FDI team was taking steps to put our city on the map for foreign investors. Our talent team was also trying to find employees for Winnipeg companies eager to expand. Our tourism team was showcasing our city through site visits, travel media tours and highlighting the events and attractions that make our city great for Winnipeggers and visitors alike. Some of those efforts have been put on hold, while others have moved online.

Our Tourism Winnipeg team has developed helpful resource pages for local tourism businesses during this pandemic and

continues to monitor the situation and communicate support strategies for hotels, restaurants, attractions and businesses to thrive once they can reopen.

We have pivoted and reallocated our YES! Winnipeg team to help companies navigate new federal government programs and developed a COVID-19 Toolkit with valuable resources.

Our in-house market intelligence team is still analyzing, gathering and sharing important economic information every week to help all Winnipeg companies evaluate their next steps.

I am also on Mayor Brian Bowman's Business Task Force. Together with local business leaders, we are raising the concerns of Winnipeg companies to the provincial and federal governments and creating a plan for recovery.

What we know about Winnipeggers is that they are resilient and have a history of thinking outside the box, to come up with solutions to all kinds of challenges.

It's that kind of thinking that keeps our manufacturing companies best in class, our scientific community developing breakthrough vaccines, and game-changing e-commerce leaders like SkiptheDishes and Bold Commerce in Winnipeg.

The thing about Winnipeggers is that we are industrious, we show initiative and we're willing to connect at all levels and explore unconventional solutions to succeed. We know strong supports for companies now, can put them in a better position to hire people back, create more jobs and grow again.

I also know our community's will to work together is a core value that runs deep for Winnipeggers, from the businesses they create to the ones they support. It's what has defined our city from the beginning, and I know it will be what drives us to success again.

Dayna Spiring
President & CEO
Economic Development Winnipeg Inc.

Economic Development Winnipeg Inc. (EDW) is the city's lead economic development agency and champion for local growth. We use expert analysis to highlight the Winnipeg Advantage and prove why we are the best place to live, work and visit. Through our Tourism Winnipeg and YES! Winnipeg business development teams, EDW grows the local economy by attracting business, investment, events, meetings and people to our city. EDW is governed by a private-sector board and driven by the needs of the business community.



YES! Winnipeg (YW)

Response to COVID-19 pandemic

Our YW team moved quickly in March to respond to the current coronavirus pandemic, pivoting to focus on the newly announced support programs available to our clients and investors. Resources have been condensed into two online toolkits: one dedicated to government programs that can be filtered on three levels (employee, small, medium and large business) and another featuring information from industry organizations, legal considerations and up-to-date information on closures and further supports. We have assigned dedicated staff to each government program, providing our business community a direct source of support as they navigate these unprecedented times. We have also facilitated industry roundtable calls, as a means for businesses to connect on challenges, solutions and best practices. We are also looking at options to support displaced workers during this time. Despite working from home since March 17, we continue to prioritize the needs and wellbeing of our business community.

Economic outcomes facilitated

In the first months of the year our team saw two successes. Two companies that had travelled to Argentina as part of the October 2019 recruitment mission confirmed a total of 10 jobs, with an expected payroll value of over \$700,000.

Business Retention and Expansion (BRE)

BRE meetings are meant to identify opportunities and ensure we are offering support to fast-growing companies, so they stay and expand in Winnipeg. Our Business Development team executed 16 BREs in the first quarter, divided among six sectors: Advanced manufacturing, aerospace, agribusiness, creative industries, energy & environment, and ICT & media.

Investment attraction

By March 31, our team pitched nearly 25 companies (both nationally and internationally), resulting in 11 investment opportunities pursued for Winnipeg, distributed across six sectors including Advanced manufacturing, agribusiness and creative industries.

Services delivered

In support of local company growth, investment attraction and talent, we delivered 233 services to local companies, potential investors and top talent through Q1 2020.

Missions and conferences attended

Jan 6-8, Las Vegas – Consumer Electronics Show (ICT) Our YW team travelled to Las Vegas to conduct business meetings with decision makers of international technology companies, along with joining Tech West to represent Winnipeg at the Consumer Electronics Show. We conducted 23 meetings with businesses to discuss opportunities for them to expand into the Canadian market. Six of these meetings resulted in follow-up conversations after the event.

Feb 4-6, Toronto – Advanced Transportation Manufacturing Summit (advanced manufacturing) ATMS gathered 250 aerospace and automotive OEMs, top-tier suppliers, component manufacturers, services and solutions provider for a conference on adoption of Industry 4.0 and two days of B2B forum. As part of an exploratory visit to this first edition of ATMS, YW had meetings with nine companies resulting in two follow-up conversations and ongoing plans for one visit to Winnipeg.

Feb 12, Minneapolis – Business Perspective Panel at KPMG’s “Opportunities Canada” (ICT) Kyla Wills, our Business Development Manager for ICT and Creative Industries was a panelist on the “Business Perspective Panel” speaking about key considerations, challenges and success stories of doing business in Canada. The event was targeted at those who are considering expanding their business or considering career opportunities in Canada. A networking event followed the formal program, where two prospects were identified.

Mar 26-27 – International Economic Development Council, Business Retention and Expansion seminar. Originally planned as an in-person course in Buffalo at the end of March, this was converted to an online format as a result of the Coronavirus pandemic. Our team participated as part of more than 100 attendees from across Canada and the United States to increase our team’s knowledge and capabilities to provide a strong BRE program that delivers on understanding the landscape/needs for local businesses, allowing YW to provide our services in response to those needs, along with compiling cross-sectoral data to continue building a healthy business climate in the Winnipeg region.



Foreign Direct Investment (FDI)

The highlight activity during this period was the four-day Global Affairs Canada investment Officer training tour, held Feb 29-Mar 2. Our YW team hosted 10 investment officers from Canadian embassies and consulates around the world and curated a program to showcase the competitive advantages of Winnipeg's industry, economy and quality of life.

In addition to this tour, pitch decks were sent to Business France, the Indo-Canadian Business Centre, PWC Spain and the lead generator consultant for the now-cancelled Milan/Madrid roadshow. The first Team Manitoba meetings were held to discuss enhanced coordination between EDW and the province in stewarding FDI leads, with participation from Manitoba Agriculture and the province's Economic Development Office. Related meetings were also held with World Trade Centre Winnipeg.

Talent and workforce development

The results of the provincial talent gap analysis were used to create an interactive insights dashboard that presents data on gaps in skills, knowledge and work activities. These results were also presented to Government of Manitoba and will be used in partnership with post-secondary institutions, including the University of Manitoba and Red River College, to align talent needs and course outcomes.

While the COVID-19 pandemic has affected YW's ability to conduct a recruitment mission abroad, we understand that many mission employers continue to recruit for in-demand positions. To assist local job seekers and these employers, we have pivoted to a virtual mission and have expanded marketing to reach local, national, and international talent pools.

Investor relations

Our YW Investor Council met on January 14 welcoming new council members, Pascal Bélanger (Vice President & Chief Commercial Officer at Winnipeg Airports Authority) and Deanna Lanoway (Vice President, Strategic Human Resource Consulting at People First HR Services). The council reviewed our investor data and successes to date from the current campaign and discussed opportunities for involvement in Campaign 2025. This a campaign to recruit companies from the private sector that can invest and support our efforts to grow Winnipeg's business community and economy. We will proceed but remain sensitive to the concerns and issues of businesses suffering from the effects of the COVID-19 pandemic.

Throughout the first quarter, our YW team conducted 31 meetings with current and prospective investors. Plans for Campaign 2025 will include investor networking events, campaign targets, and meeting with current and potential investors. Several Campaign 2025 and investor materials are near completion including an investment opportunities booklet, an enhanced investor portal, an investor impact statement, investor testimonials and an investor stewardship plan.

Tourism Winnipeg (TW)

Our TW team continues to focus on meetings, conventions, sports, special events and group tour markets in order to increase overnight visitation and provide leadership for frontline staff. Our team shifted its priorities starting as of March 13 to support our partners and clients including:

- Creating helpful resource pages for our industry and partners.
- Working on submitting RFPs for future convention business to fill the pipeline.
- Collaborating with Travel Manitoba, Manitoba Hotel Association, RBC Convention Centre and others to coordinate a plan for how to recover after closures are lifted.

Meetings, conventions & special event site visits

Our TW team and partners hosted eight site visits for clients interested in bringing meetings and events to Winnipeg. These accounts represent 14,600 delegates/participants and 19,815 room nights for an estimated economic impact of \$16.7 million.

Confirmed wins

42 meetings, conventions, sports and special events were confirmed for Winnipeg this quarter.

15,212 delegates/participants	30,480 room nights	\$18 million estimated economic impact
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Travel trade initiatives

Tourism Winnipeg, Travel Manitoba and stakeholders co-hosted three tour operators on site visits of Winnipeg in order to showcase the city as a group and student travel destination. First-hand experience has resulted in the addition of Winnipeg to many tour operators' packages, especially those bringing groups to Churchill.



Visitor information training seminars/ familiarization tours

Prior to the shutdown of essential services, Tourism Winnipeg delivered frontline training programs to Ubisoft's talent team, the Goldwings at the airport, Red River College's and University of Manitoba's international students, as well as organized tours of Flying Squirrel. These frontline training programs represented a cumulative total of 251 frontline staff and one familiarization tour of Winnipeg events/attractions for 14 attendees. These programs provide guest services tools to speak with confidence on what to see and do in Winnipeg in order to extend visitations and encourage return stays for their visitors.

Market Intelligence (MI)

Economic Insight Data Warehouse:

As part of its strategic business plan, EDW is in the process of developing a relational database with dashboard capabilities to be used as the authoritative source for our Market Intelligence team, allowing EDW to be experts on the Winnipeg region and the authority on Winnipeg's economic drivers. Our MI team will collect structured data that is current and relevant to our initiatives to provide rapid response to internal and external client and partner needs.

This database will allow us to gather, curate, analyze and communicate data from disparate sources in a variety of formats. It will have dashboard and mapping capabilities, assisting us to reliably report on performance metrics, to demonstrate the impact of our activities as a provincial partner and to visualize current data and analysis for Winnipeg and the metropolitan region. This Economic Intelligence Data Base (EIDW) will allow our team to report accurate data, but also tell the story of our economy.

Weekly economic digest:

We created and distributed our inaugural weekly Winnipeg economic digest. The purpose of these reports is to:

- Give context for how stories/issues may affect economic indicators in Winnipeg or Manitoba.
- Give insights into data released from Statistics Canada and other data providers.
- Highlight government announcements, policy changes and budgets and their potential impact on Winnipeg or Manitoba.

Talent attraction:

Skills gap analysis

Our team developed a skills gap analysis to identify areas of greatest talent need within Manitoba to assist the talent attraction team to focus its efforts, to lead and influence in the talent environment and respond to critical skill gaps for the next five years in ten key industry segments.

This analysis is supported by a robust, forward-looking and dynamic labour market tool or dashboard that identifies the regional skill needs of employers in Manitoba and across the country.

Marketing & Communications

- Developed and started distribution of weekly messaging from our CEO & President Dayna Spiring on how EDW is working with governments, partners and private sector to make sure businesses are well positioned to recover after pandemic is over.
- Created and launched a brand-new Takeout & Delivery page, featuring a comprehensive list of locally owned restaurants adjusting to the new COVID-19 environment.
- Created and launched Local Makers series to feature businesses shifting to online model.
- Completed the leisure winter campaign for 2019-20. Tactics included video, social media, hypertargeting, display and search advertising, positioning Winnipeg as an ideal winter getaway destination. The campaign was very successful reaching millions of people and garnering over 250,000 engagements, 75,000 video views, 62,000 visitors to the winter microsite, and 90,000 visitors reading winter-related blog posts during the campaign.

Worth Watching:

Winnipeg is a high-tech hub [Watch now ▶](#)

From the desk of Dayna [Watch now ▶](#)

From the desk of Dayna: Here's how we're supporting you during and beyond the COVID-19 crisis [Watch now ▶](#)



Social media highlights

- Launched a new makers video series on IGTV featuring local artisans and how we can support them. The premier video interviewed local fashion designer Lennard Taylor, who is taking virtual personal shopping appointments into his shop and tours shoppers around via facetime to pick out items, which are then mailed out to them. [Read more](#)
- Produced several blog posts in light of the COVID-19 situation on all of EDW's blogs, including ways to support businesses, how businesses are pivoting during this uncertain time, and telling the great stories of businesses and individuals who are giving back and helping out to support Winnipeg.
 - » Going global for local investment [Read more](#)
 - » Support is big for small business [Read more](#)
 - » How Winnipeg businesses are making a difference from a distance [Read more](#)
- Created a tourism industry Facebook group for increased connection and collaboration among tourism stakeholders. The group has been very well received with over 100 members in the first two weeks of launch.

Media relations highlights

Local media expressed interest in everything related to impacts of COVID-19 on business and tourism, followed by the Exchange District, river trail closure and Expedia naming Winnipeg as top destination to see in 2020.

'Winnipeg tourism being hit by COVID-19' (March 27, 2020, CTV Winnipeg)	read more
'City COVID-19-Business Task Force' (March 24, 2020, <i>Winnipeg Sun</i>)	read more
'New plan needed for the Exchange District' (January 20, 2020, <i>Winnipeg Free Press</i>)	read more
'Expedia names Winnipeg in Top 10 destinations for 2020' (January 6, 2020, Global Winnipeg)	read more
'River Trail closure' (January 6, 2020, <i>Winnipeg Free Press</i>)	read more

Travel media highlights

We hosted 13 travel writers and there were 76 travel media articles this quarter, with an earned media value of \$4,632,419. No writers were hosted in March due to COVID-19 restrictions and measures.

Significant articles included:

'The Canadian chef putting Indigenous food on the menu' (<i>Culture Trip</i> by Shafik Meghaji)	read more
'Human rights museum is a top attraction in Manitoba' (<i>Western Producer</i> by Robin and Arlene Karpan)	read more
'The incarcerated Inuit artists who carve to support their families' (by Jennifer Bain in <i>Atlas Obscura</i>)	read more