

Quarterly report
on progress

Q2 2018

April | May | June





DAYNA SPIRING
President & CEO

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Bringing the Winnipeg Whiteout to the world

NHL playoff hockey helped shape our city's reputation, and will pay long-term dividends

Although the Winnipeg Jets did not hoist the Stanley Cup above their heads this year, there was a clear winner this playoff season: Winnipeg itself.

Because our Jets flew so high during the recent NHL playoffs, Economic Development Winnipeg (EDW) wanted to provide a venue for Winnipeggers to celebrate their team and their city. We knew that the eyes of every hockey fan on the continent would be on our community, especially if our team found themselves in a deep playoff run. As those eyes turned to our city, we wanted to make sure they saw the very best Winnipeg has to offer. This led to the creation of the [Winnipeg Whiteout Street Parties](#).

This was a team effort throughout every stage of the planning process, there was a strong team of partners helping to ensure the success of each Whiteout Street Party. True North Sports + Entertainment was a key partner, providing leadership funding and were on the ground with logistics, planning, security, and securing vendors. The Winnipeg Police Service made sure that fans were safe, both by developing security plans and maintaining order on the street. The Downtown BIZ helped to keep the event space clean, while their red-shirted ambassadors were there to provide a hand for those that needed it. An event of this size required a tremendous amount of work from multiple City of Winnipeg departments, who chose to say "yes!" and, who worked to maintain city services during each event, including the many hours it took to close streets, divert traffic and much more.

The end result was a stunning success for our city. We've seen Winnipeg placed on a North America-wide stage as a result of these street parties. With a spotlight on the city, we rose up and showed how charismatic, energetic and passionate our city is. From Nashville to New York, and from Las Vegas to Helsinki, people are taking note of Winnipeg, its energy, and its people. No longer being labeled as a city of only potholes and mosquitoes, people are looking at us in a whole new light.

Winnipeg is used to thinking of itself as a hidden gem, but we're not so hidden anymore. Now, we're the talk of the continent. More importantly, it's what people are noticing that is having a long-term positive impact on the reputation of our city.

The Whiteout Street Parties confirmed Winnipeg's reputation as a modern, energetic and cosmopolitan centre. We are a world-class city, and we have the passion to match it.

This newfound attention explains why EDW took a leading role in coordinating the Winnipeg Whiteout Street Parties. Part of our job is promoting Winnipeg to a worldwide audience – these Street Parties did a better job at this than we could ever hope to achieve on our own. Through the first two rounds of the playoffs alone, over 400 news articles were written about what was happening on the streets outside of the arena, with an estimated earned media value of over \$2.7 million and a viewer reach of nearly 248 million. Winnipeg was featured in the New York Times, the Globe and Mail, Bloomberg, and more – with the focus of many of these articles being about Winnipeg's potential for economic development and growth.

Part of EDW's mandate is to promote Winnipeg and tell our story, as a way of attracting jobs and capital investment to our city. It's been a long time since Winnipeg has seen such focus on us, and we will work to leverage this for years to come. Our city is earning a new reputation for itself, as an energetic and exuberant city, with a booming downtown and a celebratory atmosphere.

The positive energy resonating throughout Winnipeg over the past few weeks is contagious, and the world has taken notice. Let's continue to show them why our city deserves the attention it's getting, and constantly remind them of the now-famous words of Jets star Patrik Laine: "Winnipeg is good".

Dayna Spiring
President & CEO
Economic Development Winnipeg Inc.



Recent activity roundup

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.

Business Development Highlights: YES! Winnipeg

CUMULATIVE AND CURRENT SUCCESSES

Successes, Q2 2018	
Jobs (at maturity)	1,235
Capital investment (at maturity)	\$76.5 million
Value of payroll	\$55.4 million
Successes, 2018 to date	
Jobs (at maturity)	1,510
Capital investment (at maturity)	\$77 million
Value of payroll	\$65.2 million
Successes, Campaign 2020 (2016-current)	
Jobs (at maturity)	2,165
Capital investment (at maturity)	\$143.9 million
Value of payroll	\$76.1 million

YES! WINNIPEG SUCCESSES

Ubisoft

One of the world's largest and most critically-acclaimed video game developers, Ubisoft announced that it will be opening a Winnipeg developer studio. This new office will be part of Ubisoft's global team of over 13,000 team members, working on some of the most popular video game franchises in the market today. YES! Winnipeg connected Ubisoft with the right industry players, post-secondary institutions, and government officials to enhance their understanding of the market, and hosted company representatives on four separate tours of Winnipeg. 100 jobs, \$35 million investment.

Growforce

A new Canadian cannabis company, Growforce has partnered

with the largest legal cannabis operator in North America, MJardin Group. The company is expanding nationally and chose Winnipeg as the location to open its flagship cannabis cultivation facility as part of its nationwide expansion due to Winnipeg's large skilled workforce, strong post-secondary resources, low hydro rates and entrepreneurial culture. YES! Winnipeg assisted the company navigating through government, awareness of R&D programs and related partnerships, connection to key stakeholders in time sensitive situations, proactive alerts to key areas of interest with community collaborators, and more. 200 FTE jobs, \$40 million investment, 120,000 sq. ft. occupied.

Master of Code

A full-service software provider with expertise in developing and maintaining web sites, mobile applications and chatbots, Master of Code launched their Winnipeg office in 2017, making the city their global headquarters. The company is planning to expand their local presence significantly to support the North American marketplace directly from Winnipeg. Their overall customer base includes existing clients such as T-Mobile, Estee Lauder, Dufresne, the Vatican and more. YES! Winnipeg supported Master of Code by helping navigate immigration requirements, accessing local workforce options, facilitating introductions to government and industry support programs, and providing networking introductions for their 2018 Bot Summit conference. 25 jobs, \$5 million investment.

Another YES! Winnipeg 2018 Q2 success will be announced later this year.

UBISOFT EVENTS

YES! Winnipeg hosted two events for Ubisoft during this quarter. The first was a "Welcome to Winnipeg" event on April 6th, and the second a fireside chat on June 13th with YES! Winnipeg investors. These functions introduced Ubisoft to the YES! Winnipeg investor network, as well as the city's ICT community. During both events, Ubisoft spoke glowingly about the efforts YES! Winnipeg undertook to support their company's expansion in the city. More information about Ubisoft's Winnipeg expansion is available on our [blog post](#).



REACTIVE OPPORTUNITIES

Throughout this quarter, YES! Winnipeg responded to more than 14 inquiries from companies looking for assistance with local launches, expansions and/or attractions.

REFERRALS

Throughout this quarter, YES! Winnipeg provided 101 referrals to investors and other collaborators. This included providing targeted business enquiries, introductions for potential project partnership opportunities, and acting as a resource hub for startup companies looking to build their local networks.

Business Development Highlights: Tourism Winnipeg

During National Tourism Week, a number of activities were held to elevate the importance of tourism to the local economy. Activities coordinated by Tourism Winnipeg included hosting a dozen mascots at the Richardson International Airport to welcome incoming passengers, holding the Winnipeg Tourism Awards of Distinction which honoured 24 tourism industry stakeholders, launched a Winnipeg photo contest, and recognized more than 40 Bring it Home ambassadors at an awards luncheon.

Tourism Winnipeg staff participated in Travel Manitoba's Tourism Visioning workshop to provide input for the provincial tourism strategy and attended Travel Manitoba's Indigenous Tourism Strategy workshop to learn industry best practices.

An emphasis has been placed on building client relationships in the Vancouver and Toronto markets, allowing Tourism Winnipeg staff to conduct an inaugural group tour sales blitz in Vancouver with four industry partners. A meetings and convention sales blitz was also held in Toronto with two industry partners. Combined, both sales blitzes resulted in 11 leads for future business to Winnipeg.

Tourism Winnipeg received many accolades and are building a solid reputation for our creative sponsorships at industry events after successfully showcasing Assiniboine Park as an offsite convention venue at The Event, a Meeting Professional International Ottawa, Montreal, Toronto chapter initiative. More than 400 attendees experienced Tourism Winnipeg's themed

meeting rooms - summertime in Assiniboine Park and Journey to Churchill in Ottawa that elevated Winnipeg as a unique meeting and convention destination.

More than 75 tour operators met Tourism Winnipeg staff during Rendez-vous Canada, an international marketplace. 15-minute appointments were held with all clients, promoting Winnipeg as a packaged travel destination for Winnipeg city experiences, as a gateway to Churchill and as a stopover for VIA Rail tour passengers crossing Canada.

A recent group tour to Winnipeg was the visit by the Minnesota Boys' Choir with 80 students. Their week-long visit to Winnipeg this June included performances at the Legislative building, VIA Rail Station, The Forks, Goldeyes game, and more. They were also interviewed on Global TV and generated a lot of social media attention.

BID OPPORTUNITIES

Tourism Winnipeg developed 66 bids for future conventions, sports and events that represent approximately 35,000 delegates/participants, 62,000 room nights and \$34 million in direct spending.

FUTURE CONFIRMED BUSINESS

Tourism Winnipeg has confirmed a total of 120 meetings, conventions and sports or special events for future dates. These represent approximately 32,000 delegates/participants, 37,000 room nights and \$30 million in estimated direct spend. Notable wins include:

- Canadian Bureau for International Education 2019 Annual Conference, 800 delegates, 1,395 room nights, \$752,000 direct spend
- Society for Teaching & Learning in Higher Education 2019 Annual Conference, 500 delegates, 2,000 room nights, \$627,000 direct spend
- Canadian Finance & Leasing Association 2021 Annual Conference, 400 delegates, 1,096 room nights, \$391,000 direct spend
- Swimming Canada 2019 Canadian Swimming Championships, 600 participants, 2,100 room nights, \$123,000 direct spend



TOURISM AMBASSADOR TRAINING

Tourism Winnipeg delivered 7 frontline training seminars and conducted 5 familiarization tours for hotels and attractions in order for frontline staff to speak with greater knowledge when responding to visitor enquiries of what to see and do. The goal of these seminars and tours are to ensure guests have a positive stay in Winnipeg with the expectation of increased return visits and positive word-of-mouth advertising.

Business Development Highlights: Market Intelligence

INTELLIGENT COMMUNITY FORUM (ICF) – 2018 TOP 7

For the third time in four years, EDW was successful in advancing Winnipeg to the ICF Top 7 Intelligent Community designation. Although not selected as the Intelligent Community of the Year, Winnipeg was well recognized as a leading Intelligent Community. Winnipeg received this recognition through its collaborative community approach developing a culture of intelligent community thinking and decision making. Epsoo, Finland was the successful city for 2018.

COALITION OF ADVANCED MANUFACTURING (CAM)

The Coalition has expanded its activities by including the formation of a Research and Technology Committee, chaired by the University of Manitoba and an Academic Committee chaired by Red River College. These two committees under CAM are tasked with aligning the research and skill needs of Winnipeg and Manitoba's advanced manufacturing industry sector. The CAM executive facilitated a mission to Ottawa and Montreal to meet with senior representatives from the Ministry of Innovation, Science and Economic Development as well as with senior NRC Directors who are responsible for the development of the Winnipeg NRC Advanced Manufacturing facility. Joining the mission were senior representatives from Price Industries, New Flyer Industries, Boeing and Magellan Aerospace.

Business Development Highlights: Marketing & Communications

SIGNIFICANT MARKETING CAMPAIGNS

- The Visit Saint Paul Twitter account promoted Winnipeg on April 25, as part of a bet with that city's tourism agency based on the results of the Jets-Wild playoff series. The tweets, featured on @SaintPaul, was a very successful social media campaign for both organizations. Tourism Winnipeg was trending Canada-wide following the promotion, with the story being picked up by 9 media outlets and garnering over \$91,000 in earned media value.
- This year's leisure advertising campaign positioned Winnipeg as a spring and spring break destination, specifically targeting families and university students in North Dakota. The campaign drove over 15,000 visitors to the packages & deals section on our website, where 2,975 travel packages were selected.
- Two Google AdWords co-op campaigns were conducted with the Winnipeg Folk Festival and Red River Exhibition, yielding a combined total of 21,989 impressions and 824 clicks.
- A joint Facebook Canvas ad with the Red River Exhibition yielded over 70,000 impressions and 45,000 video views – a record high for this partnership initiative.
- Two Facebook Live events were hosted in partnership with the Canadian Museum for Human Rights, and the Manitoba Museum. The CMHR's Live broadcast included an 8-minute video which reached 28,439 people and garnered 14,841 video views, and the Manitoba Museum's live broadcast included a 12-minute video which reached 43,236 people and garnered 22,935 video views.



OTHER MARKETING HIGHLIGHTS

- Created a new testimonials section on [yeswinnipeg.com](#) to profile and showcase investors..... [READ MORE »](#)
- Produced the first-ever French version of the Winnipeg Factoids piece [READ MORE »](#)
- Completed a 360-video in partnership with Assiniboine Park for use in the meetings & conventions market to sell unique offsite venues [READ MORE »](#)
- Produced and relaunched the visitor ambassador frontline training presentation with incorporating video clips and more interactivity with dynamic content.
- Created a student youth travel trade ad in a partnership with the Canadian Museum for Human Rights for advertisement in the Student Youth Travel Association publication.

Media Relations Highlights

CORPORATE MEDIA

165 corporate media articles were generated this quarter, with an earned media value of \$5,567,512.

Most media articles during this quarter related to the Winnipeg Whiteout Street Party, which Economic Development Winnipeg helped coordinate. The Winnipeg Whiteout Street Party-specific earned media value was over \$2.7 million, and reached more than 248 million individuals.

Significant articles related to the Winnipeg Whiteout Street Party included:

- The Jets are out, but Winnipeg is definitely 'in', *Globe and Mail* [READ MORE »](#)
- Winnipeg's NHL Playoff Run Gives Its Economy a Boost, *Bloomberg News* [READ MORE »](#)
- Jets' global exposure creates golden opportunity for tourism, economic development, *CBC News* [READ MORE »](#)

- Winnipeg looks for respect, on the ice and off it, *The New York Times* [READ MORE »](#)

Other significant articles included:

- 'It's a great deal for Manitoba', *Winnipeg Free Press* [READ MORE »](#)
- Gaming giant Ubisoft sets up shop in Winnipeg, *CTV Winnipeg* [READ MORE »](#)

TRAVEL MEDIA

A total of 6 travel writers were hosted this quarter, and 9 travel media articles were generated during the same time period.

Significant articles included:

- Why Winnipeg is Worth a Return Visit, Tangled Up In Food blog by Stacy Brooks..... [READ MORE »](#)
- At This Museum, Even the Building Structure is About a Journey to Hope, various publications by Steve Lambert [READ MORE »](#)
- Perle Der Praerie (Prairie Gem), 360 Kanada Magazin by Christian Dose
- World Class Wanders Through Winnipeg, Lonely Planet.com by Kate Armstrong [READ MORE »](#)

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