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Quarterly report on progress

Q2 2020 April | May | June





Rebuilding our economy and our city



Last month, it was said **Manitoba should be the envy of North America** for the way its government, businesses and people handled the rapidly changing situation around COVID-19. We followed health advice and protocols; our approach put us ahead of many other jurisdictions.

A recent Probe Research Inc. study commissioned by Economic Development Winnipeg (EDW) has also shown some positive signs about how **Winnipeggers are feeling about the economy**, their jobs and future prospects.

We want to build on that optimism to take advantage of the unique opportunity offered by Manitobans' success in planking the curve, and ensure our economy recovers and grows again.

Our YES! Winnipeg team is collaborating with local companies to better understand their challenges and opportunities while assisting in positioning our economy for success.

At the same time, our Market Intelligence team is delving into data from Statistics Canada, business organizations and think tanks across the country to give us a clearer economic picture of where Winnipeg and Manitoba are headed. Most recently, its analysis has shown Manitoba is a bright spot in **manufacturing** and **wholesale and retail**.

We'll use these and other insights to make sure we're taking the right steps now to build a stronger economy for the future.

I continue to work with business task forces at the municipal and provincial levels to ensure we are doing all we can to bring the concerns of business forward and that we have the right environment for businesses to grow and thrive again.

This also means pursuing potential opportunities once restrictions lift further. Our Foreign Direct Investment team is working with Global Affairs Canada to put Winnipeg front and centre for foreign investors who are looking for a stable, diverse economy in which to invest for the long term.

These past few months have shown us the resilience of Winnipeggers and Manitobans, and the innovation of our businesses to shift and refocus their services or products to meet the ever-changing economic landscape.

Our Tourism Winnipeg and Marketing and Branding teams are busy promoting all that Winnipeg has to offer, while encouraging people to support local shops, restaurants, attractions and hotels. It's critical we help them now so that they can fully recover.

That's why at the end of this quarter we launched **summersavedwpg.com**. Travel plans may have changed but there is an opportunity for everyone to be a tourist in Winnipeg—the heart of Manitoba. We have hundreds of ideas, itineraries and staycation deals for families, outdoor explorers and culinary adventurers right here at home.

We want to celebrate the fact that we can now get back to work and business. Our Winnipeg companies make major investments here, they have a global impact, and our arts, events and attractions have made us the cultural cradle of Canada. We have wrapped up all of those bragging rights for Winnipeggers to share along with a brand new video at **mywinnipeg.ca**.

We all need to work together to restart our economy. It's time to rebuild our community and build it back better. We all have a role to play and we want you to be part of the next chapter of Winnipeg's success story.

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

Response to COVID-19 pandemic

Our YES! Winnipeg team (YW) continued to support Winnipeg's business community through the COVID-19 pandemic in Q2.

These efforts will be further bolstered now that our team has fully returned to the office.

Business Development

Our Business development team (BD) continued to expand the **COVID-19 Toolkit** and **COVID-19 Government Programs** web pages to provide helpful resources, back-to-business best practices, economic insights and assistance with available government programs.

The BD team facilitated roundtable calls for the heavily impacted industries of advanced manufacturing and aerospace, as well as info sessions with New Media Manitoba, On Screen Manitoba and Tech Manitoba to help businesses connect on challenges, solutions, best practices and return-to-work protocols.

YW sector teams are developing balance-of-year tactical plans with our Market Intelligence, Marketing & Branding and Tourism teams. These plans will chart a course for YW activity in the coming months, emphasizing traditional and non-traditional business development activities the teams will undertake to assist in Manitoba's economic recovery.

Business Retention and Expansion (BRE)

BRE meetings are meant to identify opportunities and ensure we are able to offer support to fast-growing companies so they stay and expand in Winnipeg. Given the impacts of COVID-19 and health protocols and restrictions in place, YW paused on conducting BREs for Q2 with a plan to resume activity in Q3.

Investment attraction

For Q2, our team pitched 12 companies (both nationally and internationally) resulting in two investment opportunities pursued for Winnipeg, both in the life sciences sector.

Services delivered

In support of local company growth, investment attraction and talent, we delivered 124 services to local companies, potential investors and top talent through Q2.

Missions and conferences attended

Travel restrictions meant 12 conferences were cancelled/postponed while two planned investment missions for our BD team were postponed. However, two conferences did proceed virtually in June:

- **Bridge2Food North America** 15th Plant-Based Foods & Protein Ingredients Summit (Agribusiness)
- **Collision (ICT)** the fastest-growing tech conference in North America, enabling us to grow our connections with the global tech community

Foreign Direct Investment

Our Foreign Direct Investment team (FDI) stayed connected to companies from Israel, India, Turkey, Kuwait, Romania, the United States and the United Kingdom who have expressed an interest in Winnipeg as a potential location for future expansion. Our team also maintained close virtual contact with Global Affairs Canada investment officers in Germany, France and the UK to share best practices around COVID-19.

Our team participated in a virtual FDI mission, organized by the Brazil-Canada Chamber of Commerce, the Brazilian Consulate in Toronto and the Agência Brasileira de Promoção de Exportações e Investimentos - APEX Brasil (Brazilian Trade and Investment Promotion Agency). This opportunity allowed us to highlight Winnipeg's value proposition to more than 30 Brazilian companies.

Talent and workforce development

Our team hosted its first virtual mission, involving nine Winnipeg companies. We received more than 4,600 applications, resulting in more than 50 interviews. Our Talent team will follow up with companies to track the results.

Our Winnipeg Talent Hub project is designed to help businesses overcome a key constraint to their growth—labour attraction. EDW commissioned Outlook Market Research to execute a talent environmental scan to identify talent knowledge and resources in Winnipeg. Outlook has completed the scan and we will share the results soon.

Investor relations

The majority of YW's business development activities are funded by private sector companies that invest in economic growth. This quarter, our team conducted 12 meetings with current and prospective YW investors.



Tourism Winnipeg

Tourism Winnipeg (TW) and Travel Manitoba held a Town Hall with 300 tourism stakeholders to share information on tourism strategies and programs in response to the pandemic and initial plans for recovery.

TW also focused on sharing content with partners, stakeholders and media on the importance and impact of tourism in our city during National Tourism Week (May 24-31). This included the launch of **The Winnipeg Loop**, a downloadable walking map tour, a LEGO Winnipeg attraction video and coverage on the CTV Morning Live show featuring five of our tourism businesses.

Meetings, conventions & special event site visits

Our TW team continues to work with tourism partners and clients to ensure cancelled 2020 meetings, conventions, sports and special events are rescheduled in Winnipeg. This outreach continues to be a priority as COVID-19 cancellations have had a ripple effect on future business. The goal is to retain as much of the booked business as possible.

Forty events had to be postponed and rescheduled for 2021 or future years which represents 23,400 delegates, 31,500 room nights and \$22.7 million in economic impact.

Fourteen additional organizers had to cancel their event with no plans to reschedule at the time of cancellation which represent losses of 3,300 delegates, 4,200 room nights, \$3.2 million in economic impact.

Our team is leading a Winnipeg meeting and convention industry think tank that will develop a unified strategy for hosting and attracting future meetings, conventions, sports and special events in consideration of COVID-19 new realities.

Travel trade initiatives

We are also providing relevant information to potential visitors and tour operators. This included a complete overhaul of tourismwinnipeg.com in order to provide updates on closing and reopening of attractions, events, restaurants and hotels due to COVID-19.

Market Intelligence

Economic recovery strategy

Our Market Intelligence team (MI) has gathered and analyzed economic data to deliver insights that will assist businesses looking for direction during this challenging time and to help them make informed decisions in the future. Through our **Weekly Economic Digests**, we have reviewed the impact of COVID-19 on our regional economy.

As part of our economic recovery strategy, our team developed guides for municipal and provincial government task forces to help inform their plans for economic recovery. We also put together a guide of best practices for business on our **COVID-19 Toolkit** website page.

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 MI, allowing us to be experts on the Winnipeg region and its economic drivers.

Our current focus has been providing a view into data specific to talent, industry and location. We have been collecting and reviewing data sources for these views and have continued work on setting up dashboards to visualize this information to provide meaningful findings to the users.

Winnipeg economic perspectives

EDW sponsors a semi-annual study conducted by Probe Research (a YW investor) that takes the temperature of Winnipeggers with respect to the economy and its effect on their lives. The most recent study took place between June 2-11, 2020, just as the second phase of recovery protocols were rolled out.

This **report** speaks to the resilience of Winnipeggers and how they are coping with the economic downturn caused by the pandemic. It shows a positive outlook for the city and how people are feeling moving forward.

The majority of Winnipeggers, 60 per cent, remain optimistic about our economy. At the same time, the study found there are still concerns around jobs losses with four in 10 still worried about job security. Job satisfaction remains strong with an increase over last fall.



Marketing & Communications

Our Marketing & Branding team (M&B) completely redesigned and relaunched mywinnipeg.ca – EDW’s premier website for building Winnipeg ambassadors. The new website has a more visually engaging interface, easy-to-use navigation and a helpful ambassador toolkit full of content.

We also launched a brand new [talent hub website](#), which includes a talent toolkit for business, information and up-to-date talent news.

The team also launched a 2020 leisure summer campaign in partnership with Travel Manitoba. The campaign theme is Summer Saved Winnipeg and features a multi-platform, hyper-targeted print, digital, video and social media campaign promoting summersavedwpg.com

Worth watching

WPG M&C Action News – Remote Edition [watch now](#)

Tourism Week - LEGO Edition [watch now](#)

From the desk of Dayna: Our comeback will be fuelled by Winnipeg businesses [watch now](#)

Save your Summer in Winnipeg [watch now](#)

Social media highlights

Our M&B team pivoted to focus on a constant stream of content through all its blog platforms, which has resulted in surpassing last year’s visitation numbers for the same period. Key posts include guides on what businesses are open, profiles on businesses who have pivoted to give back and Dayna’s weekly messages to the community.

To support the leisure summer campaign a brand new series of blogs featuring culinary, outdoor and family activities for summer has been developed. This has helped to boost blog performance to shatter records even despite the current COVID situation.

A digital version of the Winnipeg Loop was created for individuals to discover Winnipeg’s urban gems via their smartphone. [Watch now](#)

Media relations highlights

Local media continued to be interested in stories around the impacts of COVID-19 on business and tourism, as well as recovery. We also received extensive media interest in National Tourism Week and our Summer Saved Winnipeg staycation campaign, encouraging Manitobans to be a tourist in our city. Here is a sampling of stories covered:

Global Morning Winnipeg-Winnipeg business community pulls together during COVID-19, interview with Dayna (April 6, 2020)	listen here ▶
CJOB-Richard Cloutier, Why NHL should consider Winnipeg for hub city (Audio vault-Friday May 8, 2020 @ 4:20 p.m.)	listen here ▶
CJOB, Clay Young, Dayna Spiring on CJOB- Plan a staycation and be a tourist in your own city (May 17, 2020 @ 7:36 a.m.)	listen here ▶
CJOB, Geoff Currier-Dayna-MB incentive program to encourage development, recovery (May 19, 2020 @12:34 p.m.)	listen here ▶
CTV Winnipeg-News, National Tourism Week, Give the ‘Loop’ a try (May 25, 2020 @ 5 p.m.)	watch now ▶
CTV Winnipeg, National Tourism Week, Dayna Spiring: Be a tourist in your own city	read more ▶
CTV Morning Live, National Tourism Week and staycations Dayna Spiring, Fort Whyte Alive, Victoria Inn, Assiniboine Park, WOW! Hospitality (May 28, 2020)	watch now ▶
CBC French TV, National Tourism Week, The Winnipeg Loop (May 30, 2020)	read more ▶
<i>Winnipeg Sun</i> , Josh Aldrich, “Reopening Canada: Tourism takes a big hit but ready to bounce back” (June 26, 2020)	read more ▶
<i>Winnipeg Free Press</i> , Martin Cash, “We’re still optimistic about economy: poll”, Dayna Spiring quoted (June 29, 2020)	read more ▶



EDW blogs

Bee Maid Honey manufactures sweet success in Winnipeg	read more ▶
10 things you should know about Conviron	read more ▶
Tapping into talent: National Indigenous Hiring Week	read more ▶
Protein Innovation is in the DNA of Winnipeg's Merit Functional Foods	read more ▶

Travel media highlights

We hosted one local influencer and there were 40 travel media articles this quarter, with an earned media value of \$1,396,623.

Significant articles included:

"Chefs on the Prairies put Indigenous cuisine in the spotlight" by Dan Clapson (<i>The Globe and Mail</i>)	read more ▶
"Six museums to visit in the Prairies" by Caleigh Alleyne (EnRoute.aircanada.com)	read more ▶