



# Quarterly report on progress

Q3 2020 July | August | September







# Innovation is key to Winnipeg's recovery



If the last eight months has taught us one thing, it was the need to adapt and innovate quickly. While this has been a challenging time, our ability to innovate will unlock more opportunities for us as a community as we begin to recover from COVID-19.

We saw our local retailers and **restaurants** change or **adjust their business models**, we saw companies look at **old products with fresh eyes**, **adjust what they were doing to step up in a health crisis**, **innovate with existing products** or **create new ones**.

In the same period of time, a group of young innovators from Manitoba and across the country came together virtually for the **2020 Lake Winnipeg AquaHacking Challenge** launched by the **International Institute for Sustainable Development (IISD)**. They were looking to improve the health of Lake Winnipeg by finding new ways to address the issues of algal blooms, pharmaceuticals and microplastics making their way into the lake and polluting the water. This event brought together innovative young people with leaders from different sectors, academia, tech and business to create a catalyst and a launchpad for tech startups.

If they could solve the problems in Lake Winnipeg—the world's 11th largest freshwater lake with a basin that crosses four Canadian provinces and four U.S. states and is home to 7 million people—imagine, if they could export those solutions globally?

Among the top five finalists, concepts ranged from tackling the problem of microplastics in water, solutions for tracking water quality in remote communities, tools to assist in water and land management, and a new packaging product that uses the fibres from oxygen-depleting cattail plants.

Economic Development Winnipeg and its partners including the Business Council of Manitoba, Manitoba Chambers of Commerce and industry leaders know that access to capital and funding innovation will be critical to the survival of businesses and the creation of new ones as we come out of this pandemic.

As we manage through life during this challenging time, there are things that each of us can do to help businesses survive and ultimately thrive. Spend some of your money with that local retailer who had to move to selling their products via curbside pick-up or online, get delivery from a restaurant that can no longer host as many people indoors and consider visiting a local attraction that now needs to sell tickets in advance. We need to support local companies as they innovate. We need to be here for them now, so that they're here to stay.

**Dayna Spiring**  
President & CEO  
Economic Development Winnipeg Inc.

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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.

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## YES! Winnipeg

### Response to COVID-19 pandemic

Our YES! Winnipeg team (YW) supported Winnipeg's business community in Q3 through the impacts of the COVID-19 pandemic. Our tactical plans have shifted to focus on the urgent needs of local businesses, along with continuation of virtual foreign direct investment activities.

### Business Development

We are continually communicating with companies in key sectors to better understand their current reality, pain points and how YW could support them.

YW sector teams are also developing and executing tactical plans to target business development activities that will assist in Manitoba's economic recovery. Areas of focus include heavy power users, wet protein processing and film.

### Business Retention and Expansion (BRE)

These meetings identify opportunities and ensure we are offering support to fast-growing companies, so they stay and expand in Winnipeg. YW resumed BRE activity in the second half of Q3, working with companies in various sectors, including advanced manufacturing, agribusiness and creative industries.

### Investment attraction

In Q3, our team pitched 11 companies nationally and internationally, which lead to six investment opportunities in multiple sectors, including transportation and distribution, creative industries, tech and advanced manufacturing sectors.

### Services delivered

In support of local company growth, investment attraction and talent, we provided 140 services to local companies, potential investors and top talent in Q3.

### Foreign Direct Investment

YW's Foreign Direct Investment (FDI) team had the opportunity to showcase Winnipeg and Manitoba to audiences across the world in different virtual conferences. These included a conference hosted by the Canadian Chamber of Commerce of the Philippines, in partnership with the World Trade Centre Winnipeg, to more than 20 companies. In addition, FDI worked with the Argentinean-Canadian Chamber of Commerce in

Buenos Aires to co-host a webinar promoting Winnipeg and Manitoba to more than 40 companies in Argentina.

This quarter, we worked on 11 new leads from Australia, Brazil, China, Denmark, Mexico, Turkey, the United Kingdom and the United States. Ongoing communications continue with key federal and provincial partners, including Global Affairs Canada, Invest in Canada and Team Manitoba, to finesse the different processes that help Manitoba triage FDI leads more efficiently.

### Talent and workforce development

Our Talent team launched its first recruitment mission under the brand, "Winnipeg Calling." Our fall campaign is focused on attracting ex-Manitobans to come home to live and work, encouraging locally trained talent from post-secondary institutions to stay in Winnipeg after graduating and helping Canadians living in other cities to consider moving to Winnipeg. We are taking a "Team Manitoba" approach and will be working with our partners across sector councils, post-secondary institutions and the province. Applicants of choice will be interviewed by companies in November after the mission.

In May, our team hosted its first virtual mission, involving nine Winnipeg companies. Due to COVID-19, the team shifted from an in-person mission to a virtual mission in Ukraine. The mission targeted Canadian and Eastern European talent pools. More than 60 interviews were conducted, potentially resulting in eight hires.

### Investor relations

This quarter, the Investor Relations team met with more than 45 current and prospective investors for our next investment campaign, which begins in February 2021. We confirmed two new investors: Stretch Construction and Efficiency Manitoba. We successfully launched the new Investor Portal, which provides each investor with impact statements illustrating the return on their investment, as well as exclusive resources such as economic insights, details on our active business opportunities and marketing collateral for Winnipeg. For information regarding investment in YES! Winnipeg, please contact Investor Relations Manager, Ilona Niemczyk at [ilona@yeswinnipeg.com](mailto:ilona@yeswinnipeg.com).





## Tourism Winnipeg

Tourism Winnipeg continued its outreach to stakeholders, including ongoing communications with Team Winnipeg and Winnipeg Tour Connection marketing consortium partners. Both groups provide support, gauge industry interest in hosting events and gather input on how we can position Winnipeg for future business.

### Business development

Tourism Winnipeg participated in several virtual industry events and connected with national clients in order to showcase Winnipeg as a desirable meeting and group tour destination when the time is right. We featured the impactful **WPG News video** to reinforce Winnipeg's reputation as a destination with innovative marketing promotions and as a desirable business event destination.

### Meetings, conventions & special events

Our Tourism Winnipeg team supported tourism partners and clients to ensure cancelled 2020 meetings, conventions, sports and special events were re-booked in Winnipeg. The 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.

Tourism Winnipeg launched the business events recovery task force with 18 tourism stakeholders focused on developing a unified approach in our business development strategy around recovery of attracting meetings, conventions, sports and special events to Winnipeg. Idea generation concentrated on safety, marketing positioning and advocacy in order to keep Winnipeg top-of-mind with clients.

### Group and student travel trade

Tourism Winnipeg and Travel Manitoba brought Winnipeg greetings to the Student Youth Travel Association's (SYTA) annual convention during the 2020 virtual conference. Although the 2020 conference which was slated for Winnipeg in August with 1,000 delegates was postponed, our "LEGO hosts" invited delegates to Winnipeg for an in-person convention in 2023.

[View the SYTA Winnipeg video.](#)

## Market Intelligence

### Economic Insight Data warehouse

A key objective in the EDW strategic business plan is to develop a database with dashboard capabilities. This database of information allows the organization to be the experts on the Winnipeg region.

Over the summer months, the Market Intelligence team completed two major dashboards with insights that could help our business development teams assist Winnipeg companies and clients.

The talent attraction dashboard looks at the demand for talent in the region, where to find underutilized talent and how to attract talent to Winnipeg, where needed.

The land-use dashboard organizes data from the City of Winnipeg, which our Business Development Managers use to assist investors in finding the best areas to locate their businesses, expand their operations or optimize existing locations that have changing business requirements.

EDW will supplement land identification and detailed service data from the City of Winnipeg with available data from the Province of Manitoba and Invest in Canada.

### Weekly Economic Digest

MI produces the **Weekly Economic Digest**, using the perspective of EDW's Senior Economist to examine the Winnipeg economy and highlight strengths and current concerns. It has been added to our COVID-19 toolkit pages which is accessible to businesses and the public.

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## Marketing & Communications

Our team is continually looking at ways to raise the profile of Winnipeg and advantages of living, working, investing and visiting here. Here are some of the projects we were working on in Q3:

We released a community-focused video in French and English on the importance of supporting local businesses and promoting consumer confidence.

We overhauled and updated [tourismwinnipeg.com](http://tourismwinnipeg.com) to help promote open businesses, including virtual event offerings for visitors, and updated links to the latest COVID-19 travel information.



Our Summer Saved campaign encouraged Manitobans to explore Winnipeg and support local hotels, restaurants and attractions. We used ads, media outreach and [summersavedwpg.com](http://summersavedwpg.com), which offered itinerary ideas and suggestions for outdoor, culinary and family excursions to enjoy over the summer. Our efforts resulted in:

- More than 7,800 hotel room nights and 1,300 airline tickets sold through a partnership with Expedia
- 4.5 million views of our Summer Saved videos featuring local attractions, hotels and restaurants
- 27 per cent increase in traffic to [www.tourismwinnipeg.com](http://www.tourismwinnipeg.com)
- Extensive media coverage for our campaign, Winnipeg attractions, restaurants and hotels

We launched a new sector video for agribusiness highlighting the key advantages of Winnipeg in protein processing, agricultural technology and more.

We launched a brand-new video series, Investor Insights to feature YW investors and companies to feature their innovative business products and practices.

#### Worth watching

- Be part of Winnipeg's comeback story [Watch now](#)
- Investor Insights: Price Industries [Watch now](#)
- Investor Insights: PCL Construction [Watch now](#)
- Summer Saved: Check out some of Winnipeg's 'hidden gem' museums [Watch now](#)
- Summer Saved: our favourite Winnipeg patios will save your summer [Watch now](#)
- Summer Saved: The Winnipeg Art Gallery is the perfect place to spend your day off this summer [Watch now](#)

#### Social media highlights

Through the summer leisure campaign, the Marketing and Branding team saw an 80 per cent increase in engagement on social media channels compared to the same time last year. Our campaign [video segments](#) broke records for video views, likes, comments and shares.

A few key pieces of summer saved content went viral, such as the [Puppy Patios](#) and [local mask maker posts](#), which got picked up by local media and shared by followers.

#### Media relations highlights

Local media coverage focused on stories about summer staycation ideas because of COVID-19 travel restrictions. There was also interest in the cancellation in the Winnipeg Jets Whiteout parties and upcoming CFL season.

- July 14, 2020-Winnipeg Free Press, Kellen Taniguchi, Tourism industry braces for extended border closure [Read now](#)
- July 27, 2020- City TV, CTV, Winnipeg Free Press, No white-out street parties [Watch now](#) | [Read now](#)
- August 14, 2020 - Global Morning Wpg, Kahla Evans, TW's Cody Chomiak, Dog friendly patios [Watch now](#)
- September 14, 2020-City TV, Maria Gomez, EDW's Dayna Spiring, Manitoba ahead in job recovery [Watch now](#)
- CFL.CA: Dayna Spiring, humbled to be first woman on Grey Cup [Read now](#)

#### EDW Newsroom stories

- Be a part of Winnipeg's next chapter [Read more](#)
- Paddlin' in the 'Peg [Read more](#)
- Ready Player 1: Enter the immersive Activate experience this summer [Read more](#)
- Our favourite Winnipeg patios will save your summer! [Read more](#)
- Who let the dogs out...for drinks [Read more](#)

#### Travel media highlights

##### Media coverage

We hosted 14 local influencers/travel writers in July, August and September. Earned media results in this quarter included 43 articles with an earned media value of \$909,966.

Significant coverage included:

##### Winnipeg, MB - The prairie city is a hub for exploring Indigenous artistic expression

By Jennifer Allford in *The Globe and Mail*

##### Travel news: the best outdoor markets for food & drink, and where restrictions still hold

By Waheeda Harris in *The Globe & Mail*

##### St. Boniface golf course review

By Dave Finn on [leadingcourses.com](http://leadingcourses.com)