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Quarterly report on progress

Q4 2020 October | November | December



Bold moves are needed for our economy: Getting by is no longer enough



As we start 2021, it is a critical time for Winnipeg. Once the distribution of a COVID-19 vaccine increases and restrictions lessen, our local companies and sectors may still face more changes and challenges. On the positive side, just over the precipice of change lies more opportunities. The bold moves we all

make now will ensure our comeback is strong and sustainable. Here are just five insights to think about as we start 2021 and our path to recovery.

The office is not dead, it is getting flexible

The office is not dead, same for our Downtown. Research from commercial real estate experts bear this out. **Collier's International** shows 54 per cent of businesses expect all employees to return to their offices once a vaccine is fully available. Using office spaces differently in the future may happen, but it's an opportunity for flexibility, not its demise. Meanwhile, **Cushman & Wakefield** notes, "The office is more than just a building – it's a place where people come together to build connections, collaborate and innovate." We know companies and employees still crave personal connections. Look no further than SkipTheDishes, which will move into a 95,000 sq. ft. office at Downtown's True North Square this year alongside residential units and exciting amenities including Bell MTS Centre and Hargrave Street Market. Wawanesa is pressing ahead with its new North American headquarters and will bring 1,100 Winnipeg employees under one roof in the same area.

Digital mainstreet

Helping businesses move from a storefront model to the Digital mainstreet is more important than ever. Winnipeg's aptly named Bold Commerce helped businesses refine their e-commerce game in 2020, leading to big rewards that will carry on in 2021. Bold's tech tools and advice elevated 66-year-old menswear retailer Harry Rosen's online shopping experience. It boosted online sales by seven per cent in four months using AI and text conversations to virtually curate selections for customers. Smaller businesses like Lennard Taylor, Across the Board and Enigma Escapes also created immersive e-commerce experiences, allowing them to grow their customer base locally and abroad. Even as the pandemic subsides and storefronts can open again, the Digital mainstreet will remain and only grow.

Innovation will reignite our economy

The innovations we've seen throughout the pandemic from Winnipeg companies like Price Industries, PCL Construction, Precision ADM, NFI Group and others have created new opportunities to fire up other parts of our economy. The Winnipeg Jets are using PCL's isolation pods as testing pods so the team can run thousands of rapid tests a week. We are thinking about how we apply these kinds of innovations to other areas where we want to bring people together safely, such as festivals, business events and public gatherings. We need to explore how to apply innovation to reignite our economy.

Strong data and science to reopen our economy safely

Strong data is paramount when it comes to getting us through this pandemic and beyond. We need to be guided by data and science as we make decisions. The most successful companies are the ones that harness science and understand the data to drive decision making and direction. In the years ahead, cities, government and organizations like ours will continue to use it to tell us in what sectors Winnipeg truly shines and where to focus our efforts when attracting new businesses, investment and talent to this city.

Act on access to capital

To grow, we need an "access to capital" fund for businesses. Expanding existing or creating new capital programs could help smaller struggling businesses with cash flow issues and drive more equity investment into local medium to large companies. We've waited, we've debated and it's time to act. We can no longer just get through this pandemic; we need to get better as we come out on the other side.

I'm excited to see how as a community we come together to reopen and revive our economy. Survival is no longer enough. Now is the time to lay a foundation for companies to grow and succeed in a post-pandemic economy.

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

Our YES! Winnipeg team (YW) supported Winnipeg's business community in Q4 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

YW's **COVID-19 Government Programs** and **COVID-19 Toolkit** web pages continue to be available and updated as new program information is released. Our programs page has maintained its spot as one of the top 10 visited pages on our website.

Over the past three months, our Business Development (BD) team met with nearly 100 new businesses to develop relationships. It continued its call strategy across all nine sectors to understand companies' current reality, pain points and how YW may be able to provide support. The sector teams are also developing their 2021 strategic plans, including tactical plan revisions. Areas of focus include heavy power users, agribusiness co-products 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 held 20 BRE meetings in Q4, working with companies in various sectors, including advanced manufacturing, agribusiness, creative industries and life sciences.

Investment attraction

In Q4, our team pitched 16 companies nationally and internationally, which led to two investment opportunities in the tech sector.

Services delivered

In support of local company growth, investment attraction and talent, we provided 189 services to local companies, potential investors and top talent in Q4.

Foreign Direct Investment

The Foreign Direct Investment (FDI) team presented the Winnipeg and Manitoba value proposition for French investors in partnership with the World Trade Centre Winnipeg; the

Canadian Embassy in Paris, France; National Bank and the World Trade Centre Rennes (France). This was a pilot initiative that allowed the team to add new partnerships with YW investors and organizations in market to reach foreign investors.

In Q4, our FDI team worked on 10 new leads, including leads from Japan, China, Latvia and India. The team is now working with new FDI leads, which are a direct result of presenting Winnipeg's value and advantages at two international virtual investment attraction missions: Smart Cities virtual event organized by the Canadian Embassy in Madrid, Spain and CanadaWeek 2020 organized by the Canadian Consulate in Bangalore, India.

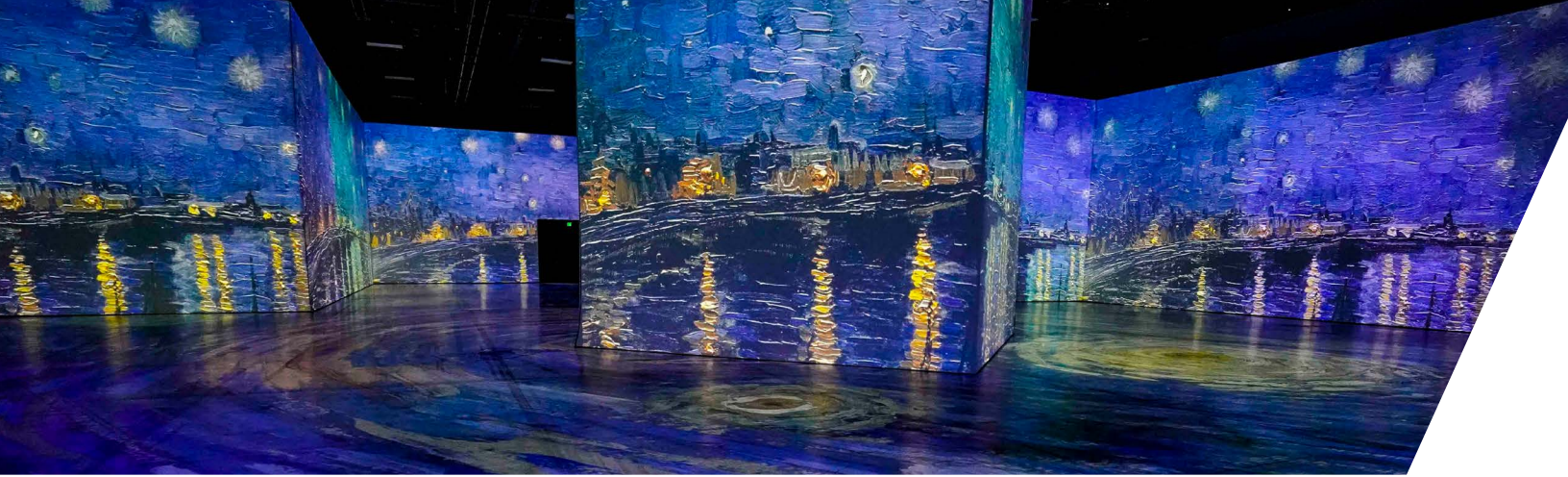
Talent and workforce development

The Talent and Workforce Development team launched the 2020-2021 Winnipeg Calling recruitment campaign, a six-month campaign to attract talent from across Canada and fill more than 100 positions currently offered by 25 Winnipeg employers. In support of the Winnipeg Calling recruitment campaign, we have launched our new video testimonials about Winnipeg's quality of life, as well as ads featuring Winnipeg employers that highlight exciting career opportunities.

Investor relations

Real Impact will be the theme used throughout YW's next five-year investment campaign. We're encouraging current and prospective private sector investors to join YW's efforts to make a genuine impact on our city and its future. Co-chairs for our Real Impact campaign, Andrew Stibbard (MNP) and Brad Peacock (The McGill-Stephenson company), have agreed to lend their voices to encourage investors to join our campaign. In addition to our Co-Chairs, our campaign committee includes Doug Harvey, Dayna Spiring, Ryan Kuffner and YW staff.

The annual Investor Breakfast 2020 was held virtually on Nov. 26, 2020, attracting more than 200 viewers. The breakfast program featured an update on the results of the last five-year investment campaign and a keynote address by Georgina Black, Managing Partner, Government and Public Services at Deloitte, who shared insights from Deloitte's **Catalyst report**. For information regarding investment in YES! Winnipeg, please contact Investor Relations Manager, **Ilona Niemczyk**.



Tourism Winnipeg

Tourism Winnipeg (TW) continues its outreach with key partners within our industry, including ongoing communications with Team Winnipeg and Winnipeg Tour Connection marketing consortium partners. Both groups provide valuable input when it comes to hosting events, market readiness and how we can better position Winnipeg for future business.

Our team facilitated online culinary and winter tourism workshops in collaboration with Travel Manitoba and the Tourism Industry Association of Canada to encourage Winnipeg tourism providers to develop, expand and offer culinary and winter tourism experiences when it's safe to do so.

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.

Meetings, conventions, sports and special events

Tourism Winnipeg was a catalyst for bringing together key stakeholders in the tourism industry for a strategy activation session to foster new ideas to attract more business events. The session was led by the City of Winnipeg's innovation, transformation and technology department.

Our TW 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. As of Dec. 31, 2020, a total of 137 clients' events were affected by the pandemic and of these, 50 per cent of the events have cancelled, while the remaining 50 per cent have rescheduled or are looking to reschedule to a future date.

Tourism Winnipeg engaged with provincial sport organizations with the goal to encourage them to bid on future sporting events for Winnipeg by hosting the annual Sport Forum with guest speaker Skylar Park, future Olympian and Marnie McBean, Chef de Mission of the Tokyo 2020 Olympic Games.

Group and student travel trade

Winnipeg's new and existing star attractions will be featured by tourism companies in several new Canadian tour packages as the demand shifts from international to domestic destinations

due to the pandemic. Here are some of the attractions being highlighted to student and adult group tours:

- Assiniboine Park Conservancy - Canada's Diversity Gardens
- Winnipeg Art Gallery - Qaumajuq
- Royal Aviation Museum of Western Canada

Market Intelligence

FDI dashboard

EDW highlighted the Winnipeg Advantage through strong and quality data, while our Market Intelligence (MI) team added a foreign direct investment dashboard to our data warehouse. The purpose of the dashboard is to provide a global macro-level view identifying countries that rank highest for activity in the selected industry. This tool allows us to focus our outreach efforts on countries that show the highest potential for foreign direct investment in Winnipeg. The information in the dashboard is broken out by:

- number of businesses
- employees
- industry stability score

These same variables are then displayed within Canada, Manitoba and Winnipeg, allowing us to see how we compare to locations across the globe.

Probe Research

The Winnipeg Economic Perspectives quarterly report from Probe Research, released in October, provides findings on how people living in Winnipeg are feeling about the current economic climate and the future of the city.

Key findings include strong economic optimism regarding the future of Winnipeg. Optimism has rebounded to a pre-pandemic level, although a strong majority of Winnipeg adults now concede the city will face serious financial challenges for at least three years after the pandemic has passed.

Looking ahead to the next year, residents are more likely to anticipate financial gains than they are to expect a worsening of their household financial situations. This bullish outlook was most apparent among younger respondents. Read the [Winnipeg Free Press article](#).



Weekly Economic Digest

The Market Intelligence team continues to produce the Weekly Economic Digest (WED), examining the Winnipeg economy and highlighting strengths and current concerns from the perspective of Chris Ferris, Senior Economist and Manager of Enterprise Content. EDW was selected to provide a monthly report called “The Bottom Line for Business” for the Winnipeg Chamber of Commerce. Our WED was also featured in the Economic Developers Association of Manitoba fall newsletter. You can find our digests on our [LinkedIn page](#) or on our [website](#).

Marketing & Communications

The Marketing & Communications team shifted its focus locally, as pandemic restrictions tightened once again in Q4. We promoted safe staycations where possible, and encouraged people to shop at local businesses over the holiday season. Here is a list of projects undertaken this quarter:

Here For It campaign

Tourism Winnipeg and Travel Manitoba launched the Here For It Fall/Winter leisure campaign which includes a [microsite](#), a campaign with Expedia and social media content. The campaign uses engaging content to encourage people to support local businesses, restaurants and local makers. It has shown great results on YouTube.

- 27k+ views-[takeout/curbside delivery video](#)
- 42k+ views-[Fort Garry Hotel video](#)
- 36k+ views-[Heebie Jeebies video](#)
- 26k+ views-[Mottola Grocery](#)
- 6,371 hours watched-[Here For It video](#) campaign (July to Oct)

30 Days of Gift Giving contest

Tourism Winnipeg launched a love local shopping challenge with its 30 Days of Gift Giving contest across all our social media channels. The contest asked people to tag local businesses, share photos of their ordered meals or gifts and to nominate frontline workers or those in need of holiday cheer. It received huge engagement with many restaurants experiencing a lift in business after they were featured on TW’s channels.

- 5,687 total contest entries
- 315,136 impressions on 35 posts

New and updated sites

In light of the pandemic and current restrictions around business events, a refreshed Meetings & Conventions campaign was launched to keep Winnipeg top of mind. The new campaign focuses on how our team is busy behind the scenes setting the stage for your next big event. View the [landing page](#).

A brand-new [quality of life website](#) was launched, focusing on why Winnipeg is an ideal place to live, work, play and study.

Investor Breakfast and magazine

A brand-new YES! Winnipeg, *The Winnipeg Investor* magazine was created and launched at this year’s Investor breakfast event. The Building Back Stronger theme focused and featured innovative Winnipeg companies that successfully shifted their products or services to secure a stronger future. [View the magazine](#).

Travel Media FAM tour

We hosted our first-ever virtual familiarization tour of Winnipeg to travel media. The online tour sent gift boxes filled with local products to 15 national media writers. They were instructed to wait until the live virtual tour so everyone would open their boxes together and sample the goodies at the same time. The “Treat Yourself to Winnipeg” theme took writers on a journey through Winnipeg including three stops – Nonsuch Brewing, Thermëa by Nordik Spa-Nature and Hargrave Street Market. The tour was a huge success, garnering attention and accolades from media and the federal tourism agency, Destination Canada. It wants to use our tour as an example to other destinations of how an engaging and professional virtual tour should look.

We launched two new videos for [transportation & distribution](#) and [life sciences sectors](#), both highlighting the key advantages of Winnipeg. In partnership with the Province of Manitoba, our team produced a protein processing subsector sell sheet to highlight Manitoba’s protein advantage.

Worth watching

- Winnipeg is the place to grow your agribusiness [Watch now](#)
- YES Winnipeg-Building back stronger [Watch now](#)
- Investor Insights-Tripwire Media Group [Watch now](#)
- Here for it-The Hive [Watch now](#)
- Talent Testimonial-From Madrid to Winnipeg [Watch now](#)



Media relations highlights

Local media coverage highlighted many stories about COVID-19 related restrictions and their impact on the community and economy. There was also interest in support for business and Tourism Winnipeg's 30 days of Gift Giving campaign.

- **Sun sets on downtown Bay days**
October 2, 2020—Winnipeg Free Press
- **Misplaced humility hurts Manitoba companies**
October 16, 2020—Winnipeg Free Press
- **Ottawa bolsters MB businesses: \$2.8M to be provided through 23 networks**
November 13, 2020—Winnipeg Free Press
- **In this pandemic, urban renewal has a lot riding on Canada's arts scene**
November 15, 2020—Globe & Mail
- **30 days of Gift Giving-Shop local challenge**
November 16, 2020—Global Morning Winnipeg
- **Support for tax relief in civic budget welcomed by biz**
November 27, 2020—Winnipeg Sun
- **City strikes advisory committee to consider development options for vacant Bay building**
December 16, 2020—Canada.com
- **Dilemma of what to do with Winnipeg's Hudson's Bay building**
December 22, 2020—CBC National News

EDW Newsroom stories

- Investor Insights: How the science of video storytelling can help grow your company [Read more](#)
- Small business week: featured stories [Read more](#)
- Meet the five startups on a mission to solve the world's water issues [Read more](#)
- Shop local list for the holidays [Read more](#)
- Winnipeg Calling: Skilled talent answering [Read more](#)

Travel media highlights

Media coverage

We hosted 18 local influencers/travel writers in October, November and December. We partnered with Travel Manitoba and 30 local influencers on Shop Local and Save Manitoba Restaurants campaigns in November and December. Earned media results in this quarter included 34 articles with an earned media value of \$728,925.

Significant coverage included:

10 innovative spa treatments at hotels across the country

By Chris Ryall, The Globe and Mail

21 Best Places to Go in 2021

By Karen Gardiner, Conde Nast Traveler

Visit one of Canada's Coolest Cities

By Dominique Lambertson, enRoute magazine (pages 68-69)

Social media highlights

Only in the Peg's article views have never been higher:

- 123k views since July
- Halloween articles were seen more than 100k on Facebook

The Marketing team developed a steady stream of articles and supporting video content. Peg City Grub's Google analytics numbers have shown record engagement, with notable numbers and engagement on Facebook including:

- Foodtrip Kitchen-100k+ views, 8,700+ post clicks