

WINNIPEG

We need to put **creativity** at the **heart** of
Winnipeg's **economic development strategy**

We need to **tell our story** and **repeat it often**

We need to demonstrate a **collaborative approach**
toward **economic growth** and **job creation**



ECONOMIC
DEVELOPMENT
WINNIPEG INC.

WINNIPEG PARTNERSHIP COMMITTEE



WINNIPEG PARTNERSHIP COMMITTEE (WPC)

WPC COMPOSITION

The Committee is chaired by Mary Jane Loustel, Chair of Economic Development Winnipeg Inc., and includes business, government municipal, provincial, federal and academic representatives.

Chair

Mary Jane Loustel
IBM Canada, National Aboriginal Program
Executive

Honourary Members

Premier, Greg Selinger
Mayor, Sam Katz

Members

David Angus
President and CEO,
Winnipeg Chamber of Commerce

Dr. Lloyd Axworthy
President and Vice Chancellor,
University of Winnipeg

Dr. David Barnard
President and Vice Chancellor,
University of Manitoba

Don Callis
Executive Director, Manitoba Trade and Investment

Jim Carr
President and CEO, Business Council of Manitoba

Grant Doak
Deputy Minister, Manitoba Innovation,
Energy and Mines

Greg Dandewich
Senior Vice-President, Economic Development
Winnipeg Inc.

Hugh Eliasson

Deputy Minister, Manitoba Entrepreneurship,
Training and Trade

Stephanie Forsyth

President and CEO, Red River College

Normand Gousseau

CEO, Entreprises Riel

Diane Gray

President and CEO, CentrePort Canada

Gary Holmes

Acting Manager, Economic Development,
City of Winnipeg

Marina R. James

President and CEO, Economic Development
Winnipeg Inc.

Ron Koslowsky

Vice-President, Manitoba Region,
Canadian Manufacturers & Exporters

Jan Lederman

Manitoba Innovation Council

Chris Lorenc

President, Manitoba Heavy Construction
Association

Doug McCartney

Senior Executive Director, Science, Innovation
and Business Development, Manitoba
Innovation, Energy and Mines

Ross McGowan

President and CEO,
CentreVenture Development Corporation

Bill Morrissey

Leader, Yes! Winnipeg

Mariette Mulaire

Présidente-directrice générale / President and
C.E.O., Agence nationale et internationale du
Manitoba (ANIM)

Leo Prince

Director, Manitoba Agriculture,
Food & Rural Initiatives (MAFRI)

Barry Rempel

President and CEO, Winnipeg Airports Authority Inc.

Phil Sheegl

CAO, City of Winnipeg

Bob Silver

Premier's Economic Advisory Committee

Barry Thorgrimson

Acting Director, Planning, Property &
Development, City of Winnipeg

Dr. Barry Todd

Deputy Minister, Manitoba Agriculture,
Food & Rural Initiatives (MAFRI)

Robert Ziegler

Premier's Economic Advisory Committee

WINNIPEG PARTNERSHIP COMMITTEE (WPC)

With the new millennium came a growing belief among organizations and individuals world-wide that the route to prosperity was to be found in a global economy. There was a sense that only through a global perspective could problems such as climate change and health research be addressed. And that only through an application of "global know how" could global trade and commerce flourish.

Current and ongoing trends of globalization and urbanization mean that place – and the attributes of place – matter more than ever in attracting increasingly mobile talent and capital. Cities are the front door of global change and as such have

become an urban paradox, where dense concentrations of people and activities are both the nexus of creativity and value-added activity but also locations where distress (poverty, social exclusion) is often most acute.

Some cities around the world have adopted common organizing visions that chart a path to economic prosperity based on their inherent strengths. They are investing in their future and aggressively seeking out opportunities to secure their position as leading cities.

The WPC aims to bring together stakeholders who can and want to contribute to Winnipeg's long-term prosperity. It is a call



to action for a greater degree of collaboration among industry, academic representatives and orders of government to enhance competitiveness and stimulate sustained economic growth for the benefit of all.

The WPC has been established to help forge a culture of collaboration that is essential to achieving economic growth.

The focus of the WPC is to discuss broad issues that impact economic growth. A strong economy and employment growth are essential to providing the public and private resources necessary to enhance live ability, social well-being, environmental stewardship and opportunity.

WINNIPEG

Cities are undeniably significant engines of regional, provincial and national economic growth. Their ability to generate wealth is pivotal to collective future prosperity. Winnipeg, within the Canadian context is unique in that a single city represents a disproportionately high concentration of population relative to the rest of the province. Winnipeg's size and economic clout overshadows all other communities and regions in the province combined. Statistics Canada notes Winnipeg's 2011 CMA population at over 730,000 representing 60% of the provinces overall population of 1.2 million.

This significant population base accounts for:

- » 65% of Manitoba's total GDP
- » 66% of Manitoba's personal income
- » 62% of Manitoba's retail sales
- » 66% of Manitoba's total labour force

Even though Winnipeg may be a uniquely dominant hub, regional and rural-based agricultural, resource, intellectual and human capital are critical components of the overall economic ecosystem. Recognizing the interdependencies between rural and urban areas will identify opportunities for growth and prosperity for both Winnipeg and the entire province.

WINNIPEG FEATURES

Winnipeg's business advantages are similar to and therefore beneficial to the entire province.

LOCATION

- » Winnipeg is strategically located in the geographic centre of Canada, 100 km (62 miles) north of the United States border.
- » It is the northern gateway on the Mid-Continent Trade Corridor,

North America's north-south trade corridor that runs from Canada, through the Midwestern U.S. and into Mexico.

SIZE

- » Over 730,000 people live in Winnipeg.
- » Winnipeg's population continues to grow at a rate of approximately 1% per year.
- » Winnipeg is the largest centre between Toronto (east), Calgary (West) and Minneapolis (South).

CENTRAL TIME ZONE

- » Winnipeg is located in North America's Central Time Zone enabling business to capitalize on the advantages of a larger "business window" with customers in other time zones.

COMPETITIVE, STRONG AND DIVERSE

- » Winnipeg has one of the most diversified economies in the country.
- » Winnipeg has the lowest overall business cost index of cities in the North American Midwest.
- » Steady growth of 2% for Winnipeg's GDP is projected over the next three years.
- » More than 40,000 businesses are located in the city.
- » Winnipeg is a transportation hub and easy to reach from any point in North America and offers excellent connections by air, road and rail.
- » CentrePort Canada – North America's new 20,000-acre inland port and Canada's first Foreign Trade Zone (FTZ), is situated at the Winnipeg James Armstrong Richardson International Airport.
- » Winnipeg's is the largest aerospace sector in Western Canada and third most significant in the country.
- » Winnipeg's life sciences industry benefits from a vast network of world-leading research institutions, bio-commercialization resources, business incubators and low factor costs. Winnipeg has the highest concentration of life science professionals of any city in Canada.
- » Applied agri-business research in Winnipeg includes all the building blocks for product development, scale-up testing, and commercialization. State-of-the-art facilities help firms produce new food products in federally-licensed pilot plants.
- » Winnipeg's tourism industry attracts approximately 2.8 million visitors each year bringing in an average of \$500 million in annual expenditures. It accounts for nearly 13,000 jobs and 900 businesses (not including food and drink establishments).
- » There are approximately 6,400 hotel rooms in Winnipeg including 2,600 rooms in the downtown area.
- » Winnipeg is the historical financial centre of Western Canada and some of Canada's largest institutions are headquartered here.



- » Winnipeg is the largest bus manufacturing centre in North America.
- » Manitoba Hydro, one of Canada's largest exporters of electricity, is headquartered in Winnipeg.
- » Winnipeg boasts a significant research infrastructure including the Composites Innovation Centre, Canadian Science Centre for Human and Animal Health (contains Canada's only Level 4 microbiology lab), the International Centre for Infectious Diseases and the Richardson Centre for Nutraceuticals.
- » Winnipeg is home to a vibrant film industry that boasts over 35 production companies and a strong infrastructure of sound stages, world-class visual effects, production facilities and equipment rentals.
- » Winnipeg's advertising and creative design sector is growing and serving global markets.

EMPLOYMENT AND LABOUR FORCE

- » Winnipeg has a workforce of 430,000 people.
- » Employment growth is projected at 2% per year for the next three years.
- » Winnipeg has the third lowest unemployment rate among major metropolitan centres in Canada (5.7% 2010).
- » With very competitive labour rates, Winnipeg still has the second highest job tenure rate in Canada.
- » Workers are well educated and trained and highly productive with a very low turnover rate.

EXCELLENCE IN EDUCATION AND TRAINING

- » Winnipeg is a university and college community with post-secondary enrolment approaching 70,000 students.
- » Home to three universities, University of Manitoba, University of Winnipeg and Canadian Mennonite University.
- » Home to two technical training institutions, Red River College and Winnipeg Technical College.

AVAILABLE AND COST COMPETITIVE REAL ESTATE

- » Winnipeg has fully-serviced industrial land available.
- » Commercial and office space is available downtown and in suburban areas.

COMPETITIVE ENERGY AND COMMUNICATIONS

- » Winnipeg has the lowest published electricity costs of major cities in Canada.
- » Abundant supply of natural gas, oil and electric power are supported by high service and reliability levels.
- » Competitive, state-of-the-art, communications infrastructure and service are easily available.

DIVERSITY AND SOCIAL COHESION

- » The Canadian Museum for Human Rights (first national museum developed outside of the capital region) will be a national and international destination and a centre of study, learning and action. It is scheduled for completion by 2014.
- » Winnipeg boasts a rich multi-ethnic heritage and nearly 140,000 Winnipeggers speak 100 languages other than French or English.
- » Winnipeg's population continues to grow by welcoming new Canadians from around the globe.
- » Winnipeg has the highest metropolitan Francophone population in Western Canada.

CREATIVITY, CULTURE AND ENTERTAINMENT

- » Over 200 days of festivals per year provide Winnipeg with a year-round slate of activity. Festival du Voyageur, Folklorama and the Winnipeg Folk Festival are among the best-attended festivals of their types in North America.
- » Nationally and internationally renowned arts and cultural attractions including the Winnipeg Symphony Orchestra, Canada's Royal Winnipeg Ballet, The Manitoba Museum and Planetarium, Winnipeg Art Gallery, and Royal Manitoba Theatre Centre.
- » Statistics Canada data indicates that Manitoba's performing arts companies enjoy the highest per capita revenue in Canada.
- » Professional sports include the Winnipeg Jets (National Hockey League), Winnipeg Blue Bombers (Canadian Football League), Winnipeg Goldeyes (American Association of Independent Professional Baseball).
- » The Forks National Historic Site of Canada represents 6,000 years of North American history. Initially an aboriginal gathering place, it became an integral part of a vast continental network of water routes promoting transportation, trade and settlement. The redevelopment and rebirth of The Forks as a destination is a significant Winnipeg asset.
- » Complementing Winnipeg's top attractions are Manitoba's distinctive landscapes that includes over 100,000 lakes, rivers, forests, beaches and endless opportunities for outdoor activities throughout the year.