



# Selling Winnipeg To The World

## A Winnipeg Chamber of Commerce Initiative

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- *Selling Wpg to the World* is a private sector, Chamber-led, collaborative community effort to grow Winnipeg's private-sector business economy. It aims to create new jobs and exciting careers, to expand the market for our existing businesses, and expand the tax base for investment in municipal infrastructure, programs and services. What differentiates it from others is that it is a bold, aggressive, proactive "action" initiative. Not an advertising, marketing, or promotional campaign operating at a macro level. This is micro-level, it's one-to-one, personal, targeted and strategic. It's about working directly with specific firms and businesspeople.
- Why did the Winnipeg Chamber of Commerce launch this initiative? We feel that our product (what Winnipeg represents as a center from which to base a business) is very strong, our "value proposition" very compelling. If we make more businesspeople aware, they will come! And we have so many talented and creative people and outstanding companies here in Winnipeg with so much potential that if we provide assistance and encouragement to our local businesses and entrepreneurial community our city can become a global business force. With over 2,050 companies as Chamber members, and established relationships with the broad community of stakeholder organizations, including the three levels of government, we are in a unique position to leverage those connections to mobilize a collaborative community effort to make this happen!

## SELLING WINNIPEG TO THE WORLD

- Our four areas of focus:
  - attracting businesses to Winnipeg from outside Manitoba
  - assisting existing firms to take their business to the next level, creating employment in the process
  - assisting entrepreneurs to bring their great new ideas to commercial reality here
  - working with the local R&D/Innovation community to identify great new invention that can be commercialized here
- Here are the services we offer:
  - Proactive identification and development of opportunities for our community
  - Compelling articulation of the “Why Winnipeg” value proposition
  - One-stop shop for all types of required assistance, and we remain engaged from start-to-finish
  - Leverage our relationships and connections to open doors: prospective customers, suppliers, financing, etc
  - Mobilize a collaborative community team effort to create winning results, one opportunity at a time
- The initiative was launched in Dec '08 and we are pleased with our achievements thus far. Thanks to a tremendous volunteer effort we have met with the leaders of over 60 key stakeholder associations and the Presidents/CEOs of over 200 of Winnipeg's largest companies. From those meetings we have received their enthusiastic support, encouragement and assistance, and leads. We are actively working on 12 leads/opportunities and we have already lent assistance (in a variety of forms) to 10 companies to open or expand their businesses here
- We are 'simultaneously' working down 8 tracks:
  1. attracting leads from the Winnipeg business community: our WCC members, the 200 CEOs 60 Business Call Team volunteers and 80 key stakeholder organizations
  2. 9 key sector associations: key companies in their sector not already here, key companies in their sector who could expand, suppliers to key companies already here who could set up operations here
  3. commercial real estate firms and key development organizations ie Centreport, Centreventure, Smartpark
  4. Site Selectors
  5. Entrepreneur community
  6. R&D and innovation community
  7. finance and investment community: know in advance who we can go to as specific opportunities arise
  8. work with the entities responsible for promoting and advertising Manitoba and Winnipeg
- What does the end-state look like? The initial project will have 5-year duration. By April 2010 we will have assembled a team of talented and successful businesspeople dedicated to making this a success. We will establish tangible, clear, meaningful targets and we will measure our progress against those targets and report our results regularly.
- Between now and then we will continue to pursue our active leads, and further develop our strategies. With 'transitional funding' received from Western Economic Diversification and the Province of Manitoba we have hired two members to the team and we will develop supporting marketing and presentation materials, including videos, web site etc. And we know that to make the dream a reality we will need to raise significant financial resources so we will be engaging a subject matter expert to advise us on a fund raising campaign, which we expect to implement by year end.
- We will seize the very positive momentum currently enveloping our city to inject significant growth and vitality to our business base!

