



To find out how you
can get involved,
please contact
Bill Morrissey at
The Winnipeg
Chamber of
Commerce
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Winnipeg, the Business Council of Manitoba, our post-secondary institutions and many professional associations and boards. They will also be represented on the Business Call team.

In addition to input from our corporate leaders, the services of an independent site selector will be used to provide guidance and insight on which sectors to focus on and include in our economic strategy.

Specific targets will be established, tracked and documented.

The Province has already identified CentrePort, Manitoba's new Inland Port initiative, as one of the first places we should direct our efforts. As a result, the Business Call team will work to identify leads and intelligence about businesses that would be well-suited to having their operations located in the 20,000-acre parcel of land in the vicinity of the James Armstrong Richardson International Airport.

Accountability

Accountability is critical. The Chamber has stepped forward to ensure the success of Selling Winnipeg to the World, although it will rely on many others to contribute to that success. A 12-person advisory committee will guide the initiative, co-chaired by Ken Jones and Marci Elliott, who themselves are examples of Winnipeggers who rise to the occasion and are passionate about their city.

Ultimately, the vision is to form an Economic Partnership, an entity with a board, governance and staff, which will operate at arms-length from The Chamber. It will have very specific goals, objectives and targets. A capital campaign will be launched to guarantee ongoing funding from Winnipeg's private sector.

Other cities across North America have met with success. If Halifax can court Research in Motion (R.I.M.) and attract hundreds of high-paying jobs ... if Nashville can attract more than 350 head offices over 10 years and billions of dollars into their economy ... then surely we can too.

We know how to be successful, whether it's hosting the Pan Am Games, working together to fight the Flood of the Century or building the MTS Centre, a world-class entertainment centre. We just have to do it.

This is the start of a new and exciting chapter for our city – one built on pride and confidence, one built on growing our strengths and one built on everyone pulling together for an even better future!

The chances for success are compelling. But we must act. We must inspire and dare to ask ourselves "What if?"

We must be positive ambassadors for our city and challenge others to be too. We must work together - sharing leads, creating opportunities to bolster awareness of what Selling Winnipeg to the World means to our city's future and signing up as volunteers for our Business Call team.

We are in it together, and together we can make a difference.





SELLING WINNIPEG TO THE WORLD



Imagine taking your passion and pride for a city we call home and telling the world about it. Imagine how that simple act might change our future. Just imagine.

Amazing things can happen.

The momentum is building ... We have so much going for us:

- Our central location and excellent transportation links
- Our skilled workforce and strong work ethic
- Our stable, diverse and growing economy
- Our abundant, low-cost and environmentally friendly power
- Our low cost of living and doing business
- Our affordable access to arts, culture, shopping, restaurants and the great outdoors
- Our caring, giving community

However, our position amongst major Canadian cities has slipped. Several cities that once trailed us have overtaken us. They have beaten us to the punch. They are reaching out proactively – ensuring that attracting and retaining economic investment is a priority. They have developed an economic strategy and identified champions to take the lead. It's time for us to act and to act now - it's critical in this highly competitive global economy.

We've got to do more to turn things around. But the good thing is, there couldn't be a better time than now. There's a tremendous momentum building because of the Canadian Museum for Human Rights, Manitoba Hydro's new downtown headquarters and plans for the James Armstrong Richardson International Airport and vicinity.

Selling Winnipeg to the World

Simply stated, we've got to attract more businesses to Winnipeg (and ensure the success of existing ones). New businesses and business expansion means investment. And that means more jobs. With the right strategic plan, that translates into higher-paying jobs. And that spurs further investment by the service sector, which creates a healthy, fun, vibrant community. It also bolsters the tax-revenue base, which enables further investment in crucial infrastructure renewal.

What should we do? The Winnipeg Chamber of Commerce believes Selling Winnipeg to the World, a private-sector initiative being driven by The Chamber, is a major step in the right direction.

If we can generate "leads" by tapping into the intelligence that resides within our existing business community - aggressively and proactively identifying customers, suppliers and other companies outside Manitoba who are considering opening, relocating or expanding their businesses - we can take immediate action to convince them that Winnipeg is the right place for them.

But we've got to get out and personally tell our story. It's not just about

incentives, but about demonstrating sincere interest and passion and effectively articulating a strong value proposition.

The Chamber is looking at a three-prong approach to connecting with and getting this message out to the local business community:

1. The Business Call Program
2. Chamber Members
3. Speakers' Bureau

The Business Call Program

The provincial government has committed \$50,000 in funding to the Business Call Program, in addition to an initial \$30,000 invested by The Chamber.

A Business Call team, composed of 50 volunteers, high-profile members of our business community, will visit presidents and senior company officials of several hundred Winnipeg-based companies.

In addition to asking about leads, the team will seek input into which sectors should be included in a uniquely Winnipeg economic strategy and what barriers exist to further expansion for their own businesses.

Chamber Members

Chamber members will be asked for their leads and input through regular reminders of the importance of this initiative, whether it's a phone call or "a tap on the shoulder" through The Chamber's Web site or its various publications.

Active and enthusiastic engagement and participation is critical to the success of Selling Winnipeg to the World, but it goes beyond identifying leads to having each and every Chamber member positively promoting our city.

Speakers' Bureau

We plan to be out there in the community, talking about the importance of this initiative and letting Winnipeggers know how they can and need to be involved. It is an ambitious campaign in which The Chamber will provide speakers and request an opportunity for them to address all business and professional associations in Winnipeg.

A Uniquely Winnipeg Economic Strategy

Rather than going after everything and everybody, we must capitalize on Winnipeg's natural strengths. Past experiences have taught us how important this is.

This will be a highly collaborative endeavour. More than 40 organizations, currently involved in economic attraction, have been invited to form a Council. These include the Province of Manitoba, the City of Winnipeg, Western Economic Diversification (the federal government), Destination



"We have looked at the best way to market ourselves to the world and the answer is to start by using the resources we have here at home."

Bill Morrissey,
senior vice-president of
marketing and membership,
The Winnipeg Chamber of
Commerce



"Government will not build a building that says CentrePort. Private business will build the buildings when the infrastructure is there."

Bob Silver,
co-chair,
The Premier's Economic
Advisory Council

