

SELLING WINNIPEG TO THE WORLD



Agenda

9:30 – 9:40	Informal introductions, settling in
9:40 – 9:45	Introductions, agenda, purpose & objectives
9:45 - 9:55	Why action is required
9:55 – 10:40	<i>Selling Winnipeg to the World</i>
10:40 – 10:55	Q & A, comments
10:55 – 11:00	Summarize our “asks” of you, next steps
11:00	Adjourn

Meeting purpose and objective

- Inform, clarify
- Excite, inspire, motivate, convince
- Partner, collaborate, support, join, contribute, engage



We have so much to offer

- Central location, gateway, corridor
- Excellent transportation capabilities
- Skilled and abundant workforce
- Friendly, loyal and hard-working
- Best summers in Canada!
- Diverse culture
- Vibrant arts and culture community



We have so much to offer:

- Stable growing economy
- Abundant low cost environmentally-friendly power
- Low costs of living and doing business
- One of the very best standards of living
- Caring, giving community

External recruiters struggle to convince Winnipeg executives to leave.



WHY

has Winnipeg's position
amongst major cities in
Canada slipped?

- Attracting (and retaining) economic investment has not received the priority it requires
- Assumption that others are doing this for us
- We respond well when asked but that is not enough in this highly competitive global economy

- Not proactively reaching out
- Proactive outreach is not within the mandate of Government agencies
- Lacking comprehensive, widely-understood economic strategy for our city, and a plan to achieve it
- No one group has responsibility or accountability for developing our business base



The Solution

Selling Winnipeg to the World

A Chamber-directed,
private sector-led initiative

Objective

To aggressively and proactively identify companies outside Manitoba, and in Winnipeg, who are considering opening, re-locating or expanding their business, and convince them that doing so in **Winnipeg** is their best decision.



Objective (cont'd)

Also, to identify resident businesses which may be challenged in their ability to make a long-term commitment to Winnipeg, and to assist them if possible

And identify barriers and lobby if necessary.



- Chamber Board of Director's new three year Strategic Plan
- Accept 'responsibility' as voice of Winnipeg's business community
- SWTTW adopted as one of only two legacy initiatives



Background

- In '04-'06 a special committee of WCC focused on the issue of economic attraction
- Extensive business community consultation
- Benchmarking best-practice research
- Report & recommendations produced, approved by BoD

The opportunity is NOW. The time to act is NOW.

- Winnipeg economic indicators positive
- Province Ad programs: "Spirited Energy" and "LivingManitoba.ca"
- Museum, world-class new Hydro building, progress by downtown agencies, new airport
- Strong alignment between private and public sector



Seize the positive momentum!

Concept

- Identify “leads”
- Respond to them before anyone else with a talented, creative, empowered and motivated ‘Sales team’
- Convince businesses to open operations here



- Our product is very strong
- Our value proposition is compelling
- It's a well-kept secret
- We've got to get out and (personally) tell our story



It's not just about incentives

- Getting there first/early
- Effective articulation of a strong value proposition
- Demonstrating sincere interest, passion
- Responsiveness, added assistance
- Community effort, commitment to their success
- Xerox case-in-point

A team effort

- Chamber SWTTW as 'quarterback' and project collaborators
- Destination Winnipeg (G. Dandewich)
- Province of Manitoba (P. Pierlot)
- Subject-matter and industry/segment experts
- Business Leaders providing personal testimony
- Political leaders



Leads will be generated by:

1. Business Call Team
2. Winnipeg Chamber of Commerce members
3. Stakeholder organizations; collaborative effort
4. Media: Wpg Free Press ad 11.28, 'OB RCR, others

Business Call team

- Prominent members of Winnipeg's Business Community
- At the request of Minister A. Swan and Chamber President D. Angus
- 50 volunteers (two teams of 25, sequenced)
- Arrange to meet with the Presidents of Winnipeg's top 250 companies



Business Call team (cont'd)

- Tap into their 'intel' within their 'circle' (ie customers, suppliers, etc)
- Who is thinking of opening, re-locating, expanding?
- Who should be? (challenges with cost, time, workforce, environment)



Business Call team (cont'd)

- Must inspire them to pause, reflect, imagine, 'what-if', think creatively
- They must feel assured that
 - we will take prompt and appropriate action
 - The chances for success are compelling
 - appropriate solutions
 - confidence that Winnipeg can be a 'draw'

How can they 'participate'?

- Share 'lead' only (under non-disclosure if requested), or
- Assist us to open the door, or
- Be an active, equal team participant, or
- Take the lead, support from the team



Not just one-time 'event': newsletter and other communications will remind them and update on progress

First stage: CentrePort, inland port

- Leverage geography, transportation & other assets
- 3 levels of Government collaboration: infrastructure, land
- Board, CEO: One-stop shop
- Assemble all the pieces to create a competitive advantage
- Distribution, logistics, transportation, cargo-handling, freight-forwarding, Third-party logistics
- Assembly, value-added manufacturing
- 125 companies identified



Stage One (to 3.31.09)

- Organizing and creating awareness
- CentrePort, Business Call Team calls
 - Team drafted
 - Letters from Minister Swan
 - Invites to 12.12.08 meeting/presentation
 - Orientation 12.19.08
 - Commence appointments and calls
 - Bi-weekly status update on progress
 - Conclude calls 02.28.09
- Report
- Approaches to prospective funding partners (marketing, travel, resources, Site Selector/Consultant contract)

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Stage Two (to 6.30.09)

- Consultant, Site Selector engaged
- Commence contact strategy with Site Selector community
- Business Call Team 2: general Winnipeg business community (125 firms)

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Stage Three (to 9.30.09)

- Develop Economic Strategy for targeted pursuit: input from;
 - Business Call teams 1 & 2
 - Consultant/Site Selector
 - Stakeholder Council

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Through all stages, follow up on leads that are uncovered.

Deliverables (accountability)

- Calls on 250 large Winnipeg companies
Presidents: intel, advice, leads
- Prompt, professional follow-up on all (reasonable) leads
- How many leads for new opportunities or resident company assists? Phase one will provide insight



Ultimate vision: Economic Partnership

- An entity with board, governance and staff
- Will operate at arms-length from The Chamber
- Specific multi-year initiatives
- Specific targets, objectives, reporting
- Launch capital campaign
- Receive on-going funding from private sector

Examples of success

- Pan Am Games
- Flood of the century: our victory against mother nature
- MTS Centre
- The Forks Market
- New Hydro building
- James Richardson Airport, WAA
- U of W expansion
- Canadian Museum for Human Rights
- National/international events (men's and women's hockey, curling, Junos)



Let's create a similar list of business attraction successes.

I F Halifax can win R.I.M.
(thousand+ jobs)

I F Nashville can attract over 350
Head Offices (10 yr) and \$billions in
gdp

**Then surely
we can too.**



Imagine the impact on our city and residents when we do

- More jobs, better jobs, exciting career opportunities without leaving home
- Increase tax revenue base means investment in infrastructure, roads, services
- The service sector will follow the new businesses/investment and people; fun, excitement, vibrancy!



Can this succeed?

Recent events in our own city have confirmed that when you have the right cause, championed by passionate committed leadership who engage and inspire the community, **amazing things can happen, and very quickly**



- Collaborative endeavour:

- Province of Manitoba
- City of Winnipeg
- Federal Government (WED)
- Destination Winnipeg
- Business Council of Manitoba
- Post secondary institutions
- Professional associations and boards



- Continue to do the good things you are doing
- Keep each other informed, use each other
- We can assist: material, meeting coordination etc.

Threat/Risk in delaying

- Other jurisdictions ramping-up
- Window closing (inland port)
- Lose positive momentum



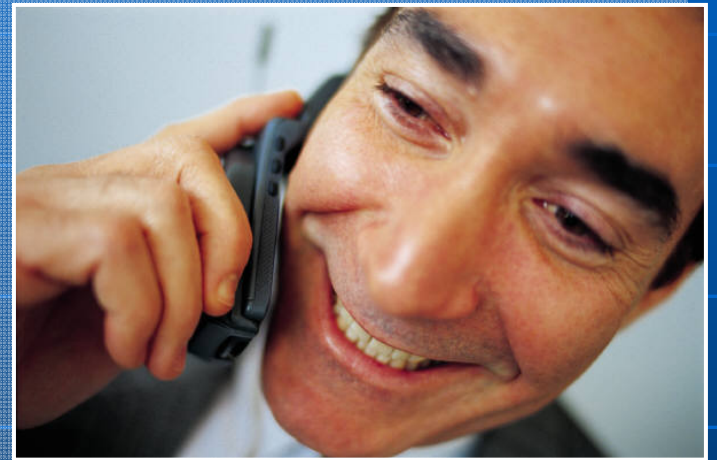
How can you help us?

- Give us leads
- Pass the message along, in your circle and to your organization
- Allow us to address your organization
- Be a partner (ie ANIM)
- Contribute members for our Business Call team and target companies list
- Join our Sales (*SWAT*) team when requested
- Ultimately:
 - join our Stakeholder Council (input to Economic Strategy)
 - Encourage your members to be financial contributors to our Economic Partnership

Be positive ambassadors for our city and challenge your people too.

What should you expect from us?

- One of the four of us will contact you within the coming week
- Quarterly newsletter to you all to update you on progress, coming events, etc.



**Here we go
WINNIPEG!**

