

Winnipeg Economic Development & Tourism

Q3 & Q4 2025
Activities & Impact

Ryan Kuffner, President & CEO

April 17, 2026

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ECONOMIC DEVELOPMENT & TOURISM

The moment we're in

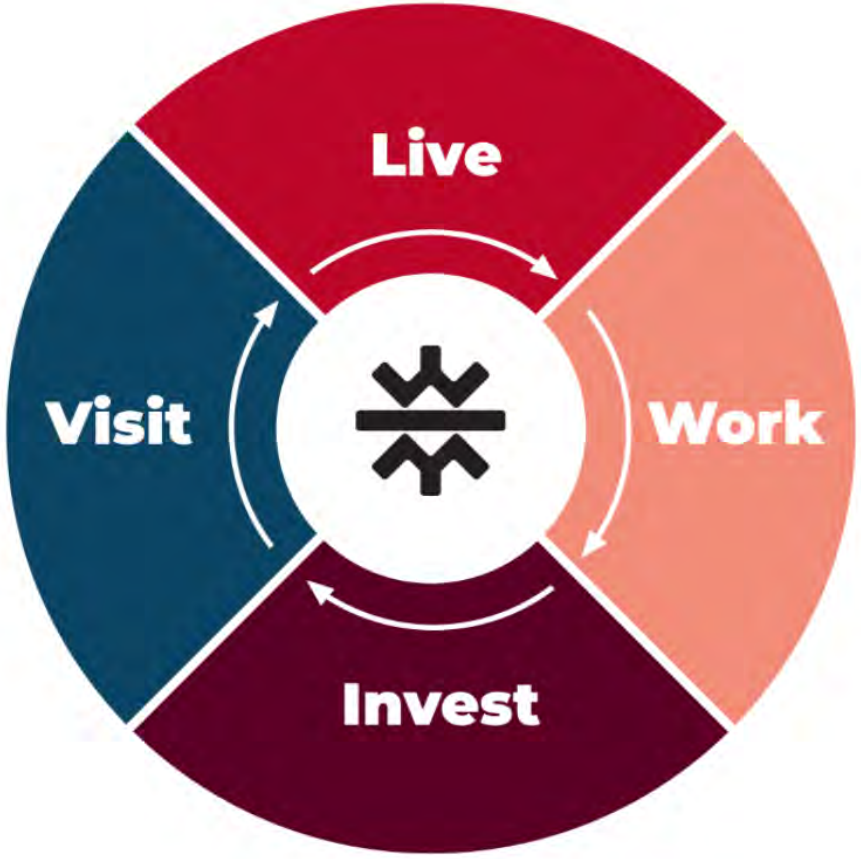
- **Global economic uncertainty:** impacts on local businesses and industries
- **Opportunity:** U.S. travellers drive 25.6% of visitor spending in Winnipeg
- **Strong local support:** 87% of Winnipeggers agree we should continue to warmly welcome U.S. visitors

Sources: Destination Canada, Lodging Aligned Spend Reporting, 2025 | Probe Research survey, December 2025

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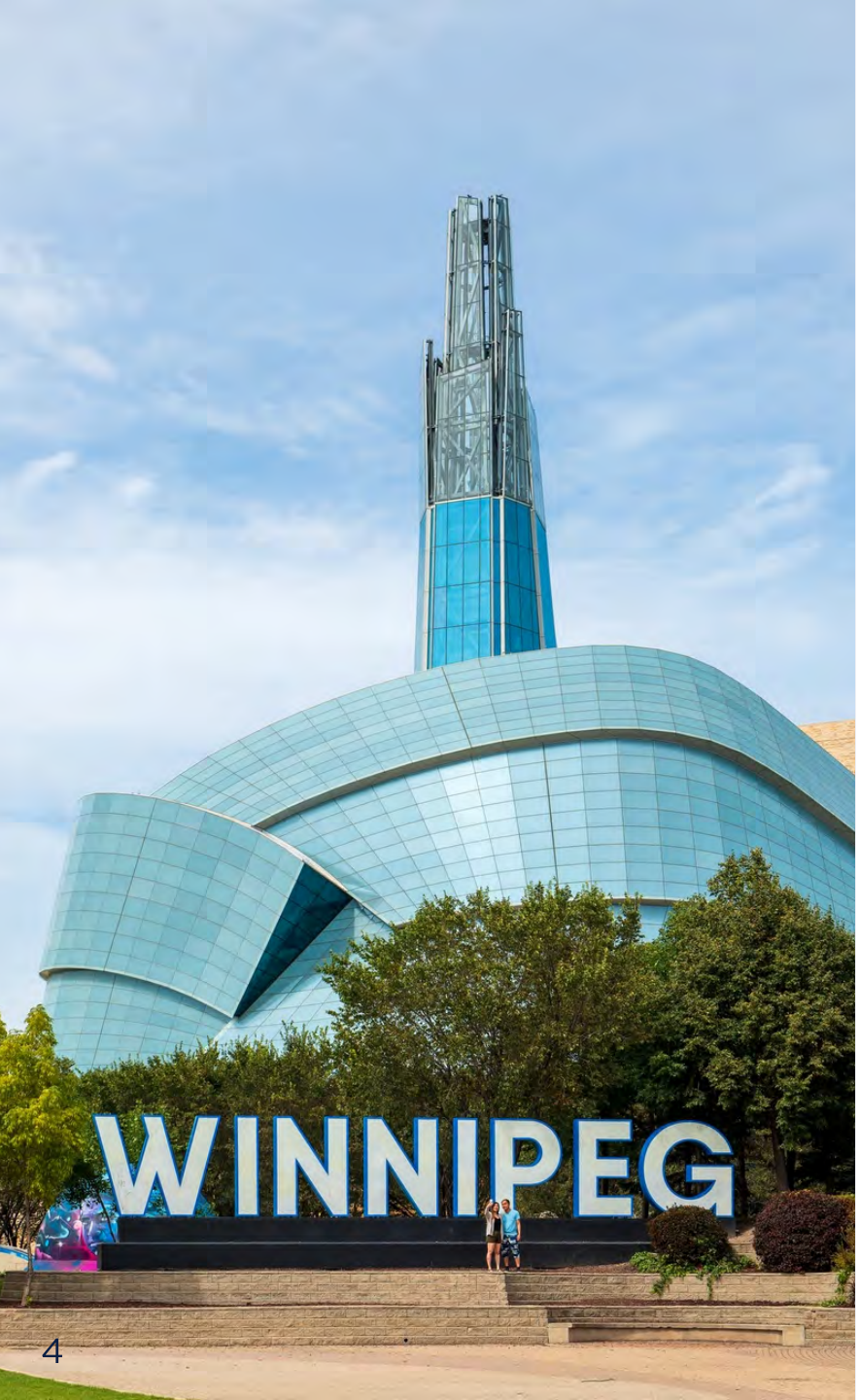


Growing Winnipeg's economy: Our one-agency model



Adapted from: Community Vitality Wheel | Destinations International

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Building momentum at home while setting the standard across Canada

Since launching our corporate brand:

- **Locally:** Awareness of our organization among Winnipeg businesses has increased from 63% to 82% year over year
- **Nationally:** Our agency is being recognized as a leader in economic development and tourism for our integrated, one-agency approach.



Selling Winnipeg

- **Grey Cup:** $90 million in total economic impact
- **Client familiarizations (FAM):** showcasing Winnipeg's strengths as a destination for business events
- **2027 Canadian Nutrition Society:** $1.02 million in economic impact
- **Sport Event Forum:** strengthening Winnipeg’s sport event pipeline

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Promoting Winnipeg

Showcasing the best of Winnipeg to inspire travel and drive economic growth



Award for promotional video showcasing Winnipeg's creative industries

- **Award-winning "Winnipeg: Creative Heart of the North" campaign**

  Spotlights Winnipeg's creative industries, showcased in key markets: LA, Bay Area, Montreal

- **Strong media coverage reflects growing national and international interest in our city**

  Winnipeg in the news: **215** media & article mentions in Q3/Q4

  *Earned media value (EMV): **$18.3M**

*EMV = value of publicity gained through promotional efforts rather than paid advertising.

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Business retention, expansion & attraction

Driving business growth:

- **253 services to businesses**
- **$36 million in capital invested**
- **470 net new full-time jobs**

Key wins supported by our team:

- **International Truck Body:** $12M expansion, 100 new jobs
- **Magellan Aerospace roundtable:** shaping sector positioning & growth
- **StandardAero:** $15M expansion, 250 skilled jobs



StandardAero expansion

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Driving global competitiveness

Attracting and guiding businesses through market entry and expansion in Winnipeg

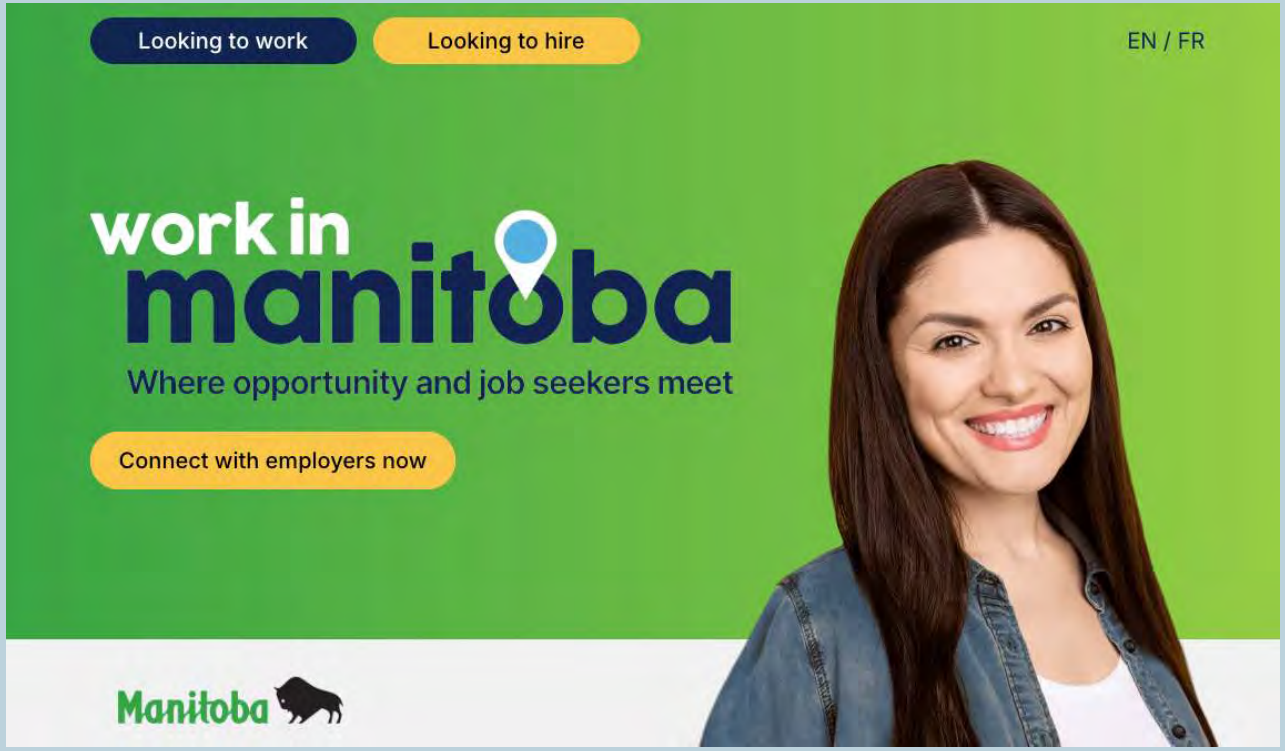


- **Growing pipeline of active opportunities**
- **Raising Winnipeg's profile globally**
- **Proactive international markets diversification outreach:** South Korea, Mexico, Germany, UK, Switzerland, France
- **New international leads and growth in high-value sectors**

In Q4, we undertook a review of our pipeline from the lead stage onward to further refine our investment funnel, ensuring only high-quality, current leads and opportunities remain, with this work continuing into 2026.

Talent & workforce development

Attracting and retaining skilled talent and helping Winnipeg businesses grow



- **Work in Manitoba Job Portal**

  130,019 job seekers & 2,230 employers total since launch

- **Magnet Network Live: Spotlight in Manitoba**

  Hosted local & national leaders focused on AI

Creating Real Impact

Five-year private-sector Real Impact campaign closed at the end of 2025

$5.2 million

secured in private-sector funding

$1B+ in GDP growth

exceeding our target by **120%**

10,130 jobs

created and supported, meeting **101%** of our target

$1.2B in capital investment

achieving **344%** of the target

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New strategy

Goals

Goal 1:

Boost Winnipeg's competitiveness

Goal 2:

Elevate Winnipeg's global profile

Goal 3:

Advance Winnipeg together

Our impact

$3.4 billion	$1.25 billion	11,000	$530 Million
GDP impact	Capital investment	Jobs created	Event impact

Elevating Winnipeg:

What it takes to compete for & win major events

Natalie Thiesen
Vice President of Tourism

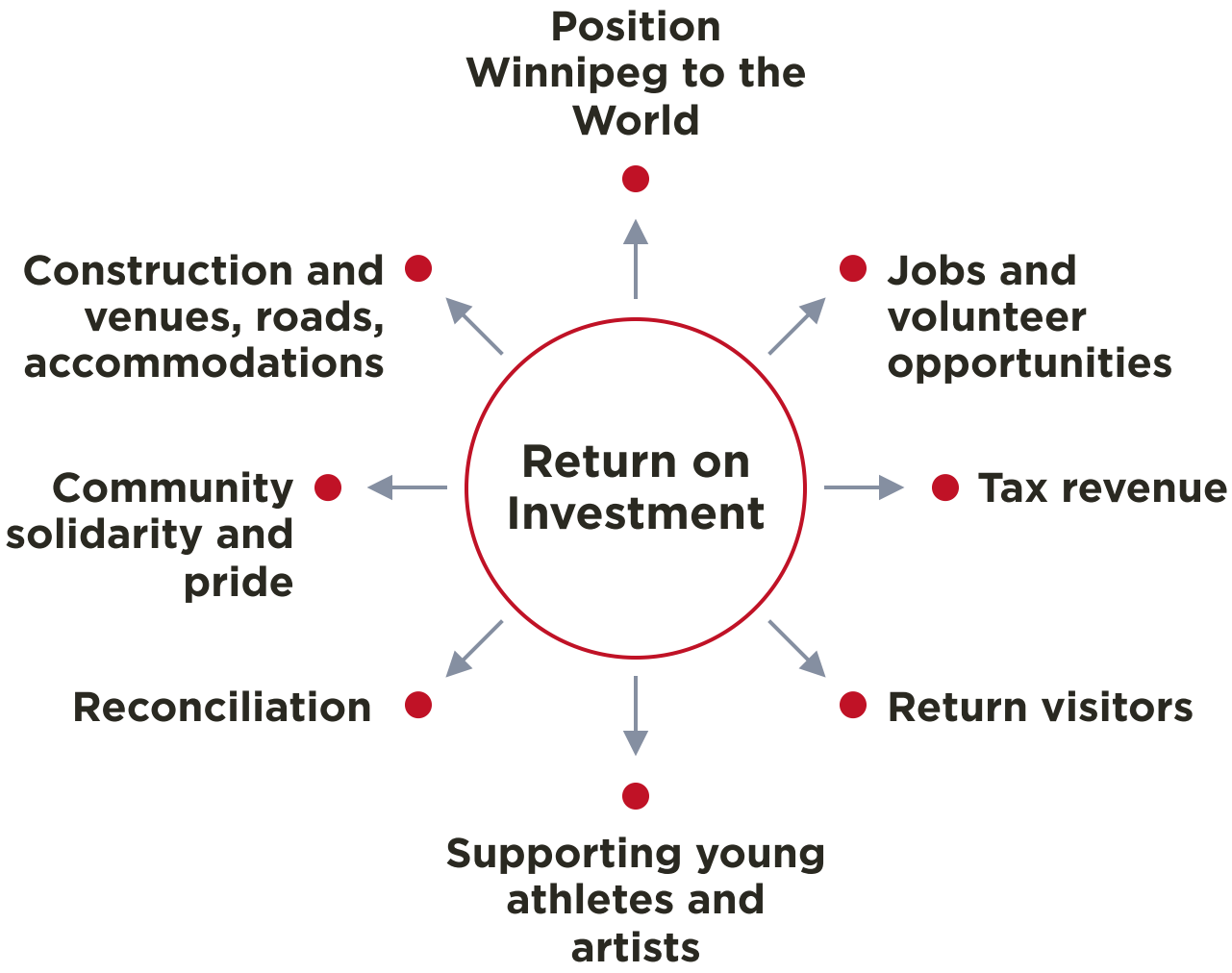
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The Cube


33
SCHEFELE
55

Events ROI


Position Winnipeg to the World
Jobs and volunteer opportunities
Tax revenue
Return visitors
Supporting young athletes and artists
Reconciliation
Community solidarity and pride
Construction and venues, roads, accommodations
Return on Investment

Event attraction sales cycle



Winning the JUNOS

- Collaborative effort to bring the 56th JUNO Awards back to Winnipeg in 2027
- 20,000 attendees expected and over 4,000 room nights booked
- JUNO Week to activate venues and energize neighbourhoods across our city
- An estimated $17 million in total economic impact for Winnipeg



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Behind the bid: journey to winning the JUNOS

Winnipeg's last time hosting the JUNOS

2014

Establishing committees, key infrastructure, hotel plans

June 2025

Mobilizing partners, SETF application, event space planning

August 2025

Bid video

September 2025

Bid submitted to CARAS

October 2025

CARAS site visit during Grey Cup

November 2025

Winnipeg selected as host city

November 27, 2025

Public announcement

March 12, 2026

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Winning major events—together

The City of Winnipeg's role

- **Prepare for the JUNOS:**

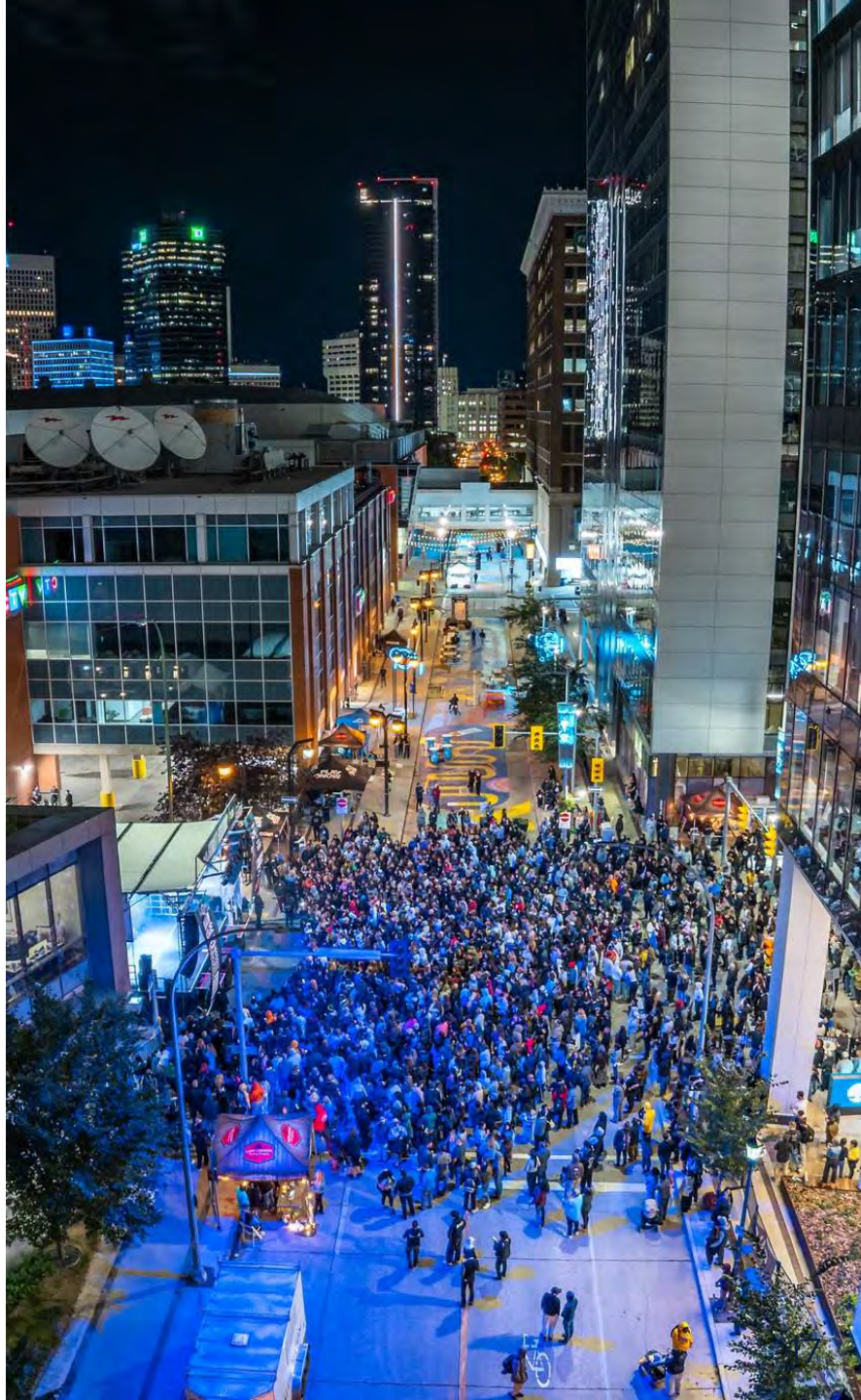
  Early spring clean-up

  Downtown safety and beautification

  Coordinated construction / road closures

- **Enable in-camera sessions with Council:**

  Confidential briefings for opportunities to bid on major events (e.g., JUNOS)



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Competing for investment:

Building a city that's ready to win

Amanda Macdonald

Vice President of Business Development & Market Intelligence

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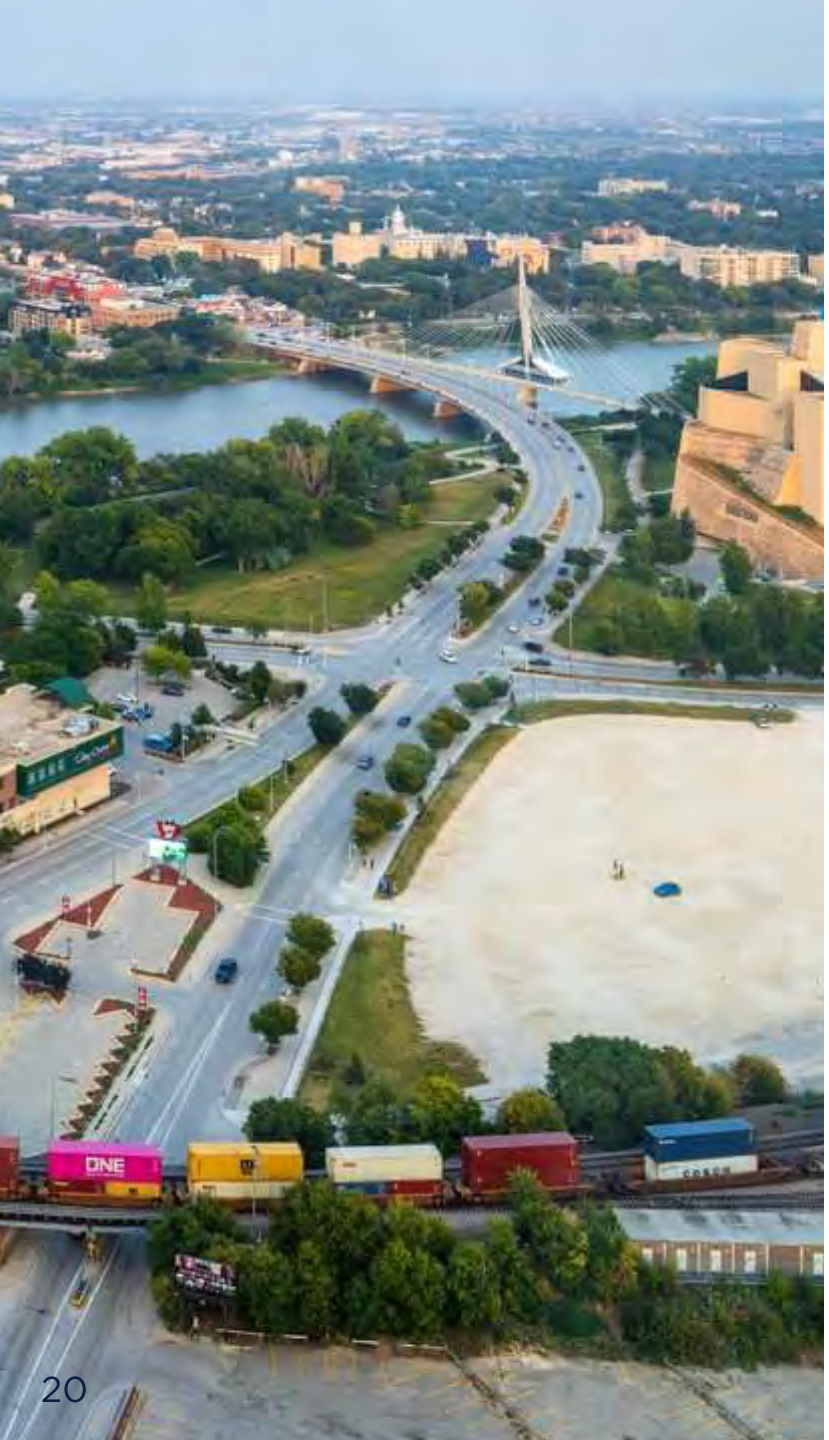




Attracting investment

We attract and guide national and global businesses through market entry and expansion in Winnipeg.

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We need to be ready

- **New strategy:** boosting Winnipeg's competitiveness
- **Priority initiative:** supporting the development of an investment readiness program that equips sites and partners to prepare for and attract new investment in and around Winnipeg

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What we're hearing

Key areas we're working on to enhance Winnipeg's competitiveness

Centralized investment information

Creating a single platform to showcase Winnipeg's available sites and investment opportunities

Clear "investment-ready" standards

Establishing a shared definition of investment readiness aligned with global best practices

Stronger partner coordination

Working together across organizations to streamline the investor experience

Aligned infrastructure and permitting timelines

Collaborating with partners to support investment with timely servicing, utilities and approvals

Competitive investment tools

Exploring incentives that align with leading jurisdictions and strengthen Winnipeg's competitiveness

The path forward



Centralized Asset Hub

- An online, globally-accessible platform showcasing Winnipeg's investment-ready sites
- Give site selectors confidence and clarity when evaluating Winnipeg



Unified Readiness Model

- Align permitting, utilities, infrastructure and approvals
- Ensure investors experience a seamless path from inquiry to construction

What we need to win

The City of Winnipeg's role



- **Invest in land readiness:**
  Bring forward 1-2 high-potential sites
- **Support faster timelines to increase investor confidence**
- **In-camera briefings with Council**

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Looking ahead

- **Trade uncertainty:** CUSMA review in July
- **Aerospace & defence:** building on Winnipeg's strength as a top aerospace cluster
- **AI:** reshaping how businesses operate and travellers choose destinations
- **Visitor attraction:** adapting to AI-driven travel and targeting high-value visitors



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Building a city that's ready to win

The City's role in moving Winnipeg forward



- **Prepare to host major events**
  Clean, safe & welcoming for the JUNOS
- **Invest in land readiness**
  Shovel-ready land and speeding up timelines
- **Enable in-camera briefings with Council**
  Time-sensitive opportunities for major events, investment opportunities, etc.
- **Confirm the City's support to advance these priorities**
  Progress updates to be shared at fall meeting

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