From: Rollins, Sherri <SRollins@winnipeg.ca>
Sent: Tuesday, February 4, 2025 3:45 PM
To: Gillingham, Scott (Mayor); Council
Cc: Armbruster, Sherwood; Gameiro, Carlos

Subject: RE: City Council Response to Tariffs and Trade Measures

Good-afternoon Mayor & Council,
I hope this message finds you well. I saw your national news Mr. Mayor and appreciate your leadership to ensure Winnipeg is well-prepared for the challenges ahead. I welcome you asking for input.
Internally, you already have directed the public service to consider the city's supply chains, and look forward to them reporting back in the council seminar on how our supply of goods will be impacted. If we need to adapt procurement, I think we should consider this with staff as you say. Thanks for organizing the Council seminar as the first step.
Externally, our action plan should focus on listening and supporting local businesses, ensuring Winnipeg's economic resilience, and creating an environment in which local goods and services are prioritized. To this end I have some initial actions that I hope we can work on.
We need a City of Winnipeg action plan with strategies and timelines one that is informed by:

- Engagement with Business Leaders - I note you have made these calls. I have been making some too. With five biz zones you would expect no less.
- Federal and provincial governments to understand their response plans and ensure Winnipeg businesses are well-positioned to access any support measures, including financial aid or trade relief packages (that is coming along too).
- Other best practices in cities as they emerge (Toronto and Ottawa plans are out and I note other municipalities have already started to prepare for the trade disruptions, and I believe that we, too, must take proactive steps to protect our local economy, safeguard jobs, and minimize the potential negative consequences on residents. evolving no doubt big city mayors have a share drive? If FCM can share more formally this would be ideal.).

Prepare communication channels to inform local businesses about available resources and the City's plan:

- **Tell Winnipeg's story on buying local**. Kate Fenske has had a cross Canada check-in and has considered while municipalities don't have a lot beyond procurement, permitting we can tell our story. To that end, I plan to boost my own biz zones advertising with grants. A whole City initiative would be powerful.
- **Its critical to have an open 'policy' door or an agenda item at the ready for the public, and public service alike to focus and so Council can be nimble and action can be swift** - regular reporting at SPC Finance /Economic Development (as we did during the pandemic at SPC Community Services) is a manner of having the policy door open and an important signal that these events are serious and impacts ongoing.

Getting the basics right counts. Business needs things to happen faster and easier I would like to follow up with you on a call on two specifics:

1. **Permits and their delays are costing business in this city money**. Ensuring that we continue to streamline the permitting work when we know the supply chain costs will escalate is operation critical. Moreover, we will have support from the province to do so. Time is of the essence on affordability and red-tape reduction work we started and that inspired Martin Cash to CFIB.
2. **Events faster, easier**- Having just finished a grant to table for 1200 due to their increased costs on doing business in the downtown last year, it is important we make it easier to hold events.

I'd like to talk to you about this further.
Sherri

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