



Winnipeg's Business Development Team

Volume 1 Edition 5

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We have had a vision that we can take our city to a new and exciting level by focusing on growing and strengthening our private sector economy: expanding our local market, creating new and exciting jobs, generating new investment. To turn the vision into reality, we needed a powerful dedicated team to mobilize a collaborative community effort focused on attracting new companies to our city and assisting existing Winnipeg companies to expand. And for that, we needed financial resources, and so recently we launched a major investment campaign. We are so pleased with the response to date. The vast majority of the Winnipeg businesspeople we are meeting with are saying "yes" to Yes! Winnipeg. But as the expression goes, "we are building the bike as we are riding it," and we are also so pleased with the assistance we are providing to so many companies and entrepreneurs to open or expand operations here. And finally, we are delighted with the number of high-caliber people who have come forward to express their interest in becoming part of our team because they really believe in what we're doing. In the next few months, as we successfully conclude our Investment Campaign, we will be hiring several Business Development Professionals and if you are aware of anyone that would fit the bill please point them in our direction.

Thank you Winnipeg!
Bill Morrissey



Where are We At?

So how is our Investment Campaign going? Well, since our May 18th launch, much has happened, and we are pleased to provide you with an update on our status.

TODD HABICHT
PRESIDENT, HD-
PETROLEUM



The goal is to raise \$6.0 million over five years, with two-thirds coming from Winnipeg's private sector and one-third from the three levels of government.

Over the past 8 weeks we have arranged over 100 meetings, with many more pending. And the vast majority of the people we have met with have expressed their intention to invest in our initiative. We are very pleased that with 1/2 of the campaign period elapsed we have received *firm* commitments totaling over half of the campaign goal!

The Province of Manitoba and EDW Inc. have confirmed their share and we have received positive indications from Western Economic Diversification Canada. We are confident that the government component (\$2.0 million over five years) is in place.

On the private sector side, we have received firm commitments totaling over \$1.75m from a variety of large, medium and small firms, including Great-West Life, Investors Group, Wellington West, McGill-Stephenson, RBC, Manitoba Hydro, Shelter Canadian Properties Ltd., Manitoba Blue Cross, FWS Group, Progress Rail, MCW/AGE Consulting Professional Engineers, Wawanesa Insurance, DTZ Barnicke Winnipeg Ltd., Colliers Pratt McGarry, Quick Transfer Moving & Storage Division, IBEX Payroll, with more being added every week.

Will you consider investing in our initiative? We will be pleased to send you information or arrange a meeting at your office. The resources we raise will be used to assemble and operate a high-powered team of Business Development Professionals who will mobilize a collaborative community effort to attract new companies here and assist existing Winnipeg companies to expand, and in the process create over 4,200 direct jobs over the next five years and \$1.4b per year in new economic activity.

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What Are We Working On?

Here are a few examples of the many business attraction, expansion and retention opportunities we are working on right now.

HD PETROLEUM

As Winnipeggers become more aware of the Yes! Winnipeg initiatives, local Business Development Professionals (BDP) are on the lookout for new potential leads for our City, and in turn directing them

The Yes! Winnipeg team has such a clearly defined goal, complimented by the ability to swiftly cut through layers of corporate or bureaucratic clutter they get to the heart of what is helpful and important to a corporation like HD-Petroleum. As I have been building the HD-Petroleum project over the last five years, many have been willing to offer support that has quickly proven to be empty words, the Yes! Winnipeg group unburdened by layers of decision making has allowed them to fully grasp and then expand on the vision and potential of this Winnipeg based eco-entrepreneur project. The qualified business connections I have received from the Yes! Winnipeg team, in a matter of days I might add, has created real and productive actions that have met timelines that matter to me and this project.



DAN BELHASSEN,
PRESIDENT,
MODERN EARTH
WEB DESIGN

Modern Earth's involvement with Yes! Winnipeg raised our visibility as service providers for enterprise level business, national associations and government. It's one thing to be a successful regional company - stepping up to the national level requires a willingness to re-examine all aspects of our business model to ensure we are competitive. Yes! Winnipeg helped give us an outside perspective on how we compare, and provided us with a wealth of information about resources available to us in areas like recruitment, finance, etc. As a result, our involvement with Yes! Winnipeg has brought us to the attention of high level government and industry prospects, helping us make connections and dramatically improve our potential and opportunities for doing business nationwide - expanding our client base and scope of our business. Thanks, Yes! Winnipeg!

to our attention. In February of 2010, a BDP suggested we proactively contact Todd Habicht, President of HD Petroleum to introduce ourselves and our services. HD Petroleum, a very forward thinking company has chosen Winnipeg and Manitoba to establish its first Petroleum Re-Refinery production facility. They have derived a method whereby hazardous waste petroleum materials are collected at the source and then transformed into a highly efficient petroleum Diesel product new to the global market. Over the last 4 months, the Yes! Winnipeg team has had several discussions with Todd that have led to the introduction to a very large strategic local customer and are assisting in ongoing discussions with the Province. This opportunity has the potential to create 10 direct new jobs immediately for our economy with many more as the company expands.

POISED FOR EXPANSION

While meeting with one of our top 200 firms here in Winnipeg to request that they invest in our initiative, it became clear to us that perhaps we had both a potential investor as well as a possible opportunity for expansion and the creation of new jobs and economic investment. During our needs analysis with this long standing metal fabricator, we identified that with a robust business development plan in place, they have the ability to expand their local manufacturing operations to employ many more employees. The next step for the Yes! Winnipeg team is to connect them with our local consultants who can assist with this type of plan.

GROWTH FROM DIVERSIFICATION

In February of 2010, our team sent out a survey to over 1000 contacts requesting information on possible leads for Yes! Winnipeg. One of the many leads we received was for a fast growing local firm in the information technology sector who was interested in expanding and capturing new local, national and international customers through a new on-line learning tool. We have assisted them in connecting with the Province with regards to their training needs. In addition, we have pointed them towards 17 sector councils here in our community who might be potential customers, providing them the tipping point they need to expand their firm. This opportunity has the potential to represent 15 direct new jobs for our economy with many more as the company grows.

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No Writers' Block Here

The Yes! Winnipeg team continues to be impressed with the unique and wonderful talents that our volunteers continue to offer up to our initiative. We feel like we've grown from three members to three dozen with all of the people who have stepped up to contribute in a variety of ways to help us achieve our goals.

Over the past month, four wonderful volunteers assisted us in arranging appointments for our team to meet with prospective investors in our Investment Campaign.

And a quick visit to the Yes! Winnipeg blog will show you just how committed and energetic some of our other volunteers are. Since our Investment Campaign launch of May 18th, Yes! Winnipeg has had a weekly updated blog on good news business stories from right here in Winnipeg. Each week we are thrilled to receive the latest installment of our volunteer driven blog, whose topics have ranged from our changing skyline to how a Manitoba company has impacted the World Cup. Whenever you have a minute, visit our website and see for yourself at: <http://www.yeswinnipeg.ca/blog/>

If you think you have a story to offer, we would love to have you involved in our blog as well. Contact our volunteer coordinator Matt Erhard at: volunteercoordinator@yeswinnipeg.com, and Matt would be happy to get you involved.

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Speaking of our Website ...

For those of you who have not seen our new website yet - take a peek at: <http://www.yeswinnipeg.ca/>. While we are very happy with the site, we can't take all the credit! Much of it goes to Mf.1, who worked tirelessly to accommodate our ever changing needs, deadlines and content. A huge high five goes out to Suzanne Mireault and her crew for all they did for us over the past 7 months! Thank you Mf.1!

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Want to Get Involved?

As discussed in our last newsletter, the final stage of our Investment Campaign, planned for September will require a considerable volunteer effort. Would you consider giving us just two hours of your time as part of a team/group activity to make some very important phone calls? If we can attract a large group of volunteers we will be able to accomplish something very important for the future success of our initiative. Refreshments will be provided, we hope to attract some media coverage, and you'll be joined by several Winnipeg 'personalities.' More details will be provided shortly: stay tuned and thanks in advance for your consideration.

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