



**MINISTER
OF GROWTH, ENTERPRISE AND TRADE**

Legislative Building
Winnipeg, Manitoba R3C 0V8
CANADA

March 19, 2019

Mr. Dean Schinkel
Chair
Economic Development Winnipeg Board of Directors
Suite 810, One Lombard Place
Winnipeg MB R3B 0X3

Dear Mr. Schinkel:

I am pleased to confirm Economic Development Winnipeg as the province's regional economic development partner for our capital city, Winnipeg.

The purpose of this mandate letter is to outline the ways that Economic Development Winnipeg will collaborate to help Manitoba meet our commitments in the following key areas:

- Most improved in job creation and economic growth.
- Most improved in partnerships with business and industry.
- Most improved in achieving outcomes from the delivery of quality services.
- Most improved in public finances.

Economic Development Winnipeg mandate:

As the province's regional economic development partner for Winnipeg, Economic Development Winnipeg will:

- Coordinate economic development services for Winnipeg companies and entrepreneurs, in collaboration with other organizations providing business support in the city, to avoid duplication and create clear pathways for companies.
- Collaborate with Growth, Enterprise and Trade and Manitoba Agriculture; and engage with local municipalities, Indigenous communities, businesses, training providers and other stakeholders; to advance initiatives that:
 - grow local companies and industries;
 - create jobs;
 - attract talent and investment; and
 - increase Winnipeg's economic competitiveness and prosperity.
- Collaborate with the Winnipeg Metropolitan Region to help align our capital city and the surrounding municipalities for coordinated, strategic economic growth.

We expect Economic Development Winnipeg to adopt a 'Team Manitoba' approach with the other provincial partners and government—to facilitate entrepreneurship, start-up, and business innovation initiatives; trade development and market access initiatives; and tourism initiatives for Winnipeg.

Across the breadth of its activities, Economic Development Winnipeg should strive to:

- Advance reconciliation with Indigenous Manitobans and foster the ongoing strength of Indigenous contributions to the Manitoba economy.
- Engage with Manitoba's francophone community to further promote its economic vitality and ensure that needs are addressed.
- Foster the contributions of women, young people, and newcomers to Manitoba and other priority groups as drivers of economic growth.
- Encourage sustainable economic development, in alignment with priorities articulated in the Made-in-Manitoba Climate and Green Plan.

Working together to maximize our impact:

The activities that Economic Development Winnipeg undertakes as a provincial partner must target industry-driven, evidence-based needs; leverage private sector contributions and other funding supports; and deliver clear outcomes for Manitoba's economic development priorities—as articulated in our Economic Growth Action Plan, the Growing Manitoba's Economy report, and other provincial strategies.

We will collaborate on program development and delivery, to ensure our provincial programming is responsive to industry needs and delivers positive economic returns on our funding investments. We will seek our partners' input and expertise to help guide the development of provincial initiatives, programs and strategies that enable our businesses and economy to grow and thrive.

Manitoba's businesses and entrepreneurs expect coordinated services and clear pathways. Economic Development Winnipeg and the other provincial partners will work together to drive a client-centric approach where businesses can access the supports they need, when they need them. Partners will work in close collaboration with the Department of Growth, Enterprise and Trade through the new Economic Development Office; will continue to work with the Department of Agriculture as the lead on ag-based economic development projects; and will collaborate with the Department of Indigenous and Northern Relations on matters of Indigenous engagement.

Reporting and performance measurement:

Economic Development Winnipeg will enter into a Contribution Agreement with the Department of Growth, Enterprise and Trade, based on its partner mandate. Economic Development Winnipeg will be responsible for providing the Department with performance metrics and outcomes reporting to demonstrate the impacts of its activities as a provincial partner. Most importantly, Economic Development Winnipeg must do its part in fulfilling our commitment to Manitobans to fix our finances through strong fiscal management, transparency, and the pursuit of value for taxpayer dollars.

Together, Growth, Enterprise and Trade; Economic Development Winnipeg; and the other regional and strategic partners will work cooperatively to implement key elements of the Economic Growth Action Plan. Manitoba is becoming a more attractive place for new businesses to start, for existing businesses to grow, and for foreign businesses to invest. The world is beginning to take notice, and I'm confident that Team Manitoba will build on that momentum to drive increased prosperity for Manitobans. I look forward to working with Economic Development Winnipeg to foster the ongoing success of Manitoba's economy.

Sincerely,

Blaine Pedersen
Minister
Growth, Enterprise and Trade

- c. Dayna Spiring, Economic Development Winnipeg
Dave Dyson, Deputy Minister of Growth, Enterprise and Trade