



**MINISTER
OF GROWTH, ENTERPRISE AND TRADE**

Legislative Building
Winnipeg, Manitoba R3C 0V8
CANADA

March 19, 2019

Councillor Scott Gillingham
Reeve Frances Smee
Co-Chairs
Winnipeg Metropolitan Region Board of Directors
Unit 1 – 1749 Portage Avenue
Winnipeg MB R3J 0E6

Dear Councillor Gillingham and Reeve Smee:

I am pleased to confirm Winnipeg Metropolitan Region as the province's regional economic development partner for municipalities located in our capital region.

The purpose of this mandate letter is to outline the ways that Winnipeg Metropolitan Region 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.

Winnipeg Metropolitan Region mandate:

As the province's regional economic development partner for municipalities in the capital region, Winnipeg Metropolitan Region will:

- Coordinate economic development services for capital-region companies and entrepreneurs, in collaboration with other organizations providing business support in the region, 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 the economic competitiveness and prosperity of municipalities in the capital region.
- Collaborate with Economic Development Winnipeg to help align our capital city and the surrounding municipalities for coordinated, strategic economic growth.

- Work with government over 2019/20 to develop and adopt a strategy to improve and coordinate land use and development in the region. The strategy will promote co-operation between area planning districts and municipalities in the delivery of services, economic development initiatives and infrastructure planning and development in the region.

We expect Winnipeg Metropolitan Region 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 across the capital region municipalities.

Across the breadth of its activities, Winnipeg Metropolitan Region 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 Winnipeg Metropolitan Region 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. Winnipeg Metropolitan Region 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:

Winnipeg Metropolitan Region will enter into a Contribution Agreement with the Department of Growth, Enterprise and Trade, based on its partner mandate. Winnipeg Metropolitan Region 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, Winnipeg Metropolitan Region 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; Winnipeg Metropolitan Region; 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 Winnipeg Metropolitan Region to foster the ongoing success of Manitoba's economy.

Sincerely,

Blaine Pedersen
Minister
Growth, Enterprise and Trade

- c. Colleen Sklar, Winnipeg Metropolitan Region
Dave Dyson, Deputy Minister of Growth, Enterprise and Trade