



From the time we launched our initiative six months ago, we have already assisted in eight successes which will altogether employ approximately 300 jobs when completed. The assistance of the business community has helped us identify over 60 active opportunities for retention, expansion, attraction, and launch or start-up. The following are just a few samples of the successes we have been part of, and our active opportunities to date.



Alt Hotels to Bring Impeccable Hotels to Winnipeg

Yes! Winnipeg plays a pivotal role in the attraction of business to Winnipeg, and we are delighted to have assisted Groupe Germain Hospitality with their decision to build one of their famed ALT Hotels in the heart of Winnipeg's Sports Hospitality Entertainment District (SHED). Its anticipated addition to iconic Portage Avenue is a reflection of our city's dynamic appeal to new investments.

Groupe Germain Hospitality was first attracted to the Winnipeg market in 2007 with the help of l'Agence Nationale et Internationale du Manitoba. Representatives from Yes! Winnipeg, CentreVenture and the City of Winnipeg flew to Quebec to see the ALT Hotel product in 2009 and discussed the local fit for this exciting project.

ALT Hotels is Group Germain's concept brand for hip, trendy, and affordable hotels. It goes for an optional balance in design, décor, and ambience. The impeccable hospitality and cutting-edge boutique-hotel design make ALT Hotels a favorite among business and leisure travelers. The Winnipeg location for ALT Hotel will feature 154 rooms and will create 70 jobs.

With a Little Help, Local Manufacturer Decides to Stay and Expand

Superior Finishes, a local family-owned and operated manufacturer of top quality industrial finishes, is set to expand into a new 30,000 square foot facility along Paramount Road. The expansion plan was assisted by Yes! Winnipeg arranging meetings with representatives from the provincial government departments such as the Entrepreneurship, Training and Trade; Labour and Immigration; City of Winnipeg; and several local commercial real estate companies.

Tony Guertin, CEO of Superior Finishes said that his company was initially considering a move to the U.S. in order to follow the lead of several of its larger customers but Yes! Winnipeg stepped onto the scene and did its part to help retain the business in the local marketplace.

"Our first priority was to make it clear that we greatly appreciate his company's presence here, and that we are available to assist with anything he might need in order to help facilitate the necessary expansion," said Bill Morrissey, Leader of Yes! Winnipeg.

Superior Finishes will be assisted by an \$800,000 Manitoba Industrial Opportunities Program (MIOP) loan from the province while the company will invest approximately \$3 million. The creation of 20 new technical positions is expected over the next several years.

"We are very excited about this next chapter in our company's evolution, and we are very pleased to be doing this here in Winnipeg. The assistance we received from Yes! Winnipeg has been excellent, and we also appreciate the support from the Province, the City, Bank of Montreal and BDC," said Guertin.

With the business operations of Superior Finishes looking up, and the prospect of seeing more jobs created in the future, there is no doubt that this is a local story of sweet success and Yes! Winnipeg is excited to be part of it.



During the press conference of Superior Finishes at OmniGlass Facility, June 28, 2011. (Back row, L to R) Rob Dryden, Jacqueline Guertin & Evan Andrew; (Front row, L to R) J P Guertin; Jamie Guertin; Marjorie Guertin & Tony Guertin

Yes! Winnipeg has been working closely with local representatives of the United Church of Canada (UCC) to develop and submit a Winnipeg response to the Request For Proposal for the proposed relocation of UCC's National Executive Council office and archives, currently located in Toronto. Yes! Winnipeg mobilized a community effort to create a comprehensive written proposal to showcase Winnipeg's value as an alternative location. Yes! Winnipeg also coordinated the development of an interactive website, as a supplementary submission to UCC. This interactive website produced by Whirlwind Media Group, uses 3D 'interactive' technology to showcase the many reasons that make Winnipeg the best relocation site. These combined efforts are designed to reach out to the voting membership that will make the final location decision to ensure they are fully aware of the Winnipeg advantages. Yes! Winnipeg is now taking a lead role in the follow-up process with the UCC working group to ensure Winnipeg's location options are given a full and fair review in advance of the anticipated November 2011 vote that will decide the new national office location.

Yes! Winnipeg would like to recognize the important contributions, content and financials, made by our partners in support of the development of our *Why Winnipeg* proposal— The Province of Manitoba, The City of Winnipeg, The University of Winnipeg, Conference of Manitoba and Northwestern Ontario and All Native Circle Conference.

To view this website, please visit www.uccwelcometowinnipeg.com. Yes! Winnipeg would like to thank its many community partners, supporters and contributors who made this site possible, including Whirlwind Media Group who developed this persuasive interactive website.

Expansion: A Financial Services Firm

A local financial services company has acquired another firm in eastern Canada and needs to determine whether they will use the acquired firm to expand their back office functions or do this expansion in Winnipeg. Yes! Winnipeg is helping this company in identifying appropriate incentives or programs, which could help them weigh their decision in favour of Winnipeg.

Yes! Winnipeg introduced them to both federal and provincial departments and programs that could provide support on their plans to acquire and train new staff. Meetings with senior provincial representatives have focused on training and technology support, and additional meetings are scheduled for early fall. Initially they were only looking for a few jobs in Winnipeg; over time, many of these information technology jobs could be in the Winnipeg offices.

Launch: A Cleantech Company

Yes! Winnipeg is assisting a Manitoba cleantech company to launch an innovative energy-from-waste technology product. This company offers customized end-to-end solutions to provide an environmentally responsible source of clean, renewable energy utilizing a patented rapid organic conversion, energy-from-waste technology. Yes! Winnipeg is currently assisting this client to secure equity investment and to take strategic next steps.



Yes! Winnipeg Gets Savvy on Social Media

The online power of social media will bring Yes! Winnipeg closer to you. Yes! Winnipeg will get more interactive when it launches its presence on LinkedIn, Twitter, YouTube and Facebook in the coming weeks. The Yes! Winnipeg team understands the impact that social media provides, offering increased access with comments and feedback on our current activities and other information that will be useful to you.

We are also continuing to partner with Yes! Winnipeg investor Bell Media Radio Winnipeg to showcase unique success stories from local companies. Keep your radio tuned in to Sports Radio 1290, BOB 99.9 or Fab 94.3 to hear our 60-second spots.

If you've got a lead, tell us – we'd love to hear from you!

- Do you know of any business that is considering leaving Winnipeg?
- Are you aware of any entrepreneur who has an innovative business idea and waiting for it to become a reality?
- Do you know of any company with ideas for expansion that would create new jobs, and could use some of our help?
- Or do you know of any important product or service that must be imported here in Winnipeg because there is no local source of supply?

If you say **"YES!"** to any of the above, contact cgoertzen@yeswinnipeg.com or call at **(204) 944-3324**.

You may also reach us at www.yeswinnipeg.com