



Through its first 10 months of operation, Yes! Winnipeg is pleased to have assisted 15 clients who collectively will hire/retain approximately 470 staff when their projects are launched. The following are a few of those successes.

Jobs on the Rise

More Yes! Winnipeg Success Stories



The Nordik news conference at Crescent Drive Golf Course, 25th October 2011

(L to R: Mariette Mulaire, ANIM; Daniel Gingras & Martin Paquette, Nordik franchisers & co-owners of Winnipeg location; Mayor Sam Katz, City of Winnipeg; Norman & Robin Dupas, Project Promoters & Investors; Guy Prefontaine, Lead Architect; and Bill Morrissey, Yes! Winnipeg)

Nordik's \$6 Million Spa Set to Add More Jobs in Winnipeg

Nordik announced at its news conference on October 25 the plan to build and open a world-class Nature Spa in Winnipeg. This will be the second location for Nordik which operates another location just outside of Chelsea, Quebec. This addition is expected to hire 100 employees at a section of the Crescent Drive Golf Course.

The \$6 million spa is set to open in the fall of next year and may eventually become a tourist attraction. It will feature impressive facilities such as a Finnish sauna; indoor and outdoor relaxation areas; hot tubs; and would also include various body treatments and other impeccable services. Its opening will be a great addition in enhancing the quality of life here in Winnipeg.

“Yes! Winnipeg has been pleased to work with ANIM and the City of Winnipeg in making this exciting idea a reality here in our city,” says Morrissey.

...and more success stories

The Paradies Shops - Yes! Winnipeg assisted The Paradies Shops which operates more than 500 stores in over 70 airports and hotels across the U.S. and Canada, in connecting them with applicants to fill the 27 newly created positions in the airport. The Winnipeg Chamber of Commerce referred The Paradies Shops to Yes! Winnipeg.

Canadian Western Bank - After Nick Logan of National Leasing advised Yes! Winnipeg of their decision to enter the local market, Yes!

Winnipeg provided an overview of the local business environment including information and data used to help make their location decision and connected them with Winnipeg real estate professionals. The firm has added four new employees and that number will increase to 15 when the first location opens in 2012.

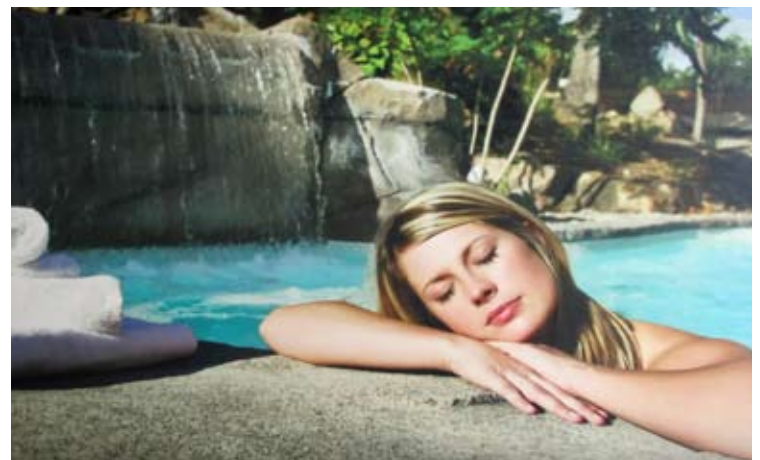
Po-Mo Inc. - An interactive digital media company specializing in user controlled floors, digital media walls, and large scale building projectors has grown to five employees. The Winnipeg Chamber of Commerce referred Po-Mo Inc. to Yes! Winnipeg which provided general business development and assistance in navigating government programs.

Acryl Design Ltd. - Manufacturer of custom goods and a large fabricator offering a diverse range of services including rapid prototyping, product production, artistic furniture and commercial signage. Yes! Winnipeg connected them to BDC for financing assistance and introduced them to government programs, and they have added two new employees and invested \$50k in new equipment.

Modern Earth - A customized web design, online marketing and search engine optimization firm was provided with general business development resources that assisted them in the addition of two new jobs.

Canadian First Aid Training - A bilingual “one-stop-shop” to safety training and services including first-aid, CPR and Automated External Defibrillators. Yes! Winnipeg connected them to industry consultants, government programs, prospective investors, and provided general business development assistance. The firm has recently added 3 jobs and a \$50k investment.

Yes! Winnipeg's nine-member business development team is actively working on over 50 R.E.A.L. opportunities across the nine key industry segments. The various opportunities represent a cross-section of small, medium and large companies. With a few months to go, Yes! Winnipeg is close to achieving its first year goal.



Nordik Spa-Nature is a relaxation retreat in Old Chelsea, Quebec and will soon open its first franchised location in Winnipeg to provide impeccable services.

The Art of External Attraction— Doing it the Yes! Winnipeg Way



The Provencher Bridge in Winnipeg - Photo by Richard Marquez

Yes! Winnipeg plays a major role in presenting the ‘Why Winnipeg’ value proposition to prospective site selectors.

In every jurisdiction, external attraction is one of the key components to growing the community. For Yes! Winnipeg, the art of external attraction will involve developing and maintaining relationships with site selectors around North America. According to the Site Selectors Guild,

“Site Selectors represent an estimated 60 per cent of corporate site selection projects ranging from internal supply chain analysis to local business relocations – from globally known corporations to new business start-ups.”

Yes! Winnipeg recognizes that there are no cookie-cutter solutions in the art of external attraction. This important component involves strategy, leveraging private and public sector connections and a great amount of enthusiasm. At Yes! Winnipeg, the art of external attraction is everybody’s business. All of the business development professionals and business development coordinators work hand-in-hand to identify the top companies in their sectors and proactively reach out to each one of them. With a stringent procedure and criteria in place, attracting a business to come to Winnipeg and create jobs is classified as top priority.

Yes! Winnipeg’s very own Relationship Manager, Cindy Goertzen is responsible for identifying and maintaining relationships with site selectors who may not otherwise know about all the wonderful attributes Winnipeg has to offer. According to Goertzen, site selectors are a unique set of consultants working independently or within a large global firm responsible for identifying the optimal location and community for their clients. Yes! Winnipeg will start by identifying the top site selectors within North America in the hopes of developing attraction leads for our community.

“To date, our community has very few established relationships within the site selector community and it is our goal to change this. In 2012, we want to host familiarization tours for these site selectors” says Goertzen. “Together with Manitoba Hydro and the Economic Development team, we have already successfully hosted a familiarization tour and the feedback we received was extremely positive.”

Back in August, one of Yes! Winnipeg’s collaborators and investors invited a site selection firm to come to Winnipeg for a familiarization tour of our city. Yes! Winnipeg mobilized a team of representatives from both the public and private sectors who assisted in presenting a ‘Why Winnipeg’ message. The familiarization tour allowed the visiting site selector to see and experience first-hand what Winnipeg has to offer. By providing a customized tour, the visiting firm was able to build their own itinerary enabling them to learn more about sectors in line with their client needs.

Overall, Yes! Winnipeg plays a major role in presenting the ‘Why Winnipeg’ value proposition. External attraction prospects need to be aware of our low overall business costs; central location; transportation, distribution and logistics solutions; strong, stable economy; clean, affordable and reliable energy; productive and highly trained workforce; affordable quality of life; and center for research and development .

“Yes! Winnipeg recognizes that there are no cookie-cutter solutions in the art of external attraction.”

“While those of us living, working and operating businesses in Winnipeg know these compelling attributes of ‘Why Winnipeg’, we need to get this message out to the site selector network and ultimately reach their client base.” says Goertzen.

Once a site selector has expressed a desire to explore options for a specific client file, Goertzen will pass the lead over to the respective business development professional who will manage the file. The entire process around the art of external attraction and doing it the Yes! Winnipeg way is just one of the four components of the team’s REAL opportunities mandate. In order to deliver 4,200 jobs over the next 5 years, the team’s efforts to help retain, expand, attract and launch a business here in Winnipeg are all equally important.

“In addition to connecting with site selectors, we plan to leverage local external networks within our local commercial real estate and developer community as well as alumni associations within private schools and post-secondary institutions. Our community has come to expect out of the box thinking from Yes! Winnipeg and we want to continue to deliver,” says Goertzen.

Sometimes the best leads come from business people who travel. The time spent in airplanes and passively visiting with people to and from their destinations can provide information that is very useful to Yes! Winnipeg.

“We want to hear about the random discussions from those people who go to different marketplaces. Yes! Winnipeg will be an even greater success when our community is motivated to come forward with these random discussions that have the possibility of developing into REAL opportunities,” quips Goertzen.

photo gallery

Nordik Spa-Nature news conference - October 25, 2011 - Crescent Drive Golf Course



Know

your Yes! Winnipeg team

Cindy Goertzen
Relationship Manager

Cindy Goertzen assists in proactively seeking external attraction opportunities for Winnipeg. Goertzen leads the charge in developing site selector relationships for Yes! Winnipeg and provides any uncovered leads to the team's business development professionals.

As a returning Manitoban, Goertzen built her professional career both nationally and internationally. She joined Selling Winnipeg to the World in its early inception in 2009 and played a pivotal role in acquiring the support of various investor companies to help launch the Yes! Winnipeg initiative.

A graduate of the University of Manitoba with a BA in Political Science, Goertzen has a true passion for helping Winnipeg's private sector grow.

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

Connect with us today!

LinkedIn YouTube



www.yeswinnipeg.com

Yes! Winnipeg is Winnipeg's business development team. We are a nine-member team focused on creating new jobs and economic investment. We proactively and strategically seek out **R.E.A.L. business development opportunities (i.e. retention, expansion, attraction and launch/start-up)**. We work with our clients to determine an action plan that will lead to success, and we use our excellent network and connections to deliver success. The valuable services we offer are provided free-of-charge courtesy of the generous financial support received from over 120 local businesses and governments who are committed to the growth and betterment of our great community. We have tangible goals that we are committed to and we continuously track the impact we are having and regularly report to our investors. *Yes! Winnipeg* is a five-year initiative within Economic Development Winnipeg Inc.