

# CONNECT

Official publication of the Economic Developers Association of Manitoba

WINTER 2020

ISSUE #8

## MESSAGE FROM EDAM ON COVID-19, ADDRESSING CHALLENGES AND POTENTIAL AREAS OF OPPORTUNITY, RESOURCES

In the last edition of our newsletter, we urged the Economic Development Practitioners of Manitoba to get out into the community and utilize the skills fostered by the EDAM Community Edge program to support their business communities in this challenging time.

Practitioners across the Province have worked hard to accelerate their Business Retention and Expansion processes, support their local businesses by improving access to programming, helped secure PPE, and increased their communities' resiliency.

EDAM has supported our members by hosting our Virtual Fall Forum and Virtual Cafe Events detailed later in this newsletter. We discussed strategies and how to support our communities. We

continue to encourage you to share your local economic development strategies, emergency response plans, documents, or activities to benefit other communities during COVID-19 with the economic development community.

We have also worked to upgrade our website and communications platforms to support a space where we can all share what has worked for you and what has not, what are you planning on trying, what can you share that another community may benefit from. We will continue to compile the submissions and develop resources from all findings.

A major issue affecting all of our business communities is survey fatigue; the sheer number of organizations asking for businesses' information is staggering. One of the best ways we can support our businesses and not overwhelm them is to conduct some research on other engagement activities' findings, come prepared with what help you can offer, and keep information requests short. Reach out to your fellow economic development practitioners and check what resources they have that you can use.

It is important to remember support is out there, including information regarding programs and services with the Federal and Provincial Governments. At the City level, Economic Development Winnipeg has launched a Weekly Economic Digest and information regarding COVID-19, in the COVID-19 Toolkit.

The Province of Manitoba has launched a service as part of the Manitoba Protection Plan – the Manitoba Economic Support Centre. Businesses, not-for-profits, and

charities facing economic challenges due to COVID-19 can call 1-888-805-7554 to get information and guidance through the different support programs available. Call 1-888-805-7554 and speak with an agent at the Manitoba Economic Support Centre today!

### A MESSAGE FROM THE PRESIDENT

As President of EDAM, I am very grateful for our Economic Development Officers and practitioners who have continued working hard every day during these unforeseen times. We have all demonstrated that we can adjust our way of working and continue helping our entrepreneurs and our communities survive and thrive during the pandemic.

Our first-ever virtual fall forum was a great, well-organized success, and I thank all those involved in the preparation and those who participated in this one-day event. The EDAM board and forum committee will continue organizing annual forums and offer virtual or in-person training sessions if requested by a good number of members. A special thanks go out to the EDAM sponsors who continue supporting our initiatives and our mandate to connect, educate, and inform the various practitioners and organizations working in Manitoba's economic development.

EDAM is starting to see a growing number of Community Edge graduates receiving the CED certification for completing the 8-module accredited program. Community Edge, Manitoba's CED Certification Program developed by EDAM, encourages all practitioners to participate in these modules to learn skills and strategies to help Manitoba communities build strength, stability, and resilience.

*-Joel Lemoine*

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## The challenges facing rural communities

Rural communities are experiencing big changes. Baby Boomers are retiring and selling or winding down businesses. And the attraction of urban amenities, career advancement, and higher wages is pulling many young people away from rural areas.

Linked to these challenges is a high number of business owners without a succession plan and many communities at risk of losing staple services.

Simultaneously, fewer financial resources are available for small towns as government priorities shift and banks and other critical services close rural branches.

The result? Small towns face an uncertain future.

### An often overlooked model

Nevertheless, rural people are highly resilient, and community leaders actively work to save their Main Streets, adopting a DIY approach to economic development.

An effective and proven model for rural economic development — both for investment readiness and business retention and expansion — is ready to be put to work.

The co-operative model has a long history of helping small market economies produce viable alternatives for government and large corporate investments.

The rural power grid in Alberta, for example, would look vastly different without this model. Hamiota, Manitoba probably wouldn't have some of the fastest internet on the prairies without it. And without the model, Regina's multi-billion dollar oil refinery likely wouldn't exist.

A co-op is a ground-up way to do business. When markets fail or a large corporate player leaves, a group of people can come together to fill the void or create new opportunities. We've seen this with retail and grain marketing co-ops during the early 20th Century across Western Canada. And we're seeing it with investment and internet co-ops today.

### Why a co-op?

People generally create co-ops to provide a service, like marketing, consumer goods, or utilities. The model also offers each owner (member) a say in how the business is run.

Thanks to these two core features, the model tends to prioritize delivering services over making a profit. Over time, the result is a business that's responsive to market changes, resilient during challenging economic times, and generally better at dealing with a crisis.

And a co-op can be any kind of business. Its unique corporate structure has proven itself in every economic sector. And these characteristics often make it a reliable solution for people looking for a DIY way to deliver a service or product as a group. Nevertheless, let us look more closely at three ways co-ops can help save Main Streets in rural communities throughout the country.

### Deliver New Services

Small town populations are changing. As they age, communities need housing options that allow residents to age in place. Mossbank, Saskatchewan, noticed that ageing residents moved to Regina to find housing that provided the care they needed.

In 2011, the community pulled together to open the Furrows and Faith Retirement Villa Co-operative, a 16-suite personal care home just the right size for the small farming town.

However, it is not just ageing residents that need more services. In Smoky Lake, Alberta, young families had no daycare facilities for their kids. No childcare makes

it hard for a community to grow, as many parents cannot return to the workforce. For years, parents in Smoky Lake coped by swapping babysitting duties and looking after each other's kids. In 2018, parents opened the first co-operative daycare in Alberta, Smoky Lake Community Daycare Co-operative.

Conveniently located in the local school, the daycare can host 42 children and has created a ripple effect economically. Two-parent households are now able to participate in the economy, and the community has seen new growth.

### Facilitate Business Transitions

Co-ops are a DIY solution, and they can play a significant role in saving local businesses. Business owners hoping to sell their business and retire have an option they may not expect — the business's customers, employees, or suppliers can form a co-op and buy the business themselves.

In Nelson, BC, the Kootenay Bakery Café owners wanted to ensure the business would survive after they retired. Their solution? Help their employees incorporate a co-op and take over the company.

A few years ago, in Westlock, Alberta, Agricore announced they were closing operations in the town of just over 5,000. This loss would leave local farmers and business owners with limited rail access and impact many well-paying jobs. Farmers and local investors from the region opted to save the operation.

In just six weeks, these entrepreneurial farmers and local investors raised \$1.2 million to purchase the local grain terminals and created Westlock Terminals New Generation Co-operative.

The effort saved a vital piece of local infrastructure, kept jobs in the community, and allowed people to invest locally.

### Provide Access to Capital

To implement some of these solutions, communities need money. And soliciting investment from a government or large corporations is a formidable challenge that sometimes comes with painful compromises.

Interestingly, the solution may be closer to home than many think, and can help with external investment attraction. As a group, residents of small towns in Canada often have a lot of wealth invested in RRSPs, GICs, and pensions — money that leaves the community.

By bringing a small portion of that investment back into the local economy with an investment co-op, people instead have the option to invest in local businesses and help their community grow.

In Sangudo, Alberta, community leaders rallied behind two entrepreneurs hoping to purchase a meat processing business from a retiring business owner. This business is a staple the community could not afford to lose in the heart of cattle country. However, with few local financial institutions and limited personal resources, the entrepreneurs could not get a commercial loan.

The solution? Forty-two community members created the Sangudo Opportunity Development Co-operative and together invested \$250,000. The co-op then bought the building and assets and leased them to the entrepreneurs until the new owners could get a loan and purchase the business from the co-op.

With this win under their belt, the investment co-op also turned an empty building into a coffee shop and built new houses to attract families. So, not only did these investors get a return, the impact of this investment is visible right down the street.

### A Better Way Forward

Of course, starting a co-op does not just happen. It takes a lot of work and a new way of looking at things. But saving Main Street is going to take more than investment attraction. It will also require ingenuity and vision from local people working together to grow their communities. The co-op model can help.

To learn more, try our Creating Connections workshop. The workshop is free and counts as an advanced elective in the EDAM Community Edge training and two points towards your EDAC Ec.D. Certification.

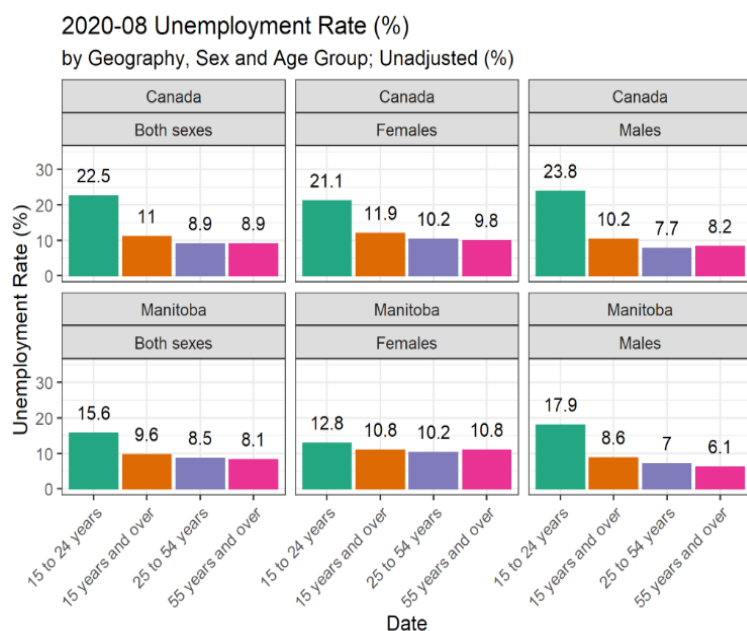


**Chris Ferris, Senior Economist, Economic Development Winnipeg**

Economic development is about enhancing the capacity of an area to generate wealth and sustain jobs. It is also about solving problems that stand in the way of building economic resilience. Monitoring and benchmarking your region against your Province and/or country is important. This ongoing work helps you to focus your efforts where they are needed most.

When the broader economy is experiencing a negative shock such as COVID-19, it is important to have prompt information. One of the more timely and useful economic aggregates for understanding the effect of COVID-19 can be found in Statistics Canada's Labour Force Survey. Understanding how the broader labour market is evolving is an important indicator of your local labour market health. Understanding the broader challenges for labour supply and demand enables you to focus on shoring up local employers who are struggling and encouraging those who are growing.

**Figure 1: August 2020 Unemployment Rate by Geography, Gender and Age Group (%)**



Source: Statistics Canada, LFC, Monthly, Unadjusted, Tables 14-10-0022-01

# USING LABOUR FORCE STATISTICS TO GUIDE YOUR ECONOMIC DEVELOPMENT EFFORTS



**ECONOMIC DEVELOPMENT WINNIPEG**

**Economic Development Winnipeg's (EDW) Weekly Economic Digest (WED)** compares and contrasts the Canadian and Manitoba labour markets by gender, age groupings, industry, and other factors.

The COVID-19 lockdown and subsequent recovery have more negatively affected women's employment, young workers (15 – 24), lower-wage workers, and certain visible minorities. Women with young children have experienced a slow return to the labour market (August 2020 LFS).

The WED highlights the need for sufficient open childcare facilities and in-person schooling to keep the parents of children under the age of 12 in the workforce. The article also highlighted the early drop in employment for those aged 15 to 24. Governments have taken quick action to ensure daycares/early childhood learning, and schools have sufficient support to reopen safely. They have also acted quickly to support the hiring of young people (Manitoba 2020/21 Q1 Report: Fiscal and Economic Update, p.7).

Manitoba Employment in August 2020 remained 2 percent lower than February 2020, but this varied widely by industry. For goods-producing industries, we saw seasonally driven employment gains for construction (+ 16 percent) and agriculture (+7 percent). At the same time, non-durable manufacturing (-8 percent), durable manufacturing (-10 percent), and utilities (-12 percent) were still below February 2020.

Service producing industries and employment in educational services were still down 25 percent from February (expected to increase with returning to school in September). Accommodation and food services (-10 percent), transportation & warehousing (-7 percent), healthcare & social assistance (-6 percent), and retail trade (-4 percent). The bright lights for services include finance and insurance (+9 percent), real estate, rental and leasing (+10 percent), public administration (+12 percent), and information, culture, and recreation (+14 percent).

Finding where industries are still struggling helps highlight the potential areas of focus for Business Retention and Expansion (BRE) program and advocacy. The combination of broader and local industry knowledge is key to planning focused business development efforts.

At the same time, people are looking for work. They may need help finding training opportunities or matching up with employers who are expanding their businesses. Finding ways to connect people and employers to training and employment will be needed to adjust our economy to a new normal.

To read Economic Development Winnipeg's Weekly Economic Digest, and other information regarding COVID-19, please see EDW's COVID-19 Toolkit.



# FALL FORUM REVIEW

*EDAM hosted our first-ever virtual forum on October 1, we were disappointed to not meet in Virden as planned, but we feel this was a great success and necessary to keep everyone safe. We hosted a full day of great speakers offering their perspectives on Economic Development and best practices.*

**Session 1:** Evaluation & Impact was presented by Bohdanna Kinasevych of Health in Common. Bohdanna shared the fundamentals of evaluation planning, exploring various ways of 'telling your story' in a meaningful and straightforward way. She gave us her insights into how understanding your audience and focussed planning helps determine what needs to be measured - and what does not.



**Session 2:** CED in Rural Communities was presented by Lorrie Matthewson of Solomon Matthewson Consulting Co. Lorrie told us how she came to specialize in providing 'as needed' support to small populations. Through many examples, she shared the things she looks for and helps create, to support communities to be sustainable and the challenges she faces.

Lorrie's message is clear to small municipalities, you are not alone, you are not dead, and there IS a way.



**Session 3:** Urban Design/Community Revitalization and Planning: Creating Livable Downtowns in the Age of Covid19 – Why and How Now More than Ever was presented by Monica Giesbrecht of HTFC Planning & Design. Monica showed us how to make downtowns, especially public streets and urban parks, more livable with a special focus on community engagement, human scale, accommodating all modes of transportation, social inclusion, environmental flexibility and resilience, authentic cultural identity and activation through year-round programming. She shared examples from HTFC planning and implementation projects throughout Manitoba as real case studies to demonstrate key revitalization concepts and processes.



**Session 4:** Manitoba Hydro: Rob Kirchmann announced that Manitoba Hydro is working on a new Business Model referred to as Strategy 2040 to make Manitoba Hydro more effective, efficient and responsive to their customers and to position them for the emerging changes happening in the industry. Rob let us know more specifics on this plan will be rolled out in the months to come. Rob also wanted the membership to know that they can come to him if they have a project inquiry requiring a large utility load so he can help them understand what infrastructure would be required to see the project advance. He would also like folks to know that they can reach out to him as a first point of contact for any other utility matters.



## **EDAM Members Discussion – Moderated by Joel Lemoine**

This session was a great opportunity for our members to discuss what we had learned, new initiatives and to catch up remotely.



# EDAM VIRTUAL CAFÉ'S: LOTS TO TALK ABOUT!

**By Lesley Gaudry**

When COVID 19 restrictions began in March 2020, and we were shut out of our offices, started to work remotely, or in some cases, had contracts suspended, EDAM reached out to their membership with the option to host A Virtual Café. EDAM's Education Committee's idea came to light at the end of April to allow members to connect with other EDO's and discuss a themed topic. Aptly, the first Virtual Café session topic, was themed around the shutdown with some primary questions: 1) How are you doing? And 2) What are you doing in this strange time?

Over 21 members participated in two congruent Virtual Café's. Unsurprisingly, the first collection of responses outlined the general malaise of the current situation, that anxiety and stress were up, but also that EDO's were going into what they do best – setting up full swing on how they could serve their communities best. Many EDO's described their efforts to reach out to their communities for check-in and conduct surveys to find out businesses and organizations' new realities. EDAM Members did phone call check-ins, short surveys, and filtered and answered questions that came into their offices.

Once getting the lay of the land, our EDAM members initiated some activities to assist their communities such as:

- Hosting and promoting a Business Facebook Contest to give those that still had their doors open a boost. Business submitted videos and the winners received free publicity on French Radio and print advertising.
- Creating a group Facebook page for all COVID 19 related residents and businesses had a one-stop-shop for the latest information on programs and statistics.
- Creating a webpage to filter and connect all COVID 19 links and resources as shared by the Province, MB Chamber of Commerce and Federal Government.
- Organizing and hosting webinars for businesses that wished to take the training online.
- Creating podcasts for businesses to listen to other businesses and their pivoting experiences.
- Administering Federal Programs as per their organizational mandate
- Sought out industry-specific initiatives
- Digitizing main streetscapes and helping businesses get "online."
- Conducted self-assessments for thinking and management styles to better serve their staff and clientele

- Compiling a database of all COVID 19 related webinars and seminars
- Reaching out to seasonal businesses and asking about their needs and gaps and assisting with immediate needs.
- Organizing SHOP LOCAL blitzes, signage, and online marketing.
- Creating a COVID team that meets once a week to discuss positions of strength and how they can assist businesses,
- Developing collaborative relationships with local media sources to help get information and promotion out to and for residents and businesses.
- Duplicating strategies that were learnt in different webinars but adapting them to a local context,
- Showcasing businesses with innovative events/activities such as take out nights, delivery services, and online experiences.
- Working a collaborative initiative with local media for some products and place branding.
- Working with the public to conduct an awareness campaign for consumer spending (to recognize and encourage local spending)
- Conducting a business impact survey with the local community,
- Organizing and running a BR and E program with a COVID 19 lens
- Running MB Business Start Program for new entrepreneurs directly affected by a business closure and want to pivot to alternate sector/employment.

EDAM's second Virtual Café was themed around Opening up for Tourism on June 19, 2020, shortly after the Province opened Phase 3. 14 members connected on this topic and their summarized responses included:

- Generally, most communities were open to domestic tourists visiting their communities, mainly within a few hours' drive. There were less ready for interprovincial visitors and did not want international visitors currently.
- Many EDO's expressed that nature-based leisure and travel was on an upward trend. This included parks and trail usage, cycling, hiking, and paddling.
- Outdoor retail stores were having their best revenue months in June due to the increased volume of MB residents getting outdoors.
- Campgrounds would be extremely busy as MB residents planned vacations

close to home – this includes Provincial Park campgrounds, private and municipally-owned campgrounds.

- Organized sports events were halted, but a limited number were doing well with presale tickets being a requirement.
  - Businesses that are linked to recreational vehicle sales and maintenance were doing well.
  - Smaller volunteer-run destinations such as museums and historic areas struggled due to volunteer management and lack of revenues normally earned from annual events.
  - Festivals were all together cancelled, which has affected service delivery organizations that rely on those festival funds.
  - Communities that had participated in Travel Manitoba's Place Branding Program benefited from some free publicity on behalf of Travel MB.
  - Boosterism was highlighted in social media, and visitors were seeking roadside attractions and unique public art/statutes/features.
  - Events and venues were marketing themselves with presale tickets for when they were allowed or able to open, others pivoted and offered online experiences for sale. For example, a local high school (Pam) hosted an online art show.
  - Hosted a Virtual Experiences How to Webinar and provided a tool book
  - Promoted a multimodal map of the region – Sifton – Walk, Peddle, Paddle Map, and Kayak drop off points, Eastman Tourism – Hike, Bike Drive Directory, and Swan River – grant to map out trails categorically for All Trails App,
  - Utilized Sport Fish Enhancement Grant to keep employees during the winter.
  - Barriers to Opening up for Tourism included lack of volunteers, lack of employees (due to CERB), lack of access to PPE and sanitizers required, lack of space to accommodate the new social distancing guidelines, lack of access (Northern MB), and others.
- The EDAM Virtual Café's provided an opportunity for members to check in with each other, express their concerns and enthusiasm for some innovative actions and examples of resilience. We would like to thank your members for connecting and sharing, and we look forward to hosting more Virtual Cafés in the future. If any members have any topics they would like to see covered, please do not hesitate to contact us at [edammanitoba@gmail.com](mailto:edammanitoba@gmail.com)

# SUCCESS STORIES

2020 has been a challenging year for economic development. Economic development practitioners and local businesses have taken this challenge and turned it into an opportunity to pivot and serve new ways. Common trends for shifts in economic development included: social media outreach, website content changes, shared COVID resources, promotion of local business, business status and impact surveys, recovery task force, training/webinars, consultations, e-commerce supports, reviewed/amended Bylaws, sourcing PPE for business, temporary signage, interest-free loan programs, newsletters, and shop local campaigns.

These shifts were seen across the Province of Manitoba and throughout the nation. We decided to look at a couple of examples of shifts in business and economic development here in our Province.

## **The Business Shift**

By March 25, Farmery Estate Brewery out of Neepawa, MB, had decided to pivot to meet global demand for hand sanitizer. They did not expect the demand to be so high, causing them not to keep up with demand. "Within 15 minutes, we had 300 likes (and) shares, and it just kept going higher and higher." Said Co-owner Lawrence Warwaruk. It was a success! They could not keep up with demand. They made donations to health care facilities and other public spaces. In the early days, they went into communities and sold out on their hand sanitizer. They secured and fulfilled a provincial procurement contract. Sales were overwhelming!

The whole shift was good PR for Farmery Estate Brewery to provide hand sanitizer during such a difficult time. Very importantly, they maintained employment at the brewery during the pandemic. The requirements for the manufacturing of hand sanitizer caused them to close their building to the public. They had to stop doing tours and could not sell from their brewery. At this time, they pivoted again and found another commercial space offsite to open a retail store. The store is right on Highway 16 and provides them with more visibility to the drive-through traffic in Neepawa.

They are currently not manufacturing hand sanitizer. They have warehoused a large supply to meet current demand. To support the Brewery, the Town of Neepawa temporarily waived the required zoning change for Farmery to manufacture alcohol-based sanitizer.

## **The Community Shift**

The RM of Pipestone Community Development Corporation (CDC) quickly recognized that local business and community buildings would soon have added expenses due to social distancing protocols for COVID. Using a model from Australia, the RM of Pipestone CDC launched the Safe Communities Grant Program in May of 2020, with the assistance of a grant from Enbridge Pipelines and shifting budget dollars. The grant is in place to provide area businesses and public facilities with up to \$500 to develop safety infrastructure in response to the COVID-19 pandemic.

The grants can be used by businesses and public facilities in Cromer, Sinclair, Reston and Pipestone to purchase goods and services or make permanent physical improvements to a business or public facility that helps its operations and

customer experience.

Safety items considered for approval under the grant program include; signage indicating COVID-19 physical distancing protocols, floor markings where service is provided or lines form and plexiglass or physical enclosures or barriers to separate employees and patrons, particularly in instances where a two-metre distance cannot be consistently maintained.

"This program is significant for community and business survival during this unprecedented time," says Tanis Chalmers, Manager of Economic Development with the RM of Pipestone CDC.

"People want to live, work, shop and visit in a safe environment and these grants will help local businesses and public facilities demonstrate that they care and are taking appropriate measures to safeguard their employees, customers and the general public," explains Ryan Champney, Director of Prairie Region Operations with Enbridge. "We commend the RM of Pipestone CDC for developing and implementing this unique initiative which, as a company whose foundation is built on safety, we are proud to support."

## **Fostering Partnerships**

Southwest Manitoba is fortunate to have many economic partnerships that have fostered growth and opportunity in the region. Here is a list of a few along with contact information:

### **Dennis County Development Partnership:**

An Investment partnership between RM of Wallace-Woodworth, Town of Virden and RM of Pipestone [www.investsouthwest.ca](http://www.investsouthwest.ca) or [info@investsouthwest.ca](mailto:info@investsouthwest.ca)

### **Southwest Regional Round Table:**

A group of more than 10 communities focusing on Economic Development  
Current Chairperson: Debra Turner [rec.edo@mgl.gov.ca](mailto:rec.edo@mgl.gov.ca)

### **Southwest Business and Entrepreneur Expo:**

Has been running for 3 years and plans to pivot with an online event for 2021. [www.swbusinessexpo.com](http://www.swbusinessexpo.com) [swbusinessexpo@gmail.com](mailto:swbusinessexpo@gmail.com)

### **Prairie Gateway Tourism:**

A tourism partnership between the Town of Virden and RM of Wallace-Woodworth  
[www.prairiegatewaytourism.ca](http://www.prairiegatewaytourism.ca)  
[Prairiegatewaytourism@gmail.com](mailto:Prairiegatewaytourism@gmail.com)

### **Big Idea:**

Presented in partnership with the Minnedosa Area Community Development Corporation and the Town of Neepawa, entrepreneurs can pitch their BIG IDEA at this 'Dragons Den' style event for a chance at \$30,000 in cash and prizes to launch or expand their business.  
Contact: Marilyn Crewe [edo@wcgwave.com](mailto:edo@wcgwave.com)

### **Yellowhead Investment Corridor:**

An investment partnership between the Municipality of Russell Binscarth, the Town of Neepawa, Minnedosa Area Community Development and Yellowhead Regional Community Development.  
Current Chair: Marilyn Crewe [edo@wcgwave.com](mailto:edo@wcgwave.com)



# RESILIENCE, INSPIRATION, INNOVATION AND HOPE

It has been a challenging year for markets all over the world and Manitoba is without a doubt weathering its own economic storm. The thing about storms is that there is always a clearing, an opening that allows light to shine through.

As an organisation that supports businesses, the World Trade Centre can attest to exactly that. The light that Manitoba businesses have found to keep pushing and to bring innovative solutions to unprecedented challenges has been inspiring.

It was late March when we first held a few virtual roundtable discussions to gain a better understanding of what you, Manitoba businesses, were going through. We continued the conversation over the last 6 months through various discussions, panels, and podcast conversations.

What was quickly understood was the immediate need (other than government support) for you to have someone to talk to, someone to lean on that could adapt to your current situation and implement relevant services and programs.

We heard you loud and clear.

Pivot. Yes, pivot. The word of the year. You have pivoted your operations, human resources, products, services, objectives, plans for expansion, only to name a few. We are right there with you. Ensuring that you receive the most timely, appropriate and effective programs possible is our core objective.

## Reliable COVID-19 Related Information

There was and still is an intense amount of information out there for businesses. There is also a lot of unreliable information. Our goal is to give you quick trustworthy snippets and proper links to direct financial help, access to capital, tax relief, online resources, webinars, and online training all in one place. | [wtcwinnipeg.com/covid19-info](http://wtcwinnipeg.com/covid19-info)

## An Outlet to Voice Your Stories and Inspire Others

Over 65 of your family members, neighbours, business associates or other have chosen to share their business stories through a new podcast initiative. Manitobans are a resilient bunch who never give up. Therefore, we encourage you to take some time to listen to these short podcasts and you will notice recurring themes – inspiration, innovation and hope. Stay tuned for an upcoming series on Innovation! | [wtcwinnipeg.com/world-trade-centre-podcast](http://wtcwinnipeg.com/world-trade-centre-podcast)



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## Roots & Recovery Program

Many of you have taken this time to re-evaluate your business roots and review your service offering to ensure you are moving your business forward in the right direction. Through our Roots & Recovery Program you have access to advisory services, research, training, extensive e-commerce and recovery series. | [wtcwinnipeg.com/roots-recovery-program](http://wtcwinnipeg.com/roots-recovery-program)

## Local Futures – Campaign Driven Platform for Small Businesses

Local Futures was quickly developed as a way for the community and loyal customers to support their favourite local businesses – restaurants, bakeries, venues, and more. The platform was created with Manitoba's small businesses in mind. Essentially, think of it as a way for you to gain financial support from your loyal customers by offering them future discounts on your products or services. This platform might just be exactly what you currently need. | [localfutures.ca/for-businesses](http://localfutures.ca/for-businesses)

## Training and Advisory Services

You need the most up-to-date information, training and resources. We aim to provide that for you either through our own service offering or our partners programs and services. We've setup a direct email so you may receive quick responses to your current challenges or questions. Make sure to connect with us by email [covid@wtcwinnipeg.com](mailto:covid@wtcwinnipeg.com) or by phone 204.253.4888/1.800.665.2019.

There are also very relevant topics being covered through our webinar series. To make things even easier, all our webinars are recorded and hosted on our website.

Some upcoming topics covered are:

- > Digital Presence Series: Reputation, SEO, Social Media, Monitoring Success
- > Starting a Business in Manitoba: E-Commerce Focused
- > Change Happens, Now What?
- > E-Commerce in Today's World
- > Navigating the Marketing Challenges of COVID-19
- > Insightful Tips for Remote Recruitment

- > Shopify Workshops with Bold Commerce
- > And more...

Consult our calendar here: [wtcwinnipeg.com/calendar-of-events](http://wtcwinnipeg.com/calendar-of-events)

Small Business Week Kickoff (Virtual Edition!) | Monday, October 19 @ 12:00 p.m. This year's #SBW Kickoff will consist of a panel discussion with two wonderful and innovative home-grown Manitoba businesses. Additionally, a series of roundtable discussions will take place during which you will have the opportunity to share your business story and receive input from an industry expert.

Make sure to register for this free panel and stay tuned for more information on the roundtable topics which will be on the event page soon. | [wtcwinnipeg.com/event/small-business-week-kickoff-3](http://wtcwinnipeg.com/event/small-business-week-kickoff-3) For more information on any of these programs and services, we strongly encourage you to call us or email us. We can help! [info@wtcwinnipeg.com](mailto:info@wtcwinnipeg.com) / [covid@wtcwinnipeg.com](https://www.facebook.com/wtcwinnipeg) / 204.253.4888

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Economic Developers Association  
of Manitoba  
PO Box 541  
St. Adolphe, MB R5A 1A1  
Email: [edammanitoba@gmail.com](mailto:edammanitoba@gmail.com)

Website: [edamonline.ca](http://edamonline.ca)  
Facebook: [/edammanitoba](https://www.facebook.com/edammanitoba)

