

APRIL 2020



Portage Regional Economic Development

2020- QUARTER REPORT (Q1)

PORTAGE REGIONAL
ECONOMIC DEVELOPMENT

Prepared by: Eve O' Leary
Executive Director
Portage Regional Economic Development
April 17th 2020

A WORD FROM THE EXECUTIVE DIRECTOR

Economic development is a complex, multifaceted process. There are many definitions of economic development, but none that encompasses all of the various aspects of the profession. There is no one single policy, process, or template for achieving a strong economy, as each community or region has various strengths and areas of needed improvement. Only being in the community for a few short months has opened my eyes and my heart to a truly welcoming community. Even though times are hard and challenging in this unprecedented time, There are many amazing opportunities in Portage la Prairie. I have met some awesome stakeholders, business owners, and residents. I am fortunate to lead the organization for continued success and enhance the environment of our economy. A job that none the less can be done alone or in a silo but together in partnership with the integral organizations in this community that promote economic development.



EVE O' LEARY
EXECUTIVE DIRECTOR



ABOUT PRED

The Portage Regional Economic Development known as (PRED) advises and makes recommendations and actions matters pertaining to economic development, which includes but are not limited to, economic development initiatives, incentives, current business climate, business attraction and retention, community economic development, business retention and expansion, marketing opportunities, and other issues that may promote economic development.

PRED assists with providing input and expertise on ways to encourage and help businesses and individuals to invest, retain and expand in the region of Portage la Prairie, support businesses to create jobs, diversify and increase the tax base, which ultimately leads to a better quality of life for all who work, reside and visit the region.

TALK TO US

(1) 204 756 9050

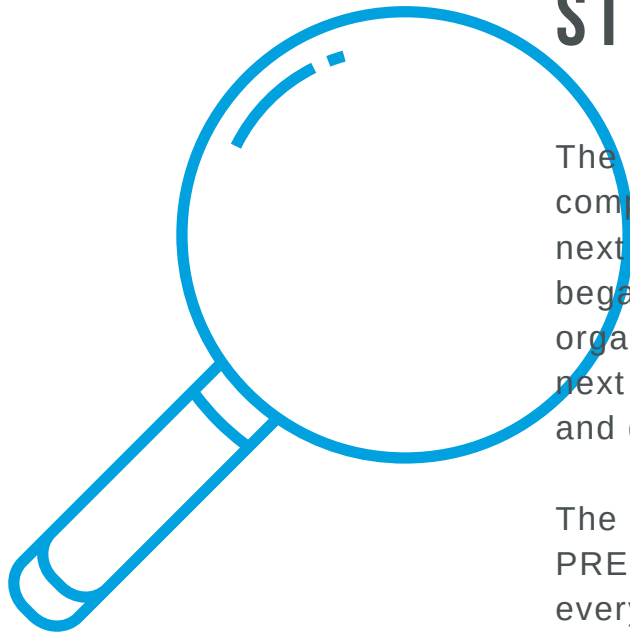
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PRED
Portage Regional Economic Development

STRATEGIC FOCUS



The PRED organization is in the final stages of completing its organizational strategy for the next four years. The strategic planning process began with the need to identify where the PRED organization wants to focus its efforts over the next few years. The decision to move forward and develop a strategic plan was identified.

The objective of an organizational strategy for PRED is to focus on strategic areas that identify everything that we as an organization intend to do to achieve the goals and objectives that move the organization forward to success. This organizational strategy for PRED will refer more to long-term goals than short-term ones. This will identify where we as an organization will focus our efforts, identify how it will evolve to get to where we want it to go. There have been four areas identified. Stay tuned for our release of the report once at the end of this month.





UPDATE ON PRED

FIRST QUARTER 2020

- Developed phase 1 of a regional Business registry and focusing in on Business Retention and Expansion.
- Continued to provide support, develop partnerships on Economic Development to the Community by being a quarterback and champion for Economic Development.
- Continued to provide support and advice on Economic Development to the Municipalities.
- Developed the organizational Strategic Plan.
- Developed the branding kit and marketing plan for the new Poplar Bluff Industrial Park.
- Annual Financial Statements and Audit for 2019 complete.
- Annual returns to a federal and provincial government complete.
- Continued referrals and navigation for business startups and expansion projects.
- Continued movement Investment Attraction Portfolio.
- New Executive Director has started to develop strong and meaningful relationships with stakeholders.
- Funding agreements extended by both Munciplities until the end of 2020.
- Continued conversations with provincial government officials.
- Continuation of Tourism in the region by creating a formal tourism committee.



JAN - APRIL 2020

101

**STAKEHOLDER MEETINGS
WITH PRED HAVE TAKEN
PLACE**



BEING AN ECONOMIC DEVELOPMENT CHAMPION

COMMUNITY & STAKHOLDER ENGAGEMENTS

The mandate of the Portage Regional Economic Development is to create an environment that successfully attracts new investment, retains and expands current business for the entire community for the City of Portage la Prairie and the RM of Portage la Prairie whilst leveraging the strong regional approach of the two municipalities working together in collaboration. We can not successfully create an environment if we are not supporting Business, Industry, and Community organizations and engaging these stakeholders regularly. PRED needs to be the community champion that promotes economic development and support the integral economic development stakeholders in the community. PRED will focus its efforts on being that 'quarterback' for continued success in the community. We have been quite fortunate to have been engaged in 101 stakeholder meetings over the past three months. PRED brings the lens of Economic Development along with the lens of Economic Development in its entirety for the whole region.



PRED

Portage Regional Economic Development

2020 Q2 FOCUS

ORGANIZATIONAL BYLAWS

As identified in the strategic plan under the area of Governance, The PRED Board of Directors will be reviewing their organizational bylaws and aligning them with the current needs of the community.

COMMUNICATIONS

One area that all organizations can improve on is Communication. We will be focusing our efforts over the next three months on our website and social media platforms.



BUSINESS RETENTION & EXPANSION

Business retention and expansion is one of the most important programs offered by PRED. We will continue to develop this program over the next few months.

CHAMPION ECONOMIC DEVELOPMENT

Need a view or perspective on Economic Development? Let us know. We will continue to partner and support the community through all their Economic Development needs and provide an environment for success.



FINALIZE STRATEGIC PLAN

We are just in the final stages of our strategic plan! We are just in the process of matching resources to ensure success!



COVID-19 RECOVERY

Whilst this is unprecedented territory we are working with our Economic Development partners to ensure effective communication is getting out to our community and looking towards the future of the economy

INVESTMENT ATTRACTION

We have been successful in attracting over 1.2 Billion dollars in investment to this region, We will continue this success by developing strong initiative over the next few months.



TOURISM

We have championed this logo over the past year and have moved forward together as a tourism committee representing the region and its stakeholders. We are focusing our efforts on a formal framework for Tourism in the region.