

APRIL 2021



Portage Regional Economic Development

2021-

**QUARTERLY
REPORT
(Q1)**

**PORTAGE REGIONAL ECONOMIC
DEVELOPMENT**

Prepared by: Eve O' Leary
Executive Director
Portage Regional Economic Development
April 16th 2021

ABOUT PRED

Portage Regional Economic Development, known as PRED, advises and makes recommendations and actions matters that pertain to economic development, which includes but are not limited to economic development initiatives, incentives, evaluating current business climate, business attraction, retention, and expansion, community economic development, 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, thrive and expand in the region of Portage la Prairie. It is our goal to support businesses in creating jobs, diversifying and increasing the tax base, which ultimately leads to a better quality of life for all who work, reside and visit the region.



TALK TO US

1-204-856-5000

www.islandontheprairies.ca



**PORTAGE
LA PRAIRIE**

MANITOBA, CANADA

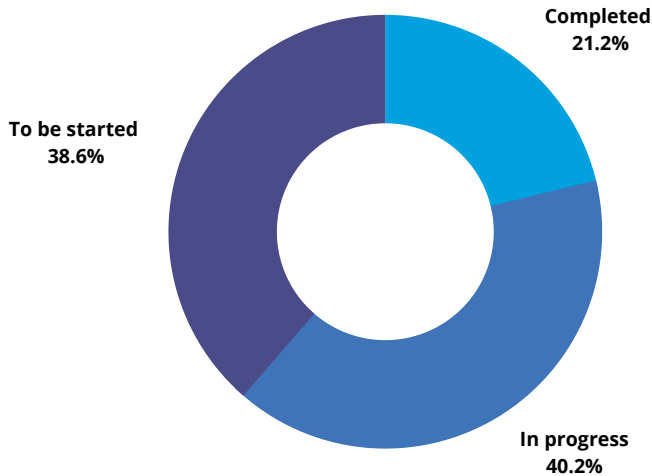


Portage
Regional
Economic
Development

<http://investinportage.ca>

THE PRED STRATEGIC PLAN UPDATE

The PRED organizational strategy that was published in June of 2020 is well underway to ensure that the strategic plan for PRED is action-orientated. It will allow PRED to focus on the organization over the next four years. To date, of the 51 KPI's identified in the plan, we currently have 19 KPI's in progress, and 11 KPI's completed. That means that in less than 1 year, we have completed 21.19% of our strategic plan and 40.17% is in progress. We are focusing on all four areas and have seen some positive outcomes because of this plan.



This strategic plan developed for PRED has identified four strategic areas. Each of these vital areas represents a high-level view in the field of strategic importance that was identified as imperative to this organization's future. A successfully run Economic Development Agency should be in the business of making connections, being a champion for Economic Development and creating a thriving environment in the community to allow our economy to flourish. Stay connected to our website and social media platforms to keep up to date with our strategic progress. Please visit <https://investinportage.ca> to view a full version of the Organizational Strategy.





UPDATE ON PRED

1ST QUARTER 2021

- ✓ Continued to create an environment for success.
- ✓ Continued work with investment attraction queries.
- ✓ Developed a new section within the investment attraction package on Regional Highlights.
- ✓ Worked with Invest in Canada on a 360 Virtual investment attraction project that will be released in Q2.
- ✓ Received \$5000 from the Can-Export Grant to focus on developing an Economic Baseline for the Region.
- ✓ Continue to work with local organizations and provide expertise and an Economic Development lens.
- ✓ Received \$10,000 in marketing dollars to promote the Region of Portage la prairie as one of Manitoba's premier destinations.
- ✓ In the final stages of a 5 year strategy for the Portage Regional Tourism Committee.
- ✓ Continued to work on communicating with the Business Community and responding to requests for service.
- ✓ Worked with Business View Magazine to feature the Region in a 9 page spread to over 840,000 subscribers that will be featured in the May Edition.
- ✓ Provided support and advice on Economic Development to the Municipalities.
- ✓ Participated as a presenter in the Manitoba Spot Light series and promoted our Region at three separate global events to investment officers around the world.
- ✓ Worked with the PERT committee on the COVID 19 Business Video series for 2021.
- ✓ Worked with the PLIP Employee committee on the Economic Impact of new comers to the region.
- ✓ Worked with the PLIP Employee committee on the Labour Needs Assessment Project.
- ✓ Increased awareness of PRED to the Community and stakeholders across a variety of platforms.
- ✓ Continue to work with the Portage la Prairie & District Tourism Committee.
- ✓ Continue to develop promotional campaigns and features for the Portage & Region Tourism Committee.
- ✓ Continued referrals and navigation for business startups and expansion projects.
- ✓ Increased awareness with the Investment Attraction Portfolio and working closely with local industries.
- ✓ Continued conversations with provincial and federal government agencies to enhance and leverage the assets in Portage la Prairie.
- ✓ Continued efforts on developing policies and processes to ensure that PRED has strong governance and will be a long standing organization in the community.
- ✓ Worked with our auditors to develop the year end financial statements for 2020.
- ✓





PORTAGE ECONOMIC RESPONSE TEAM

WE ARE TEAMING UP TO BRING ALL OF OUR RESOURCES TOGETHER TO HELP OUR LOCAL BUSINESSES DURING THIS PANDEMIC.

How has your business adapted?

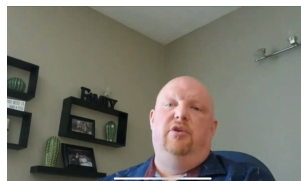


How has COVID-19 Affected your Business?



It doesn't matter what type of business you run, we are ready to help you navigate this challenging business environment. We have collaborated with our teams as your one-stop shop to help you find the resources you need! Now more than ever, we need to work together.

COVID-19 is impacting and affecting our local community and economy. We are ready to focus on exactly who and what we are moving forward and help mitigate the Impact of COVID - 19 on our Economy.



Thank you, Kyle



Thank you, Adrienne



Is comprised of representatives from the following organizations:





PORTAGE ECONOMIC RESPONSE TEAM - PROJECTS

TAKE THE PLEDGE

LET US KNOW HOW COVID IMPACTS YOU

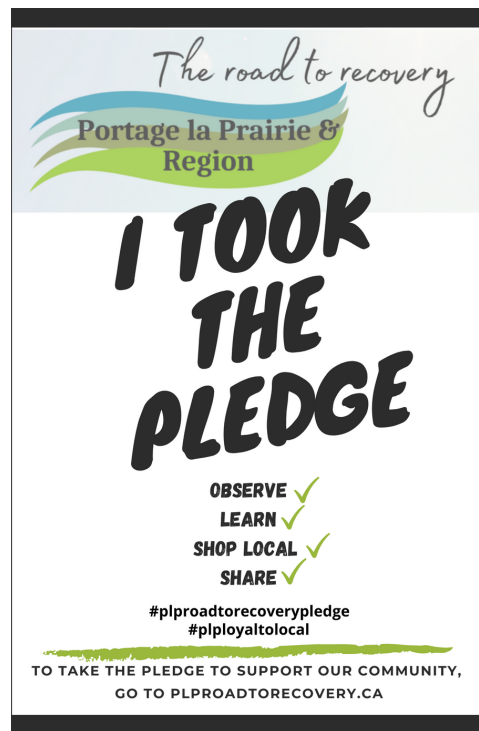
INFORMATION ON AVAILABLE FUNDING

BUSINESS IMPACT SURVEY

PROMOTION OF SHOP LOCAL

THE PERT VIDEO SERIES

DEVELOPING AN ECONOMIC BASELINE



Take the Pledge and get Social & Support local

As we continue to combat Covid-19 in quarter 1 of 2021, please remember to post, Tweet or Instagram about a local business, a great meal you had, or a beautiful jacket you saw in a store window or how about the the awesome customer service you experience. This will remind your friends of the many great places to shop and eat in our area.

Shopping local is really important and can have a huge impact on your local business community.

www.plproadtorecovery.ca

#plproadtorecovery #takethepledge #loyaltolocal

TAKE THE PLEDGE TO:

OBSERVE, LEARN, SHARE & SHOP LOCAL

THANK YOU FOR YOUR SUPPORT AND COMMITMENT AS WE BEGIN OUR ROAD TO RECOVERY!



PORTAGE ECONOMIC RESPONSE TEAM



PORTAGE REGIONAL TOURISM COMMITTEE

The Portage Regional Tourism Committee (PRTC) was formally re-established in 2020 to assist with managing the Island on the Prairies regional tourism brand for Portage la Prairie and District. The PRTC consists of representatives from the major tourism stakeholders in the region, each with distinct specializations in different tourism categories:

- Heritage and Historic Destinations
- Outdoor Recreation
- Indoor Recreation
- Community-Wide Events and Festivals
- Amenities and Businesses
- Local Government Bodies
- Hospitality
- Indigenous Tourism

OUR MANDATE

THE PORTAGE REGIONAL TOURISM COMMITTEE EXISTS TO ENHANCE, GROW AND PROMOTE THE ENTIRE REGION AS A TOURIST DESTINATION, ENTICING VISITORS AND RESIDENTS TO EXPLORE, STAY AND EXPERIENCE THE ISLAND ON THE PRAIRIES.

OUR MISSION

OUR MISSION IS TO INCREASE THE ECONOMIC BENEFITS THAT FLOW FROM TOURISM AND MARKET THE REGION OF PORTAGE LA PRAIRIE AS ONE OF MANITOBA'S PREMIER DESTINATIONS.

OUR VISION

WE ASPIRE TO BE RECOGNIZED AS ONE OF MANITOBA'S MOST DESIRABLE TOURIST LOCATIONS

PROJECTS & UPDATES

- Received \$10,000 in marketing dollars from Travel Manitoba to promote this Region as one of Manitoba's premier destinations
- Continued representation on the Central Manitoba Tourism Committee
- Continued Marketing of the Region
- In Final Phases of the Strategic plan
- Monthly Tourism Videos
- 100 things to do the Region of Portage la Prairie
- All Season Photography
- Information Kiosk
- Signage & Pathfinding Tourism assets
- 2021 Digital Tourism Guide
- Stay Tuned for information on Burger week coming to the Region of Portage la Prairie



BEING AN ECONOMIC DEVELOPMENT CHAMPION

COMMUNITY & STAKEHOLDER ENGAGEMENTS

PRED has continued to focus its efforts on being the 'quarterback' for continued success in the community. We have been very productive and have been engaged in 98 + stakeholder meetings over the past three months. PRED brings the lens of Economic Development work with community stakeholders for entirety of whole region.

BUSINESS RETENTION & EXPANSION

PRED focuses on business retention and expansion, which is an essential element for any Economic Development Agency. BRE is not a one-time collection of data through surveys collected from the business community, it is foundationally based on forming strong relationships with the Business Community. BRE is about consistently collecting data, updating and having a robust business registry to help PRED make decisions about where we can position the organization and what we need to focus on to best suit the needs of the Community. Over the 1st quarter of 2021, we have seen a few business expansions, met with business owners and continue to grow, which is a remarkable outcome considering the current situation we are facing with COVID-19.

PRED has been working hard on delivering this program and will continue to do this. If you are looking to know more about BRE, don't hesitate to connect with us.

PORTAGE LA PRAIRIE FEATURED IN INVEST IN CANADA MANITOBA SPOTLIGHT SERIES

PRED was fortunate to be apart of the Manitoba Spotlight Series that was ran by Invest in Canada. PRED teamed up with the Province of Manitoba, Economic Development Winnipeg and Invest in Canada to show the amazing assets we have in this Region and our Province. We presented our success stories and opportunities at three global sessions to investment officers all across the globe.

INVESTMENT ATTRACTION

Another area of service that PRED works on is Investment attraction, and we continue to receive many queries on investment opportunities. In 2021 so far, we have seen great investment in our community. We have developed the new 2021 regional highlights and we will continue to work hard on attracting new investment. In February of 2021 our land inventory project began to take shape. We look forward to seeing continued investment in Portage La Prairie & Region.

98+

INTERNAL & EXTERNAL STAKEHOLDER MEETINGS WITH PRED HAVE TAKEN PLACE IN Q1 2021



PRED speaks at Manitoba Spotlight Series

Agriculture Equipment Manufacturing

Major Announcements/Notable Companies

- **Enns Brothers:**
 - major expansion located in Portage La Prairie and has a large inventory of agriculture equipment.
- **Poglar Bluff Industrial Park:**
 - development continues with the new subdivision of lots around Enns Bros, which is already attracting much interest. The next phase is for water and sewer lines in 2021 at an estimated cost of \$1.85 million.
- **Portage La Prairie:**
 - region has seen a steady increase in expansion and related building permits over the past few years. This has been successful in attracting \$1.2 billion in investment to support year end activity remains at an all-time high with over \$1.6 billion in permits being issued for 2020 for commercial and industrial and recreational developments.

Plant-based Food Processing

Major Announcements/Notable Companies

- **Simplot:**
 - invested \$460 million into its expansion project that increases the size of its facility from 180,000 to 660,000 square feet. The expansion doubled the plant's need for potatoes from regional growers while increasing the employment by what was expected from 87 to 150 new full-time positions.
- **Particularly on the wastewater side:**
 - Portage La Prairie began the largest ever single infrastructure project investment with Phase 1 of the Wastewater Capital Facility in 2020. This is a multi-year \$3 project of over \$150 million that will meet current and future demands for sewer services.

invest CANADA | SPOTLIGHT
Manitoba

APRIL 14, 2021



NEW 2021 REGIONAL HIGHLIGHTS DEVELOPED

