



Creating an Environment for Success

Quarterly Report 2022 - Q1



Prepared By:
Eve O'Leary
Executive Director
March 31st, 2022

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About Portage Regional Economic Development



Portage Regional Economic Development known as PRED advises, makes recommendations, and actions matters that pertain to economic development. These activities include 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 pertaining to economic development.

"ENCOURAGE AND HELP BUSINESSES AND INDIVIDUALS TO INVEST, THRIVE AND EXPAND"

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.



Who is who in Portage Regional Economic Development... 02



Eve O' Leary joined the PRED team as Executive Director in December 2019. With over 14 years of business experience working at large international companies and Municipalities, Eve is an accomplished Economic Development Professional that brings a wealth of Economic Development experience and business management knowledge to the organization. Eve can be reached via email at eoleary@investinportage.ca

Inemesit Adeniyi joined PRED in March 2022 as an Administrative Assistant. With over 15 years of experience in customer care, office administration, marketing, and salesmanship, she is an invaluable asset to the organization. Blessed with boundless energy and dedication, she also brings a wealth of experience in public service. Inemesit can be reached at iadeniyi@investinportage.ca



Connect with PRED

 1-204-856-5000

 www.investinportage.ca

 @investinportage



**PORTAGE
LA PRAIRIE**

MANITOBA, CANADA

PRED Strategic Plan 03

FOUR STRATEGIC AREAS



This strategic plan developed for PRED has identified four strategic areas. Each of these vital areas represent 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, be a champion for Economic Development, and create 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 www.investinportage.ca to view a full version of the organizational strategy.



Portage Regional Economic Development

Community & Stakeholder Engagement

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 **100 + stakeholder meetings** over the past three months. PRED brings the lens of Economic Development when working with community stakeholders throughout the region. We are proud to be involved with over 15 committees in the region and two regional/provincial associations.

04 PRED Update

"PRED IS CURRENTLY ENGAGED WITH MANY POTENTIAL INVESTORS CONSIDERING OUR REGION FOR THEIR NEXT PROJECT!"

- ✓ Continued to create an environment for success.
- ✓ Streamlined processes for investment attraction
- ✓ Continued working with a heightened amount of investment attraction inquiries.
- ✓ Worked with local organizations to provide expertise and an Economic Development lens on various projects.
- ✓ Promoted the Portage la Prairie region as one of Manitoba's premier destinations through extensive Social Media campaigns.
- ✓ Launched Phase 2 of the BRE program to ensure continuous dialogue in the business community.
- ✓ Completion of the Economic Baseline project to help enhance the investment attraction process
- ✓ Continued to work on communicating with the Business Community and responding to requests for service.
- ✓ Provided support and advice on Economic Development to the Municipalities.
- ✓ Increased awareness of PRED to the community and stakeholders across various platforms.
- ✓ Continued to work with the Portage Regional Tourism Committee to implement various initiatives.
- ✓ Continued to develop promotional campaigns and features for the Portage Regional Tourism Committee to reach internal residents and external visitors.
- ✓ Ongoing referrals and navigation for business startups and expansion projects.
- ✓ Frequently meeting and conversing with the Industrial Stakeholders group through PRED-led facilitation.
- ✓ Continued conversations with provincial and federal government agencies to enhance and leverage the assets in the Region of Portage la Prairie.
- ✓ Updated the Business Registries to ensure there is access to reliable data.
- ✓ Completion of the fiscal responsibilities and reporting for the fiscal year 2022.
- ✓ Successful implementation of a new Investment Attraction process that is focused on marketing industrial land such as Poplar Bluff Industrial Park and McMillan Industrial Park.
- ✓ Navigating increased inquiries from Residential, Commercial, and Industrial investors who are choosing to invest in the Portage la Prairie region.
- ✓ Received \$15,000 from the Can Export Grant to develop a community profile and complete an investment readiness assessment for investment attraction in this Region.
- ✓ Worked with Travel Manitoba on Destination Management for the Region of Portage la Prairie

Portage Economic Response Team

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

As COVID-19 is impacting and affecting our local community and economy, we are ready to focus on exactly who and what we need to move forward and help mitigate the impact of COVID – 19 on our economy.

In addition to the above projects, the committee is also supporting and working on the following:

- Connecting each month with PLP Economic Development stakeholders and communicating what each organization is working on.
- Supporting the new business incubator services at Southport.
- Developing a community profile for investment attraction purposes
- Completing an Investment Readiness Assessment
- Ensuring that the Region is open for business by navigating clients through a business first program.
- Developing baseline statistics to enhance the investment attraction process

DATA COLLECTED

- Demography & Population
- Education & Training
- Real Estate
- Health
- Industry & Business
- Transport
- Public Sector & Taxation
- Utility Rates
- Employment
- Building Permit Statistics





Portage Regional Tourism Committee

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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 the Portage la Prairie region. The PRTC consists of representatives from the major tourism stakeholders in the region, each with distinct specialization 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



PORTAGE LA PRAIRIE
& DISTRICT CHAMBER

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.

www.islandontheprairies.ca



**PORTAGE
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07 PRTC Projects

- ✓ Continue to promote our Region as one of Manitoba's premier destinations.
- ✓ Continue marketing the area through various digital campaigns in conjunction with Travel Manitoba.
- ✓ Launched a new regional Tourism video.
- ✓ Hosted a social media giveaway contest to further attract new visitors to the Region, which received over 4200 entries.
- ✓ Worked with Travel Manitoba on Destination Management for the Region of Portage la Prairie
- ✓ Developing signage and pathfinding tourism assets through the Tourism attraction program
- ✓ Began developing attraction signage to denote major regional attractions
- ✓ Finalized a 2022 partnership agreement with Travel Manitoba for 15 marketing campaigns.
- ✓ Early phase creation of an economic impact study for Tourism in this Region. Development of IOTP merchandise that will be launched in Q3 2022.



PORTAGE LA PRAIRIE Something For Everyone

Just a short 45 minutes west of Winnipeg, amongst the golden waters of usable water fields, you will find the region of Portage la Prairie. Home to Manitoba's largest water park and the world renowned Blues. Manly, there is something for everyone here!



127 / 151 0 Comments 45 shares

Manitoba **Island on the Prairies**
Feb 24, 2022 11:41 AM

Just a quick five minute drive south of Portage la Prairie, you can find the state-of-the-art Central Park Rec.Plex. Home to a host of activities for everyone!

From the climbing and a full sized gymnasium to a climbing wall and water slides, the Central Park Rec.Plex is a great spring break destination.

After you enjoy the activity of your choice, be sure to stop by Blues - Blues for some food and drinks plus one of the many other tasty treats they offer... See more



Manitoba
February 7

1.7K Likes
281 Shares

PORTAGE LA PRAIRIE PRIZE PACK GIVEAWAY!

We're teaming up with Island on the Prairies to give away an amazing Portage la Prairie prize package.

To enter: Tell us who you'd share this package with. No tagging required... See more

1.7K 4.2K Comments 281 Shares

VISIT TODAY!

AT THE HEART OF THE CANADIAN PRAMIES IS A LITTLE KNOWN SECRET THAT DELIGHTS THOSE THAT ARE TO EXPLORE.

VISIT US

100 THINGS TO DO AND SEE

QR CODE

ISLANDONTHEPRAIRIES

PORTAGE LA PRAIRIE

Champions of Economic Development

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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 exercise gathered by surveying the business community but rather an organizational foundation, forming solid relationships with regional businesses. 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 community's needs. Over the 1st quarter of 2022, we have seen some new and expanding businesses and met with business owners in our region that continue to grow.

Our role at PRED is to ensure that we create an environment for success by helping our businesses expand and thrive in our community. We do these business walks to identify any areas of concern or any help you may need as a business in this community. This is a continuous program to help ensure that we have a pulse on our business community. PRED can meet with businesses at any time throughout the year, and have schedule-focused BRE Days 3 times a year. Our next BRE Blitz will be in August 2022.

PRED
Portage Regional Economic Development
We create the environment for success

**We have visited
Stride Credit Union**

**LET YOUR BUSINESS BE
NEXT!**

TALK TO US: 204-856-5000
Email: eoleary@investinportage.ca

www.investinportage.ca

**PRED BRE
PHASE 2**

**AVAILABLE DATES:
28TH MARCH TO
1ST APRIL 2022**

**Book your
slot with us
now..**

On-site and virtual options available!

Investment Attraction

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Another area of service that PRED offers is investment attraction, and we continue to receive many queries on investment opportunities. In 2022 we have seen great investment in our community and heightened interest from potential investors. Our main focus is to ensure that we have access to relevant, accurate data that we can leverage on to encourage new investment.

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COMING SOON

PORTAGE LA PRAIRIE

BURGER DAYS

JUNE 6TH TO 12TH

STAY TUNED