

PRED

QUARTERLY REPORT Q1 2023



Prepared By:
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Director of Economic Development
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Being a Champion of Economic Development

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Creating an Environment for success

PRED advises and makes recommendations and actions on matters that pertain to economic development, which 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 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.

Economic Development is a multi-faceted process that focuses on creating a successful environment for success. At PRED, we concentrate on Investment attraction, Business retention and expansion, tourism, stakeholder and community engagement, along with providing an Economic Development lens for our community organizations. Economic Development cannot be done in a siloed approach. It needs to be a community effort and flexible to match the needs of the community. There are many groups and stakeholders involved in ensuring that we have a strong economy. There are many departments within both municipalities that all work closely in planning the future of the Portage la Prairie Region. It is this collaborative approach that makes our community a unique and thriving region.

PRED recognizes that the success of recent investments was attributed to the solid partnership they have formed between the two municipalities. Twenty years ago, both the City of Portage la Prairie and the RM of Portage la Prairie entered into a tax-sharing agreement that would incentivize them to work together to attract new business and investment to the Region. They understood the importance of regional collaboration and are currently reaping the positive impacts of that decision.

To learn more about PRED and stay up to date with current projects happening at the PRED office, log on to Investinportage.ca.



02 About Portage Regional Economic Development



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FACILITATE AND MOTIVATE ENTERPRISES AND INDIVIDUALS TO INVEST, FLOURISH, AND BROADEN THEIR OPERATIONS.

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PRED SERVICES

- Economic Development
- Investment Attraction
- Business Navigation
- Expansion & Retention
- Site Selections
- Economic Insights
- Community Data
- Pathfinding
- Tourism
- Serves RM & City

CONTACT US

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PRED
Portage Regional Economic Development

Who is who in Portage Regional Economic Development...



Eve O'Leary joined the PRED team in December 2019. With over 15 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 16 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



PRED Strategic Plan 04

FOUR STRATEGIC AREAS



The 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 many stakeholder meetings in **Q1 2023**. PRED brings the lens of Economic Development when working with community stakeholders throughout the region. We are proud to be involved with over 13 committees in the region and two regional/provincial associations.

05 PRED Update

"PRED'S EXCEPTIONAL CONCIERGE SERVICE APPROACH TO ECONOMIC DEVELOPMENT ENSURES AN EXCLUSIVE, CUSTOMIZED, AND SEAMLESS EXPERIENCE FOR OUR CLIENTS."

- ✔ Continued to foster an environment for success
- ✔ Launched the Regional Profile
- ✔ Worked on developing interactive tools for the Invest in Portage website
- ✔ Developed RFP for the Regional Economic Development Strategy
- ✔ Worked on a heightened amount of investment attraction inquiries
- ✔ Collaborated with local organizations to provide Economic Development expertise on various projects
- ✔ Promoted the Portage la Prairie region as one of Manitoba's top destinations through extensive social media campaigns
- ✔ Attained \$4000 from Community Features to further Tourism efforts
- ✔ Provided economic statistics to potential investors and stakeholders
- ✔ Continued to communicate with the Business Community and offer navigation services throughout the Region
- ✔ 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 and ensure sustainable tourism - stay tuned for exciting news!
- ✔ Developed promotional campaigns and features for the Portage Regional Tourism Committee to reach internal residents and external visitors
- ✔ Offered ongoing referrals and navigation for business startups and expansion projects
- ✔ Frequently met and conversed with the Industrial Stakeholder's 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
- ✔ In the final stages of releasing the New Regional Community Profile
- ✔ Ensured local economic data to ensure it is accessible and up-to-date
- ✔ Undertook governance and bylaw update activities
- ✔ Successfully implemented a new Investment Attraction process, focused on marketing industrial lands such as Poplar Bluff Industrial Park and McMillan Industrial Park
- ✔ Navigated increased inquiries from Residential, Commercial, and Industrial investors who are choosing to invest in the Portage la Prairie Region

Portage Economic Response Team 06



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!.

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

- Facilitating quarterly communication with PLP Economic Development stakeholders to share updates on each organization's ongoing projects.
- Creating Regional profiles to attract investments.
- Conducting Investment Readiness Assessments.
- Assisting clients through a business-first program to showcase the Region's business-friendly environment.
- Collecting and analyzing data
- Improving navigation throughout the Region to streamline processes for stakeholders.



- Launched Investment Readiness Assessment RFP
- Launched Regional Community Profile RFP
- Business Navigation Sheet
- Regional Community Profile

- Regional Economic Development Strategy 2023 Q4
- Interactive Marketing Tools Q2
- Investment Website Revamp
- CRM System Q3
- Business Navigation Improvements
- Much more...

**"WE ARE TEAMING UP TO BRING ALL
OF OUR RESOURCES TOGETHER TO
HELP OUR LOCAL BUSINESSES
SUCCEED"**

**WORK
IN
PROGRESS**



PORTAGE REGIONAL TOURISM COMMITTEE

07

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.



NATIONAL INDIGENOUS RESIDENTIAL SCHOOL



PORTAGE LA PRAIRIE

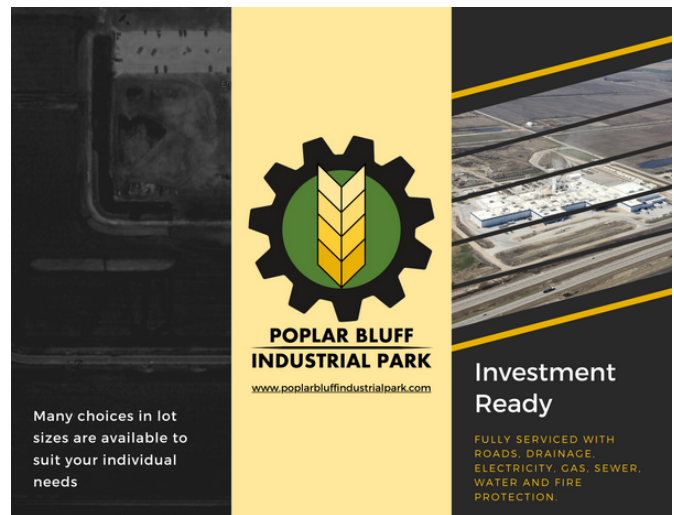
MANITOBA, CANADA

Island on the Prairies

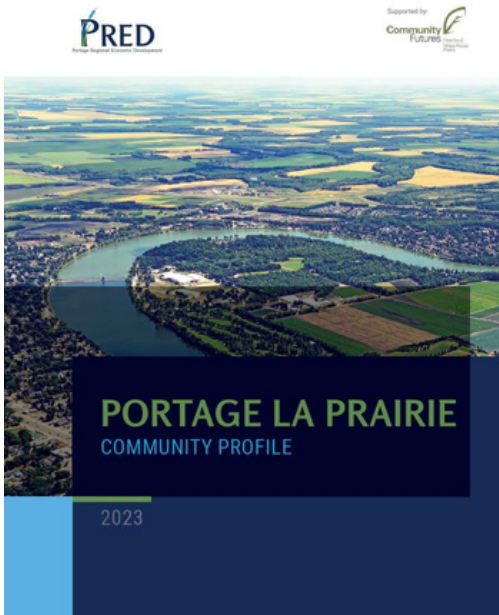
Investment Attraction 09

PRED's exceptional **concierge** service approach to economic development ensures an exclusive, customized, and seamless experience for our clients. PRED is thrilled to announce that our investment attraction services are flourishing, with a **surge** in inquiries on investment opportunities. As of Q1 2023, our community is experiencing a remarkable influx of investments, with significant interest from potential investors. Moreover, PRED has organized a series of site selection tours, showcasing our community's unique potential to prospective investors. Our topmost priority is to procure precise and appealing data to incentivize new investments, work with current businesses and allow us to continue to attract and foster a prosperous investment environment.

250+ ACRES INVESTMENT READY LAND



NEW COMMUNITY PROFILE LAUNCHED



Over the past year, PRED has been diligently working towards developing an up-to-date and comprehensive community profile. This profile serves as a vital tool for promoting our community to potential investors, businesses, and residents. A community profile encompasses all the essential information about a particular locality, such as demographics, economic indicators, housing, transportation, and education, among others. It provides valuable insights into the community's strengths, opportunities, and challenges, enabling stakeholders to make informed decisions. With an accurate and current community profile, PRED can showcase the benefits of our community and attract investment, talent, and businesses to help foster growth and prosperity. The community profile acts as a window into our community's potential and highlights what makes our community an attractive and thriving place to live, work, and play. Make sure to check out the data section for the most up-to-date copy, as, like with all data, our community is always growing and changing. <https://investinportage.ca/data-centre/>

PORTAGE LA PRAIRIE FEATURED IN FRANCE



In March, the Region of Portage la Prairie was thrilled to be selected as one of three rural communities by RMED and showcased at the MIPIM tradeshow held in France. The 4-day real estate event is a gathering of the most influential players from all sectors of the global real estate industry. MIPIM acts as a catalyst that unites the entire value chain, offering unparalleled access to an extensive range of development projects and capital sources from around the world.

"We extend our gratitude to RMED for showcasing the McMillan and Poplar Bluff Industrial Land. At PRED, we believe in the power of collaboration and recognize the importance of partnering with other economic development agencies at every level, including local, rural, provincial, and federal."



Find land investment opportunities in Portage la Prairie, Manitoba, Canada

Situated on the Trans-Canada Highway, Portage la Prairie is the only site in Canada where the Canadian National and Canadian Pacific Railways converge. The city provides optimal access to natural resources, major transportation, and utility capacity to easily support industrial growth and innovation. With over €831,186,000¹ of investment over recent years, Portage la Prairie is home to two industrial parks with 300+ acres of industrial land available.

Poplar Bluff Industrial Park

- 80 acres available with multiple configurations
- Located 4 kilometres (2.48 miles) west of Portage with direct access off the Trans-Canada HWY
- Zoned Industrial
- Fully serviced
- Approximately €17,407-27,900²/acre

McMillan Industrial Park

- 230 acres available with multiple configurations
- Located in Portage la Prairie, 4.6 kilometres (2.85 miles) to Trans-Canada Hwy
- Zoned Industrial
- Fully serviced
- Approximately €7,500³/acre

Key industries operating in Portage la Prairie:

- Agri-food processing
- Aerospace
- Equipment manufacturing
- Plant-based food production
- Transportation

Investment value

Price per acre varies depending on location.

- A variety of incentives are negotiable and unique to each development.

The Portage la Prairie and Rural Manitoba Advantage:

Home to a growing cluster of agri-food manufacturing operations ranging from 30 to 350 employees, Portage la Prairie (Pop.: 21,667) one of Manitoba's largest cities and a quickly developing market:

- Rural Manitoba GDP was \$23.3 Billion⁴ in 2021
- Rural Manitoba contributes 38 per cent of the overall Manitoba GDP (8 per cent higher than rural Canadian average)
- Green, affordable energy – 99.6 per cent of electricity from renewable sources
- Manitoba has a vibrant food processing sector with 470+ provincially inspected facilities and 130+ federally inspected facilities
- Manitoba continues to lead Canada in agricultural manufacturing and grain handling & storage exports – exporting to more than 50 countries
- Portage la Prairie has a vibrant cultural and arts community and state-of-the-art recreational opportunities.

