

JULY 2020



Portage Regional Economic Development

2020- QUARTER REPORT (Q2)

PORTAGE REGIONAL
ECONOMIC DEVELOPMENT

Prepared by: Eve O' Leary
Executive Director
Portage Regional Economic Development
July 31st 2020

A WORD FROM THE EXECUTIVE DIRECTOR

Can you believe it is more than midway through the year? Here at the PRED Office, we are always excited to share some of the economic development initiatives that we are working on and supporting over the past few months, throughout the Portage la Prairie & Region area.

At the end of July, we published. This report will cover a magnitude of different projects that we have focused on our efforts over the past few months. We will highlight the publishing of the PRED Organizational Strategy. Give you some updates on Tourism and our approach to effectively collaborating with Economic Development Agencies in portage la prairie to develop an Economic Response team in as we face COVID - 19 as a community.

Economic Development is truly a community effort, PRED will continue to support the community on initiatives and endeavours, provide support and be a champion for Economic Development throughout the community.



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

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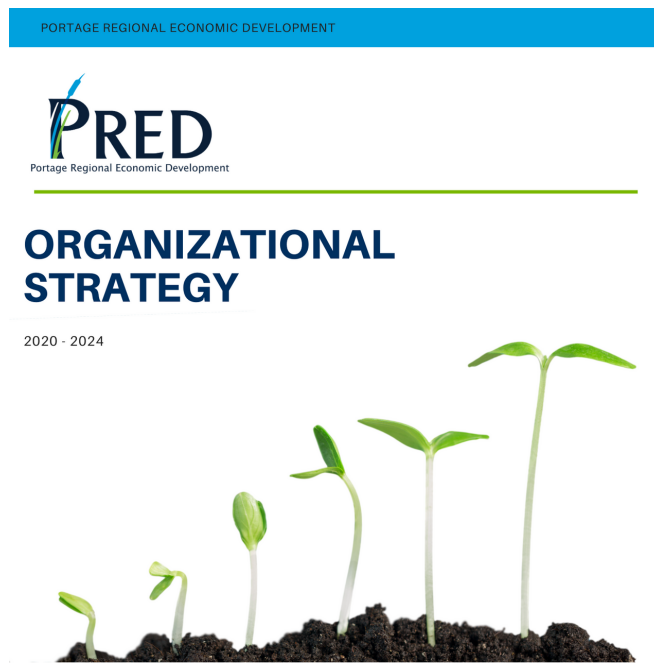


PRED RELEASED STRATEGIC PLAN 2020 - 2024

The PRED organizational strategy published in late July has already started to see some completion of the tasks, and we are well underway to ensuring that the strategic plan for PRED is action-orientated. It will allow PRED to focus on the organization over the next four years.

The strategic plan developed for PRED has identified four strategic areas. Governance, Financial Management & Responsibility, Communication Regional Economic Development. Each one of these vital areas represents a high-level view in the field of strategic importance that was identified as imperative to the future of this organization.

Each strategic area has goals and key performance indicators (KPI's) attached to it. It identifies specific areas where the organization must take immediate action to maintain its existing strengths and focus on areas that need improvement. A successfully run Economic Development Agency should be in the business of making connections, being a champion for Economic Development and creating that 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 plan's progress.



"Creating an Environment for Success"



Prepared by
EVE O' LEARY,
EXECUTIVE DIRECTOR

Approved by
BOARD OF DIRECTORS
PORTAGE REGIONAL ECONOMIC DEVELOPMENT
- JUNE 2020





UPDATE ON PREd

SECOND QUARTER 2020

- Developed phase 2 of a regional business registry and focused on Business Retention and Expansion and how a formal program can be put in place.
- Continued work on communication throughout with the Business Community and respond to any requests of service.
- Provided support and developed strong partnerships on Economic Development to the Community by being a quarterback and champion for Economic Development.
- Provided support and advice on Economic Development to the Municipalities.
- Development of promotional campaigns for Tourism to promote Portage la Prairie as a destination.
- Increased awareness of PREd to the Community and stakeholders across a variety of Platforms.
- Development of promotional campaigns and development of the Poplar Bluff Website.
- Continued referrals and navigation for business startups and expansion projects.
- Increased awareness with the Investment Attraction Portfolio.
- Creation of the Portage la Prairie & District Tourism Committee
- Continued conversations with provincial and federal government agencies to enhance and leverage the assets in Portage la Prairie.
- Development of the PLP Economic response team to help combat COVID- 19
- Continued support on providing an Economic Development lens to many committees amongst the Community.



Poplar Bluff Industrial Park Campaigns



INVESTMENT ATTRACTION

ROQUETTE SITE VISIT

Roquette Site Visit, June 3, 2020 - Reeve Kam Blight and CAO Nettie Neudorf from the RM of Portage, Mayor Irvine Ferris, Councillor and PRED Chair Preston Meier and Director of Utility Karly Friesen from the City of Portage, Planning District Manager Kinelm Brooks, and PRED Executive Director Eve O’Leary toured the Roquette site on June 3 along with representatives from Roquette including Global Projects Manager Dominique Baumann, Plant Manager Celine Deneuille, Business Financial Analyst Frederic Chieux and Health and Safety Director Kurtis Calder. Photo taken by Communications and Public Affairs Manager Michelle Finley



POPLAR BLUFF INDUSTRIAL PARK

Poplar Bluff Industrial Park is a new expansion to the existing industrial park located 4 km west of Portage la Prairie, Manitoba with direct access off the Trans-Canada Hwy.

The PBIP marketing team have been working hard to attract more investment to this already thriving park, with a new website www.poplarbluffindustrialpark.com was launched in May you will see many promotional campaigns on PRED’s FB.





COVID 19 - PLP ECONOMIC RESPONSE TEAM

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

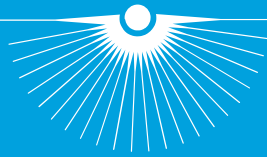
It doesn't matter what type of business you run, we are ready to help you navigate this challenging business environment. We have collaborated with our teams as your one-stop shop to help you find the resources you need! Now more than ever, we need to work together.

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.



Our Leading Partners





TAKE THE PLEDGE

WEBSITE DEVELOPMENT

INFORMATION ON AVAILABLE FUNDING

BUSINESS IMPACT SURVEY

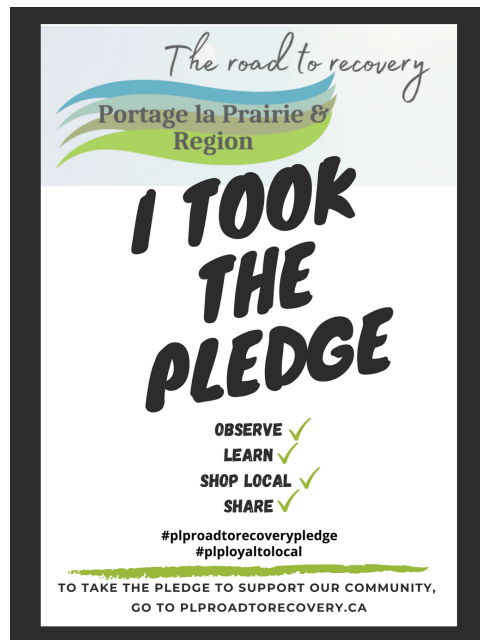
PROMOTION OF SHOP LOCAL

CENTRAL LOCATION FOR BUSINESS

Consumer insight polls



COVID 19 - PLP ECONOMIC RESPONSE TEAM - PROJECTS



www.plproadtorecovery.ca

TAKE THE PLEDGE AND GET SOCIAL

As you venture back out into our community safely and following guidelines, Post, Tweet or Instagram about a local business, a great pair of shoes you saw in a store window or the great customer service you had getting your hair cut. This will remind your friends of the many great places to shop and eat in our area.

#plproadtorecovery #takethepledge #loyaltolocal

TAKE THE PLEDGE TO:

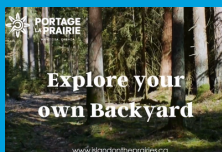
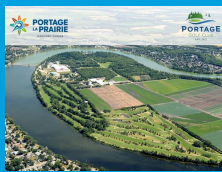
OBSERVE, LEARN, SHARE & SHOP LOCAL

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





#exploreyourownbackyard campagins



PORTAGE LA PRAIRIE & DISTRICT TOURISM COMMITTEE - PROJECTS



The Portage & District Tourism Committee

The committee that was formed in April has been busy focusing on developing a solid framework for tourism to take the regional tourism brand, "Island on the prairies," and bring it to the next level and promote the fantastic assets in Portage la Prairie & Region.

Promotion of #exploreyourownbackyard

We have been busy promoting a variety of tourism assets in Portage la Prairie & Region! Stay tuned to the island on the Prairies FB page to follow our journey!

Chamber of Commerce Virtual Road Trip

The Portage la Prairie and Region Virtual Roadtrip Happy Hour was Co-hosted by the Brandon Chamber, the Portage & District Chamber of Commerce and the Portage & District Tourism Committee on July 16th, 2020.

The virtual road trip was held over a Zoom call and was open to everyone. There were 30 participants and an excellent panel that highlighted the fantastic things we have to offer in Portage and District. There was even be a Jeopardy game, with prizes, based on Portage trivia.





MAY- JULY 2020

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**STAKEHOLDER MEETINGS
WITH PRED HAVE TAKEN
PLACE**

BEING AN ECONOMIC DEVELOPMENT CHAMPION

COMMUNITY & STAKHOLDER ENGAGEMENTS

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.



BUSINESS RETENTION & EXPANSION

PRED is focusing on Business Retention and Expansion, as this is an essential element for any Economic Development Agency. BRE is not a one-time collection and of data through surveys collected from the Business Community. It foundationally based on forming strong relationships with the Business Community; it 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 that best suits the needs of the Community. PRED has been working on this program and will continue to do this.

