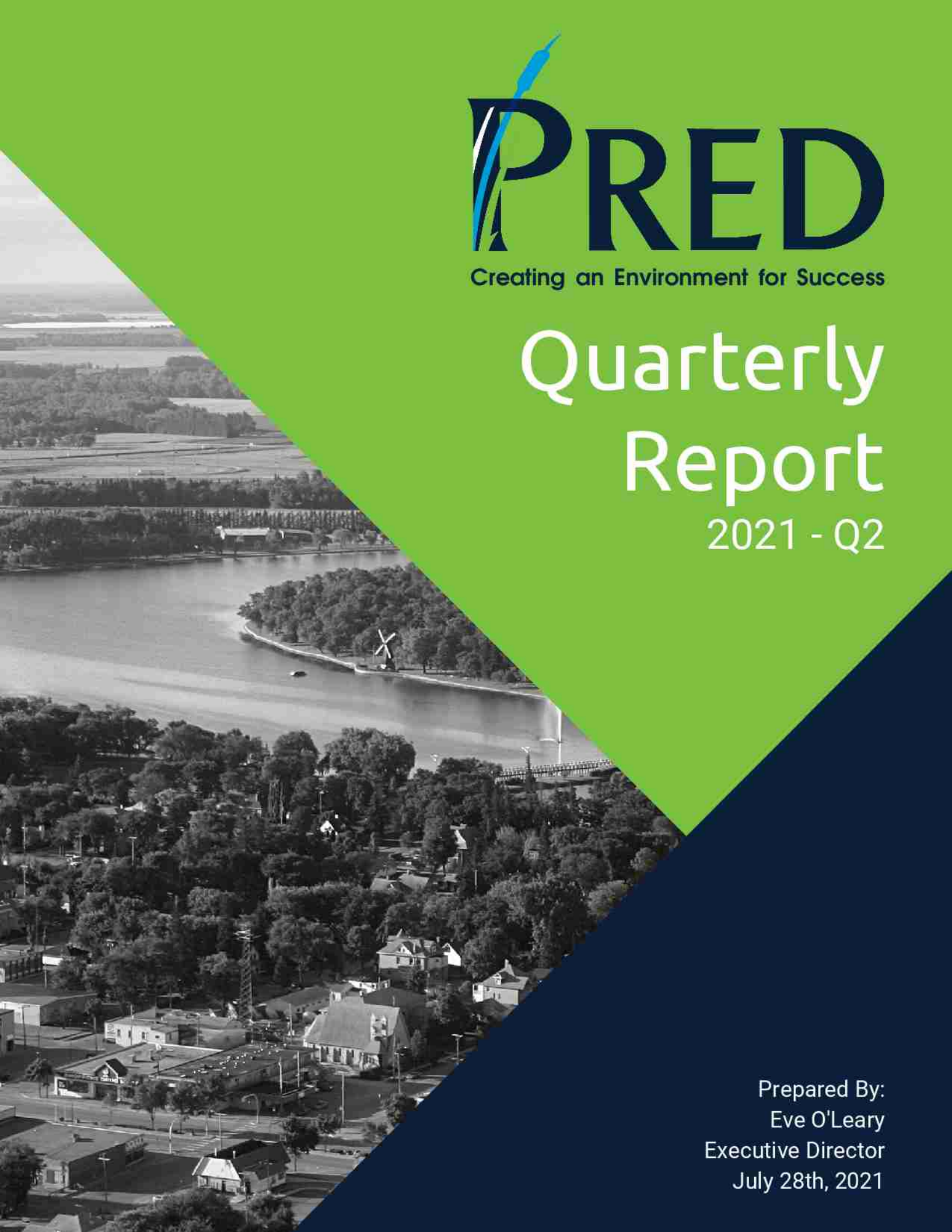




Creating an Environment for Success

Quarterly Report

2021 - Q2



Prepared By:
Eve O'Leary
Executive Director
July 28th, 2021

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About Portage Regional Economic Development



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

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Kellie Verwey joined the PRED team as Economic Development Coordinator in April of 2021 after returning to Portage from spending her university years in Winnipeg. As an Asper School of Business graduate, Kellie brings an abundance of knowledge and experience in Marketing to our organization. Kellie can be reached via email at kverwey@investinportage.ca

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



Connect with PRED

 1-204-856-5000

 www.investinportage.ca

 @investinportage



**PORTAGE
LA PRAIRIE**

MANITOBA, CANADA

PRED Strategic Plan 03

STRATEGIC PLAN PROGRESS 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 17 KPI's in progress, and 19 KPI's completed.

In one year since the strategy was launched, we have completed 37.25% of our strategic plan and 33.33% is in progress. We are focusing on all four areas simultaneously and have seen some positive outcomes because of this plan. Some major changes this quarter and that derived from the plan was transitioning legally from Central Plains Inc to Portage Regional Economic Development Inc. The hiring of a new economic development coordinator, streamlining processes on communication, implementing and creating initiatives with committees such as PERT & PRTC to help move the KPI's identified in this project along.



FOUR STRATEGIC AREAS



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 www.investinportage.ca to view a full version of the Organizational Strategy.

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.
- ✓ Continued work with investment attraction queries.
- ✓ Worked with Invest in Canada on a 360 Virtual investment attraction project to entice investments attraction to the region.
- ✓ Continue to work with local organizations to provide expertise and an Economic Development lens on various projects.
- ✓ Promote the Portage la Prairie region as one of Manitoba's premier destinations through Travel Manitoba campaigns.
- ✓ In the revision stages of a 5-year strategy for the Portage Regional Tourism Committee.
- ✓ Completed the 2021 - 2022 Visitors Guide for digital and printed use.
- ✓ Updates and upgrades made to the Island on the Prairies and the Invest in Portage websites.
- ✓ 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.
- ✓ Continued supporting existing regional businesses with the goal on retention and expansion.
- ✓ Worked with the PERT committee on the COVID 19 Business Video series for 2021.
- ✓ Worked with the PLIP Employee committee on the Economic Impact report for 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 Regional Tourism Committee to implement a variety of initiatives.
- ✓ Continue to develop promotional campaigns and features for the Portage Regional Tourism Committee.
- ✓ Launched Burger Days in June 2021 as a joint effort between PRTC organizations.
- ✓ Developing a plan for executing Poutine Days in September 2021.
- ✓ 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.
- ✓ Developed a customizable package for Investment Attraction clients.
- ✓ Working to update the Business Registries to ensure there is access to reliable data.
- ✓ Continued efforts on developing policies and processes to ensure that PRED has strong governance and will be a long standing organization in the community.
- ✓ Legal transition from Central Plains Inc. to Portage Regional Economic Development Inc. was completed.

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 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.

In addition to the above projects, the committee has also supported and worked on the follow:

- Connecting each month with PLP Economic Development stakeholders and communicating what each organization is working on.
- Supporting the new business incubator services at Southport.
- Communicating the impacts on business through a video series
- Developing an Economic Baseline to set benchmarks, use for investment attraction and measure the success of the region.

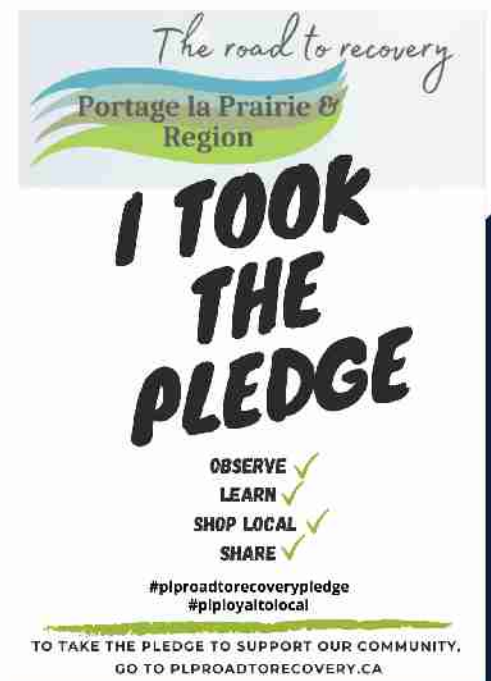
Take the pledge, get social & support local!

As we continue to combat Covid-19 in quarter 2 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.

#plproadto recovery #takethepledge #loyaltolocal

www.plpraodto recovery.ca



The road to recovery
Portage la Prairie & Region

I TOOK THE PLEDGE

OBSERVE ✓
LEARN ✓
SHOP LOCAL ✓
SHARE ✓

#plproadto recoverypledge
#plloyaltolocal

TO TAKE THE PLEDGE TO SUPPORT OUR COMMUNITY,
GO TO PLPROADTORECOVERY.CA

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



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 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

www.islandontheprairies.ca



PORTAGE LA PRAIRIE

07 PRTC Projects

- ✓ Continue to promote our region as one of Manitoba's premier destinations.
- ✓ Continue to represent our region on the Central Manitoba Tourism Committee.
- ✓ Continue marketing the area through various digital campaigns.
- ✓ In the revision stage of developing our Strategic Plan.
- ✓ Expanded the Committee to include a well rounded representation of community stakeholders.
- ✓ Developing monthly promotional videos.
- ✓ Compiled a list of 100 things to do in the region of Portage la Prairie.
- ✓ Developing an inventory of all-season photography.
- ✓ Designing and executing information kiosks for the community.
- ✓ Developing signage and pathfinding tourism assets.
- ✓ Completed the 2021-2022 Visitors Guide for digital and print use.
- ✓ Preliminary planning for Portage Poutine Days 2021



BURGER DAYS 2021

To date, Burger Days is one of the most successful campaigns executed by the Portage Regional Tourism Committee. In a time where restaurants could not be open to dine-in eating, our goal was to support our restaurants by driving sales through a friendly competition. Over a span of seven days, our local restaurants went head to head see who made the best burger in town and the community came out in droves to get a taste and cast their votes!

7 5 0 0
Burgers Sold

Revenue Generated
\$102,000

1 2 0
New Page
Likes

**"BURGER DAYS IS EXACTLY WHAT PORTAGE NEEDED
IN A TIME OF SEPARATION AND UNCERTAINTY!"**

Champions of Economic Development

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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 **116 + stakeholder meetings** over the past three months. PRED brings the lens of Economic Development work with community stakeholders for the entirety of the region. PRED is proud to be involved with over 15 committees in the region and two regional/provincial associations.

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 an organizational foundation 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 2nd 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, **connecting with over 50 businesses** in Q2, and will continue to work on delivering this program. If you are looking to know more about BRE, do not hesitate to connect with us.

Investment Attraction

Another focus of PRED 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.