



Creating an Environment for Success

# Quarterly Report 2022 - Q2



Prepared By:  
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Director of Economic Development  
July 29th, 2022

# 01 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.

**PRED SERVICES**

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

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



Eve O'Leary joined the PRED team 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](mailto: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](mailto:iadeniyi@investinportage.ca)

Let's talk about  
Investing in  
Portage la Prairie



# PRED 03 Strategic Plan

## 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](http://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 **90 + stakeholder meetings in Q2 2022**. 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
- ✓ Participated in the blanket exercise
- ✓ Providing economic statistics to potential investors
- ✓ Continued to work on communicating with the Business Community and responding to requests for service and navigation through 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
- ✓ 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
- ✓ Delivery of site selection tours in the Region
- ✓ Compilation of economic data to ensure data is accessible and up to date
- ✓ Governance and bylaw update activities
- ✓ Successful implementation of a new Investment Attraction process that is focused on marketing industrial lands 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
- ✓ Worked with Travel Manitoba on Destination Management for the Region of Portage la Prairie

# Portage Economic Response Team **05**



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
- 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



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



PORTAGE REGIONAL  
**TOURISM**  
COMMITTEE

06

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](http://www.islandontheprairies.ca)



**PORTAGE**  
**LA PRAIRIE**

# 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 marketing campaign on social media
- ✔ Hosted Burger Days 2022, and \$98,000 was injected into the community
- ✔ 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
- ✔ Attended the wine and nine golf tournament and hosted an IOTP photobooth
- ✔ Completion of the IOTP merchandise project
- ✔ Finalized detailed maps of City and RM for the new kiosks at the museum and for Island Park







Mole Guacamole



Chronic Tacos



Heatz

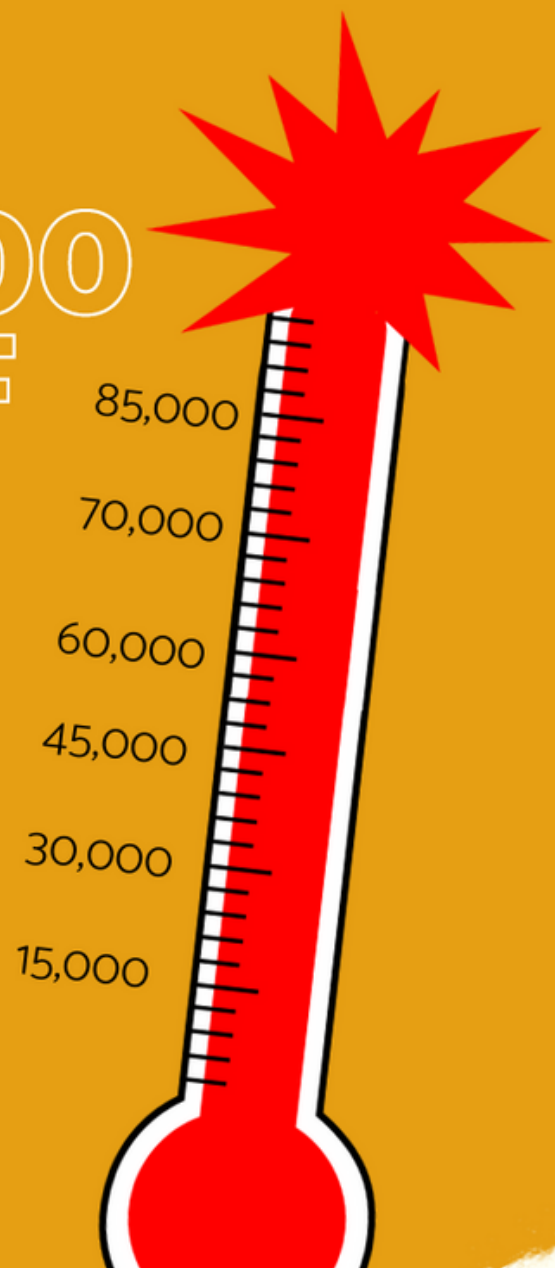


# PORTAGE BURGER DAYS

## 2022

# OVER \$98,000 WORTH OF BURGERS SOLD!

THANK-YOU FOR YOUR SUPPORT



PORTAGE REGIONAL  
**TOURISM**  
COMMITTEE

# Champions of Economic Development

08

**POU**  
*Days*  
**TINE**

September 26 - October 2  
2022

PRESENTED BY:  
**PORTAGE REGIONAL TOURISM COMMITTEE**

EXPLORE ONE OF MANITOBA'S PREMIER DESTINATIONS

**PORTAGE LA PRAIRIE**  
MANITOBA, CANADA

@islandontheprairies

**PORTAGE ECONOMIC BASELINE REPORT**

MARCH 2022

Prepared for the Portage Regional Economic Development organization

**LABOUR MARKET NEEDS ASSESSMENT**

PORTAGE LA PRAIRIE COMMUNITY REVITALIZATION CORPORATION

June 29, 2022

Time To **Invest**

Portage la Prairie Manitoba

**BE ON A GLOBAL STAGE**

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# Investment Attraction 09

Another area of service that PRED offers is investment attraction, and we continue to receive many queries on investment opportunities. In Q2 2022 we continue to see great investment in our community and heightened interest from potential investors. In addition PRED hosted some site selection tours to 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.

## 250+ ACRES INVESTMENT READY LAND



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# Invest in Portage la Prairie

**PRED**  
Portage Regional Economic Development

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Portage la Prairie, Manitoba