

# PRED

## QUARTERLY REPORT 2 2023



**Prepared By:**  
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**Director of Economic Development**  
**July 28th 2023**

# Being a Champion of Economic Development

# 01



## 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. At PRED, we concentrate on Investment attraction, Business retention and expansion, tourism, stakeholder and community engagement, along with providing an Economic Development lens. 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](http://Investinportage.ca).



"Creating an Environment for Success"

# 02 About Portage Regional Economic Development



PREMIUM LAND    CENTRAL LOCATION    COMPETITIVE PRICES

## Invest in Portage la Prairie



Portage Regional Economic Development

204-856-5000  
eoleary@investinportage.ca  
www.investinportage.ca

Portage la Prairie, Manitoba

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

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# 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](mailto: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](mailto:iadeniyi@investinportage.ca)





# Meet our outstanding Board of Directors



Faron Nicholls



Colin Doyle



Preston Meier



Peggy May



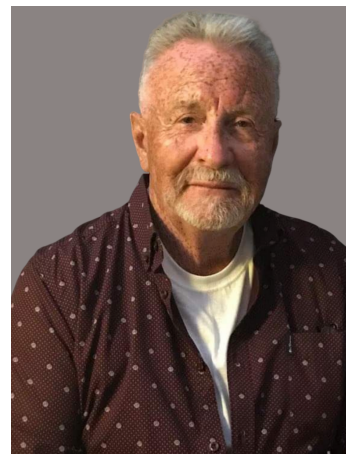
PRED expanded their Board.. Stay tuned..



Ryan Kontzie



Roy Tufford



Garth Asham

# PRED Strategic Plan 05

## 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](http://www.investinportage.ca) to view a full version of the organizational strategy.

## Community Stakeholder Engagement & Partnerships

***"PRED continues to build relationships for our region with provincial and federal levels of government."***

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 Q2 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 provincial associations.



Meeting with Invest In Canada and Province of Manitoba

# 06 PRED Update

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

- ✓ Worked with Azure Sustainable Fuels Corp. on the open house and announcement for the Region of Portage la Prairie
- ✓ Continued to foster an environment for success
- ✓ Presentation to PCI on the economic impact of newcomer businesses
- ✓ Finalized developing interactive tools for the Invest in Portage website
- ✓ Launched RFP for the Regional Economic Development Strategy
- ✓ Promoted our **unique concierge** on economic development practices to Economic Development professionals in British Columbia
- ✓ Presented about the incredible work of the Portage Regional Tourism Committee at the International Peace Garden Summit
- ✓ Worked on an increased 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 **\$75,000** from Building Sustainable Communities Grant
- ✓ Provided economic statistics to potential investors and stakeholders
- ✓ Continued to communicate with the Business Community and offer navigation services throughout the Region
- ✓ Increased awareness of PRED to the community and stakeholders across various platforms
- ✓ Hired a **Tourism Coordinator** for the Portage Regional Tourism Committee
- ✓ Developed an RFP on the economic impact of Tourism in the Region of Portage la Prairie
- ✓ Developed promotional campaigns and features for the Portage Regional Tourism Committee to reach internal residents and external visitors
- ✓ 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
- ✓ **Released** the New Regional Community Profile 2023
- ✓ Navigated increased inquiries from Residential, Commercial, and Industrial investors who are choosing to invest in the Portage la Prairie Region



# Portage Economic Response Team 07



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.



- Completed Investment Readiness Assessment Project
- Regional Community Profile completed
- Business Navigation Sheet completed
- Launched Regional Economic Development Strategy RFP

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

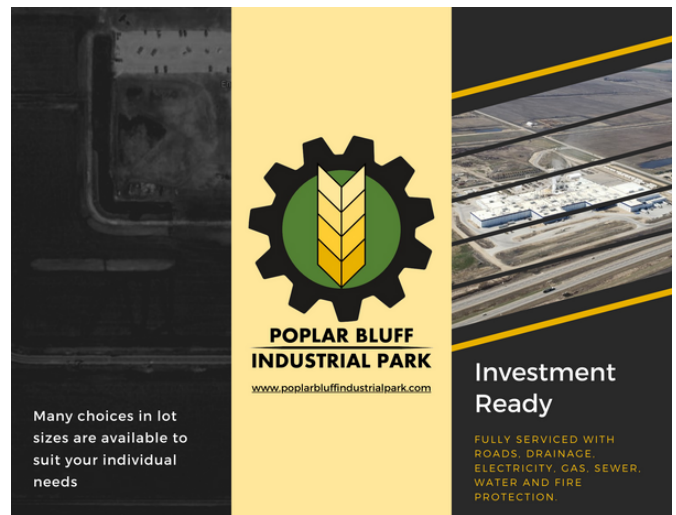
**"WE ARE TEAMING UP TO BRING ALL  
OF OUR RESOURCES TOGETHER TO  
HELP OUR LOCAL BUSINESSES  
SUCCEED"**

**WORK  
IN  
PROGRESS**

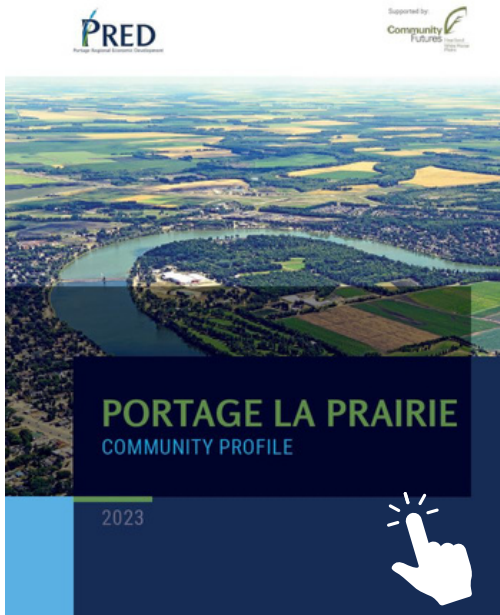
# Investment Attraction 08

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 Q2 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. PRED's 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/>

# SAVE THE DATE

## August 2023

# Investment Attraction 09



Sneak peek at the new interactive marketing tools...

**QUALITY OF LIFE ADVANTAGES**

**LOGISTICS ADVANTAGES**

**COMMUNITY PROFILE**

**MARKET ADVANTAGES**

**WORKFORCE ADVANTAGES**

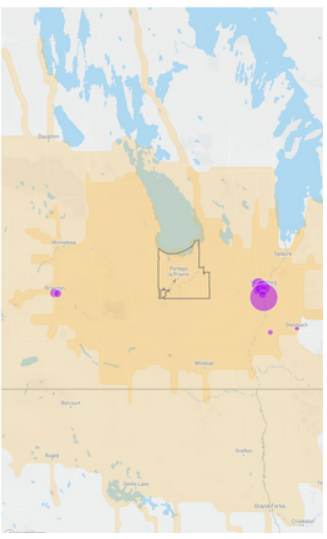
**TARGET SECTOR ADVANTAGES**



**TALENT PIPELINE ADVANTAGES**

Explore the extensive network of universities and colleges that drive workforce supply and innovation in the region.

Category	Students
ALL PROGRAMS	63.8K
HUMANITIES	11.1K
BUSINESS, MANAGEMENT AND PUBLIC ADMINISTRATION	8.4K
HEALTH AND RELATED FIELDS	8.4K
PHYSICAL AND LIFE SCIENCES, AND TECHNOLOGIES	7.5K
SOCIAL AND BEHAVIORAL SCIENCES, AND LAW	7.0K
ARCHITECTURE, ENGINEERING AND RELATED TECHNOLOGIES	5.8K
EDUCATION	4.2K



**Accessible Local Businesses**

Assess your target businesses with the criteria below

Select: All | None

- Accommodation and Food Services
- Agriculture, Forestry, Fishing and Hunting
- Construction
- Educational Services
- Finance and Insurance
- Health Care and Social Assistance
- Information
- Management of Companies and Enterprises
- Manufacturing
- Mining, Quarrying, and Oil and Gas Extraction
- Other Services (except Public Administration)
- Professional, Scientific, and Technical Services
- Public Administration
- Real Estate and Rental and Leasing
- Retail Trade
- Transportation and Warehousing
- Utilities
- Wholesale Trade

**Total Businesses**  
1,907



# Portage la Prairie welcomes Azure

# 10

## AZURE SUSTAINABLE FUELS CORP.

"Azure is a leader in the development of Canada's Sustainable Aviation Fuel (SAF) industry". 🖱️

"City and RM of Portage leadership share excitement over \$1.9 billion SAF facility" 🖱️

This new industry will position Manitoba as a hub for innovation and green, low-carbon technologies. The Canada and Manitoba governments are providing \$2.9 million over two years to support Azure Sustainable Fuels Corp.'s Front End Engineering Design (FEED) study for a planned sustainable aviation fuel (SAF) processing facility near Portage la Prairie, Manitoba Premier Heather Stefanson and the Honourable Marie-Claude Bibeau, federal Minister of Agriculture and Agri-Food announced today.

The facility's construction is anticipated to cost approximately \$1.9 billion and to produce an estimated one billion litres per year of SAF, primarily using Canadian feedstock products such as canola and soybean oils. With Canada's and Manitoba's support, the Azure project will create 1,500 construction jobs and approximately 150 direct permanent, highly specialized jobs once in production. The construction of the Azure facility is projected to have a total impact on the Manitoba economy of \$2 billion. The first year of operations is expected to create more than \$500 million in economic output and sustain hundreds of jobs throughout Manitoba.



[READ MORE](#) 🖱️



# Business Retention and Expansion

## PRED empowers youth at PCI

On June 5th at Portage Collegiate Institute, the PCI Business Class hosted a lecture anchored by Portage Regional Economic Development - PRED on 'Diversity, Newcomers and Economic Development in Portage la Prairie' to kick off the 'Together for change week' organized by Portage Local Immigration Partnership.

The focus of the lecture was the role and importance of newcomer entrepreneurs and the impact of immigration on our local economy, sharing the personal experiences of local entrepreneurs about the challenges/successes that they experienced while establishing their businesses here in Portage la Prairie.



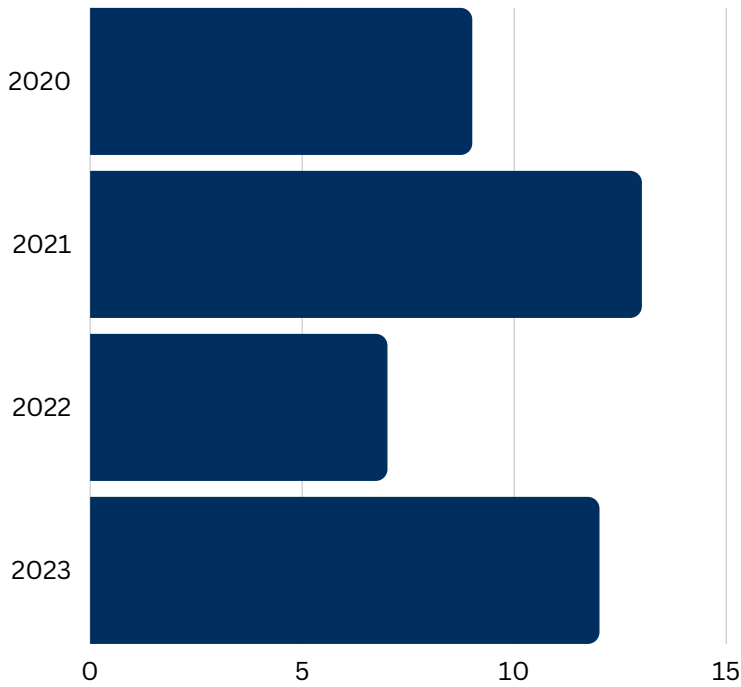
## PRED speaks to unique practices

PRED was invited to speak at the 2023 BCEDA conference to Economic Development Professionals across British Columbia on the Regional inter-municipal economic development processes that showcase the Region of Portage la Praries unique business concierge services.

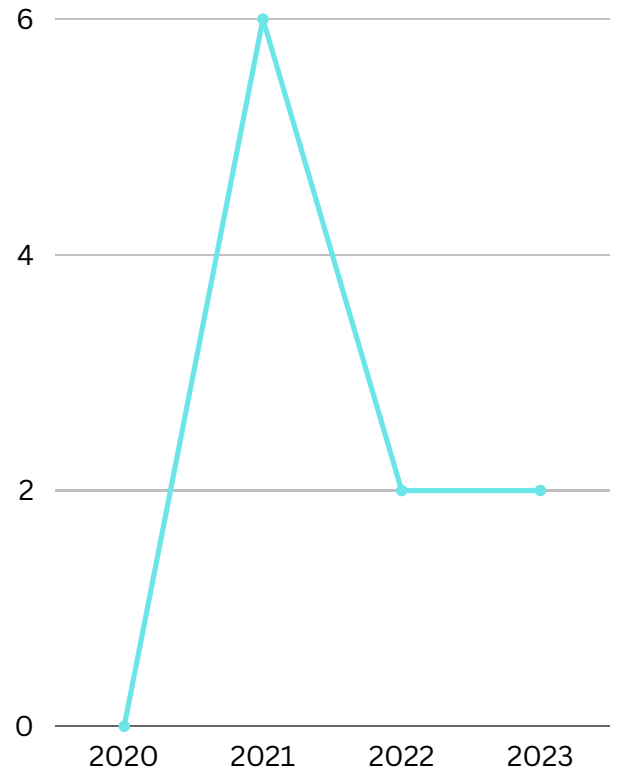


# Business Counts 2020 - 2023

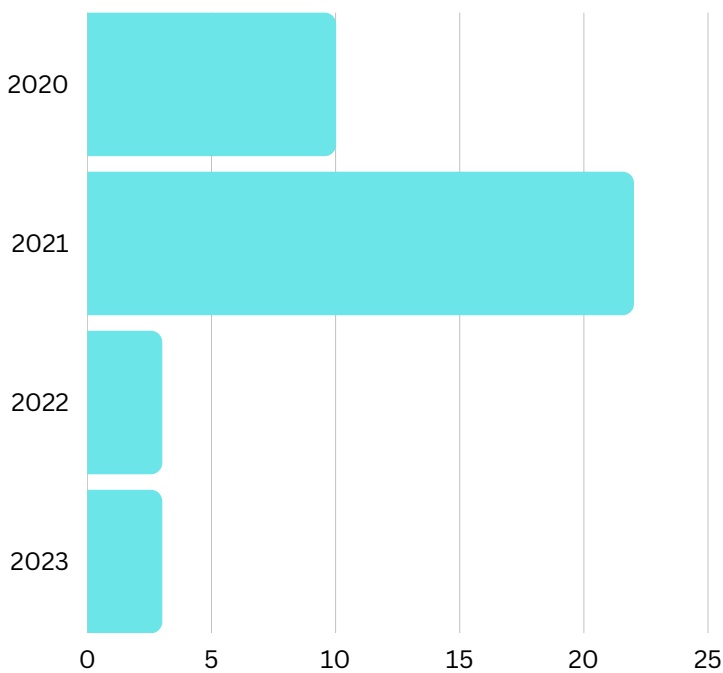
## New Business



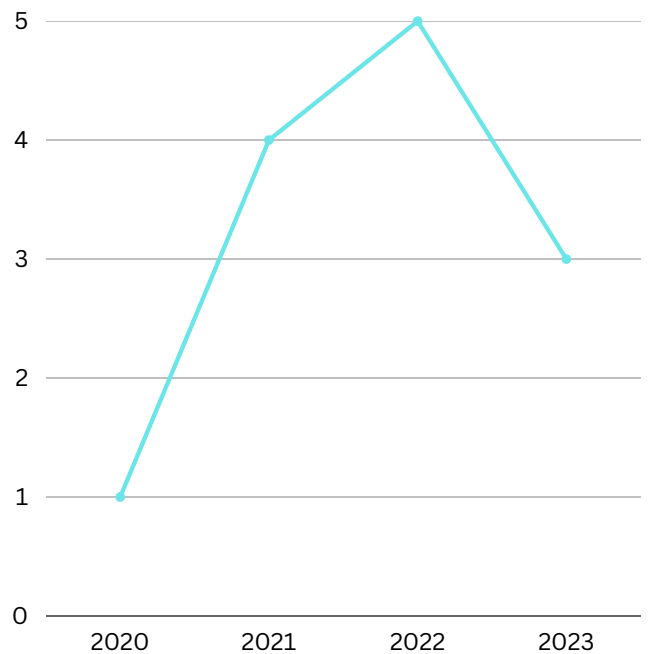
## Change of Ownership/Succession



## Business Expansions



## Closed





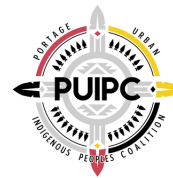


**PORTAGE REGIONAL  
TOURISM  
COMMITTEE**

# 12

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



### 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.



**PORTAGE LA PRAIRIE  
& DISTRICT CHAMBER**



**PORTAGE  
LA PRAIRIE**

MANITOBA, CANADA

*Island on the Prairies*

# WHAT HAS THE PRTC BEEN UP TO?

## We hired a Tourism Coordinator



In Q2, Kellie Vervey joined the Portage Regional Tourism Committee as an independent contractor. While this role is new for Kellie, she is not new to the tourism portfolio as she was previously employed by PRED in 2021 and was heavily involved in the PRTC, leading many initiatives such as Burger and Poutine Days. Kellie brings with her a marketing and business background and she looks forward to further developing and implementing a sustainable strategic plan for tourism in the Portage la Prairie region.

## Projects & Initiatives

- ✓ Developed and distributed Shop Local, Eat Local campaign resources
- ✓ Audited IOTP website for outdated, inaccurate and missing information
- ✓ Launched new Island on the Prairies merchandise
- ✓ Partnered with Golden West to promote merchandise through an online & radio giveaway
- ✓ Hosted social influencer, Paul Epp and family, to promote Splash Island, Island Park, Delta Beach and many other regional amenities
- ✓ Presented at the Travel Manitoba Turtle Mountain Summit about our regional approach to tourism
- ☀️ Actively managing social media platforms to engage and grow following
- ☀️ Working with partners to support local events (Centennial Cup, AMM Central District Meeting, 55+ Games, Portage Ex Fair, Potato Fest)
- ☀️ Partnering with Travel Manitoba to promote the Island on the Prairies brand through social media and print opportunities
- ☀️ Designing and coordinating the installation of tourist attraction signs
- ☀️ Coordinating the installation of two tourist information kiosks.



**PORTAGE REGIONAL  
TOURISM  
COMMITTEE**

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

