

OCTOBER 2020



Portage Regional Economic Development

2020-

**QUARTER
REPORT
(Q3)**



A WORD FROM THE EXECUTIVE DIRECTOR

As we move into the 4th quarter of 2020, we plan for what we would like to achieve in 2021. We have focused on continuing to achieve the KPI's in our strategic plan. We will focus a little more on Investment attraction and align our organization with digitally accessible data and promotional material.

The last quarter of PRED has been a very productive one. Our goal is to create an environment that successfully attracts new investment, retains, and expands current business for the entire community. But this quarter, we emphasized working with stakeholders to provide a lens of Economic Development, helping ignite some fantastic projects. Whilst ensuring we are communicating internally to our community stakeholders, it is still vitally important to promote the region of Portage la Prairie externally also.

PRED was lucky to have the opportunity this quarter to present to the Portage Learning & Literacy Centre, The Portage Portage la Prairie Local Immigration Partnership strategic council and give a presentation at the Winnipeg Reals Estate Forum promoting the great opportunities that Portage la Prairie has.

We were very happy to be apart of the Portage Urban Indigenous Peoples Coalition strategic planning sessions and send congratulations to them for the creation of their new strategy.

We continue to work with The Portage la Prairie Local Immigration Partners housing committee and their employment & entrepreneur committee.

We have closely worked with some businesses on succession planning, Business expansion and are still heavily focused on Investment attraction.

We commend the work of the Portage & District Tourism committee and the Portage Economic Response Team and look forward to continuing collaborations.

We look forward to another great quarter here at the PRED Office.

**EXECUTIVE DIRECTOR
EVE O' LEARY**



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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Portage Regional Economic Development

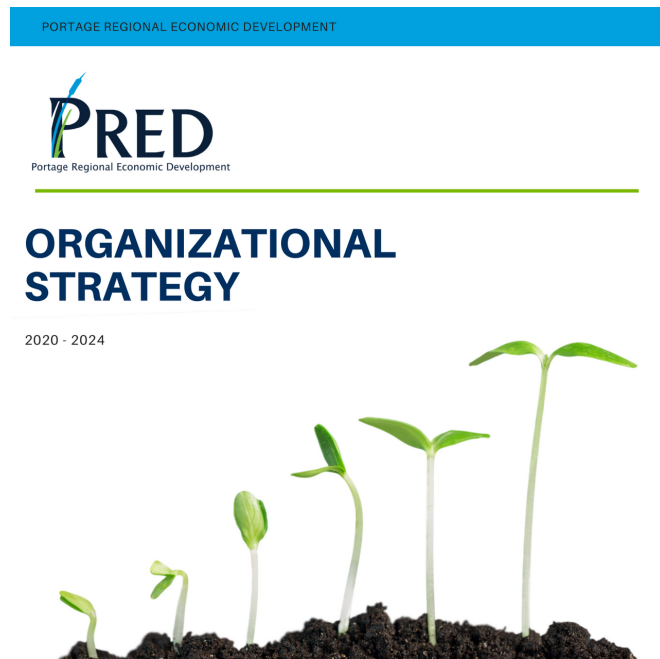


PRED CONTINUE TO IMPLEMENT STRATEGIC PLAN

The PRED organizational strategy published in the summer of 2020 has already started to complete the tasks. We are 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, we currently have 20 of our 54 KPI's in progress. We are focusing on all four areas and have seen some positive outcomes because of this plan.

This strategic plan developed for PRED has identified four strategic areas. Governance, Financial Management & Responsibility, Communication Regional Economic Development. 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 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. Please logon to <https://investinportage.ca> for a full version.



"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

THIRD QUARTER 2020

- ✓ Continue to work with local organizations and provide expertise on Economic Development.
- ✓ Continued work on communication throughout with the Business Community and respond to any requests of service.
- ✓ Worked closely with the City of Portage la Prairie, The province of Manitoba in the new expansion project announced by Avena Foods.
- ✓ Provided support and advice on Economic Development to the Municipalities.
- ✓ Received a grant from Travel Manitoba of \$20,000 to implement a marketing plan for the Tourism Industry in Portage la Prairie, as a direct result of COVID-19
- ✓ Increased awareness of PRED to the Community and stakeholders across a variety of platforms.
- ✓ Development of promotional campaigns and feature for Tourism assets
- ✓ Continued referrals and navigation for business startups and expansion projects.
- ✓ Increased awareness with the Investment Attraction Portfolio and working closely with local industries.
- ✓ Continue to work with 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.
- ✓ Continue to work with the Portage Economic Response Team in combatting COVID - 19 issues.
- ✓ Continued support on providing an Economic Development lens to many committees amongst the Community.





PORTAGE 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.

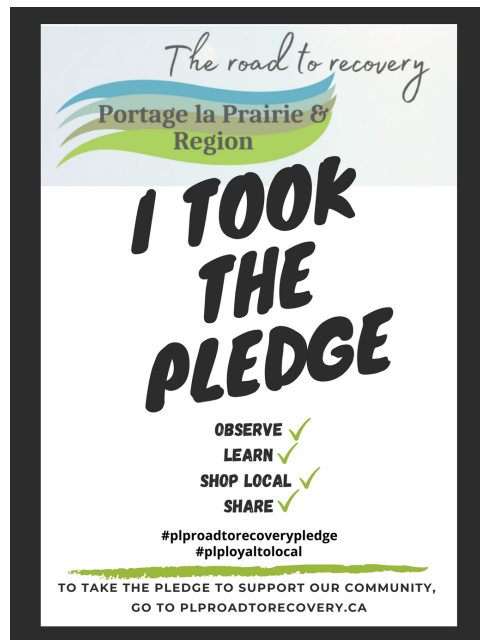
COVID-19 is impacting and affecting our local community and economy. We are ready to focus on exactly who and what we are moving forward and help mitigate the Impact of COVID – 19 on our Economy.

Our Leading Partners



- 
- TAKE THE PLEDGE**
.....
- LET US KNOW HOW COVID IMPACTS YOU**
.....
- INFORMATION ON AVAILABLE FUNDING**
.....
- BUSINESS IMPACT SURVEY**
.....
- PROMOTION OF SHOP LOCAL**
.....
- CENTRAL LOCATION ON INFORMATION FOR BUSINESS**
.....

PORTAGE ECONOMIC RESPONSE TEAM - PROJECTS



www.plproadtorecovery.ca

TAKE THE PLEDGE AND GET SOCIAL & SUPPORT LOCAL

As we continue to combat covid in quarter 4 of 2020 and 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.

Shopping local is really important and can have a huge impact on your local business community.

#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

Tourism Committee Recieves \$20,000



The Portage la Prairie & District Tourism committee received funding of \$20,000 to focus on increasing tourism activities in Portage la Prairie. This committee is busy planning for 2021. We want to take the time to thank Travel Manitoba for approving our grant.

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! We have currently identified on promoting 104 Tourism assets in the region of Portage la Prairie.

The Portage & District Tourism Committee



The committee 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. Log on to our Facebook page and see some of the fantastic feature videos we are producing to increase the awareness on our Tourism assets. This quarter we visited the Fort la Reine Corn Maze, The CPR interpretive centre, and St Ambroise provincial park.





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**STAKEHOLDER MEETINGS
WITH PRED HAVE TAKEN
PLACE**

BEING AN ECONOMIC DEVELOPMENT CHAMPION

COMMUNITY & STAKEHOLDER 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 87 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 focuses on Business Retention and Expansion, which 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 is 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 best suits the needs of the Community. Over the last quarter, we have seen a few business expansions, a remarkable outcome considering the current situation we are facing with COVID-19.

PRED has been working on this program and will continue to do this. If you are looking to know more about BRE, don't hesitate to connect with us.

INVESTMENT ATTRACTION

Another area of service that PRED works on is Investment attraction, and we continue to receive queries on investment opportunities. This quarter will be focusing on planning for 2021 and identifying what Economic data we need to ensure we are keeping our materials up to date. We have seen great investment in our community, and we will continue to work hard on attracting new investment.