

PRED

QUARTERLY REPORT 3 2023



Prepared By:
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Director of Economic Development
October 13th 2023

Being a Champion of Economic Development

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Creating an Environment for success

PRED is all about driving economic growth in the Portage la Prairie Region. We offer advice and take action on various economic development matters, such as initiatives, incentives, assessing the business environment, attracting and retaining businesses, fostering community economic development, exploring marketing opportunities, and tackling other factors that bolster economic progress. We aim to encourage and support companies and individuals in their investments, growth, and success within the region. Ultimately, our goal is to create jobs, diversify the economy, and enhance the quality of life for everyone who lives, works, and visits our community.

Economic development is a multifaceted process, and at PRED, we focus on multiple aspects, including attracting investments, retaining and expanding businesses, promoting tourism, engaging with stakeholders and the community, and using an economic development perspective in our work. We believe economic development can't happen in isolation; it's a collective effort that must adapt to the community's evolving needs. Many groups and stakeholders are involved in ensuring our economy remains strong, and various municipal departments work closely together to plan for the future of the Portage la Prairie Region. This collaborative approach is what makes our community unique and thriving.

PRED recognizes that our recent successes result from the strong partnership between the City of Portage la Prairie and the RM of Portage la Prairie. Twenty years ago, they entered into a tax-sharing agreement, motivating them to collaborate in attracting new businesses and investments to the region. Their forward-thinking decision to work together has paid off, and we continue to see the positive impacts of that choice.

For more information about PRED and to stay updated on our ongoing projects, visit: Investinportage.ca



02 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.

“THE PORTAGE LA PRAIRIE REGION PROVIDES A DISTINCTIVE PLATINUM-LEVEL CONCIERGE SERVICE, SETTING THE TRAIL ABLAZE IN ECONOMIC DEVELOPMENT AND SHOWCASING BEST PRACTICES ON A NATIONAL AWARENESS LEVEL.”

PRED, the Portage la Prairie Economic Development agency, is here to help businesses and entrepreneurs grow successfully in our region. We aim to support businesses in creating jobs, diversifying the local economy, and increasing tax revenue. This, in turn, leads to a better quality of life for everyone in the area, whether you live here, work here, or just visit. Investing in our region through PRED means a better return on your investment and a stronger community for all.



Who is who in Portage Regional Economic Development...

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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



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

PRED SERVICES

- Economic Development
- Environmental Scan
- Customized land selections
- Business Retention & Expansion
- Access to the Internal Investment Team
- Business Nurturing
- Access to extensive data
- Investment Attraction
- Business Navigation
- Industrial Expansion & Retention
- Site Selections
- Economic Insights
- Community Data
- Pathfinding
- Tourism
- Serves RM & City



Portage Regional Economic Development

"Creating an Environment for Success"

CONTACT US:

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eoleary@investinportage.ca
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Meet our outstanding Board of Directors



Faron Nicholls



Colin Doyle



Preston Meier



Peggy May



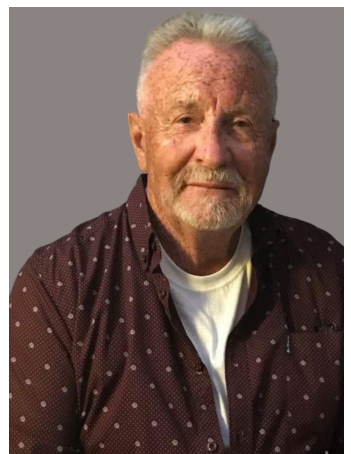
PRED expanded their
Board.. Stay tuned..



Ryan Kontzie



Roy Tufford



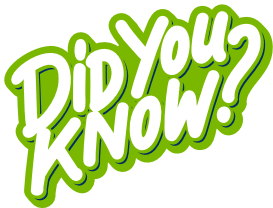
Garth Asham

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 to view a full version of the organizational strategy.



PRED provides valuable access to a wealth of data, offers site selections, and tailors the experience for residential developers, including customized land options to suit individual ventures?

DEVELOP IN PORTAGE LA PRAIRIE

Manitoba, Canada



Portage Economic Response Team 06



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
- Hired EDCD Consultants to complete Strategy
- Interactive Marketing Tools

- Regional Economic Development Strategy 2023 Q4 - In progress
- Investment Website Revamp Q4
- CRM System Q4
- Business Navigation Improvements
- Much more...

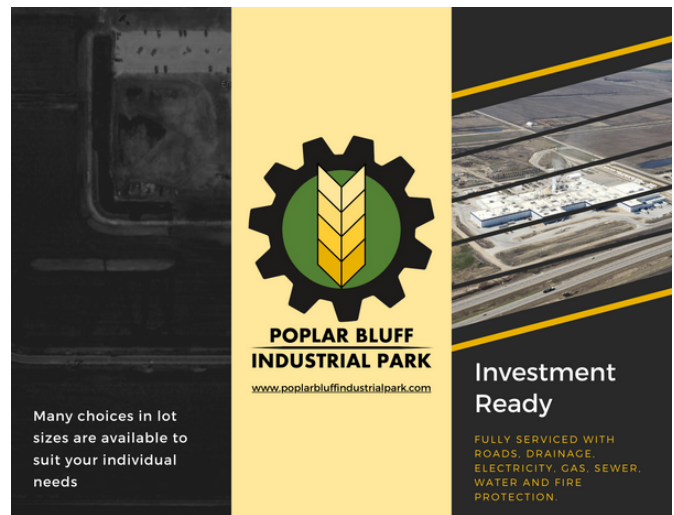
**"WE ARE TEAMING UP TO BRING ALL
OF OUR RESOURCES TOGETHER TO
HELP OUR LOCAL BUSINESSES
SUCCEED"**

**WORK
IN
PROGRESS**

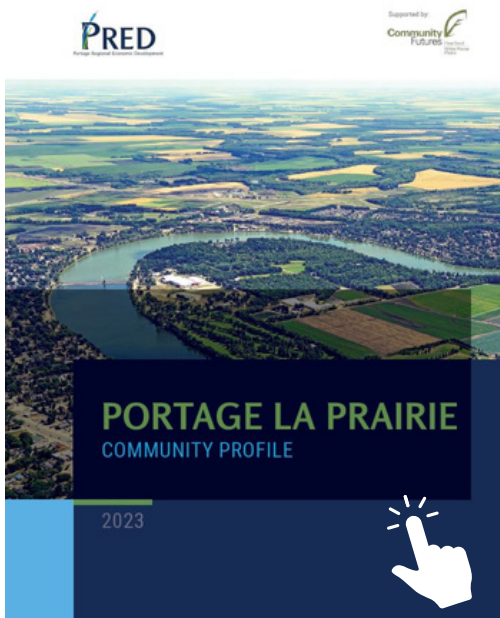
Investment Attraction 07

PRED's exceptional platinum **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 **heightened** inquiries on investment opportunities. As of Q3 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.

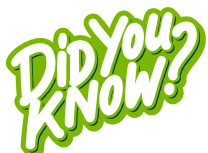
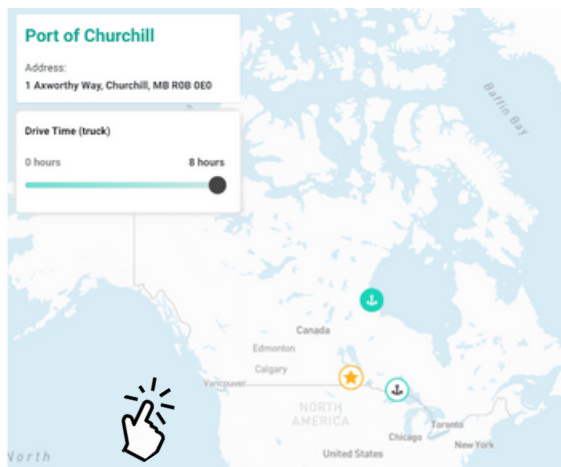
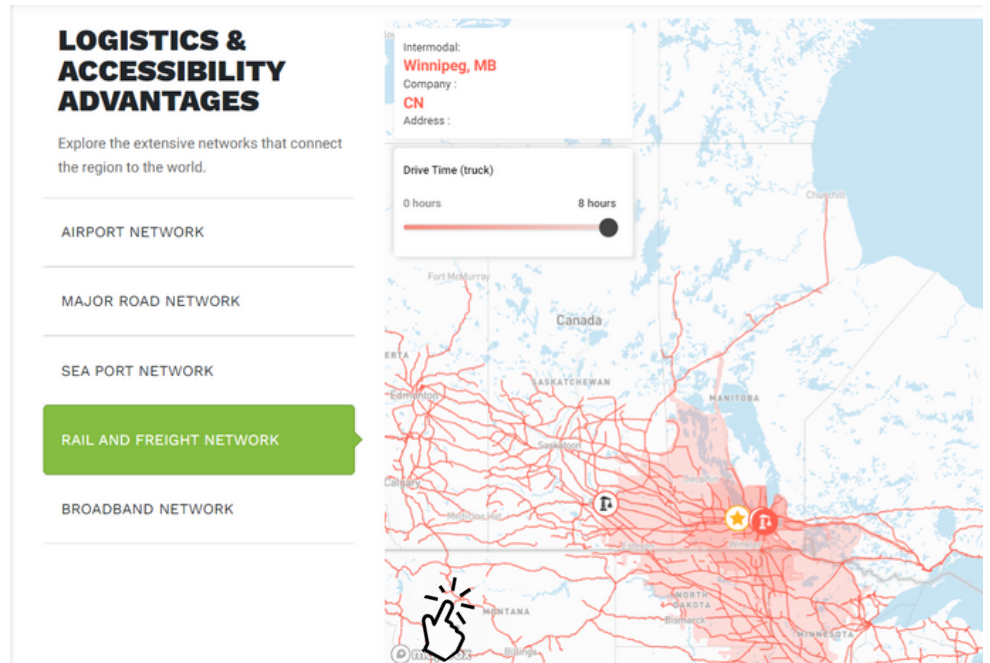
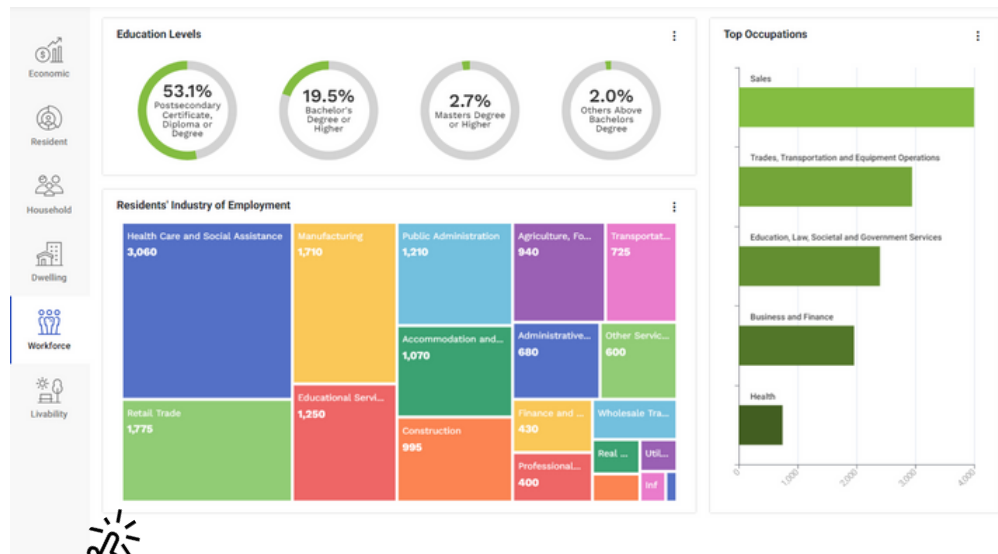
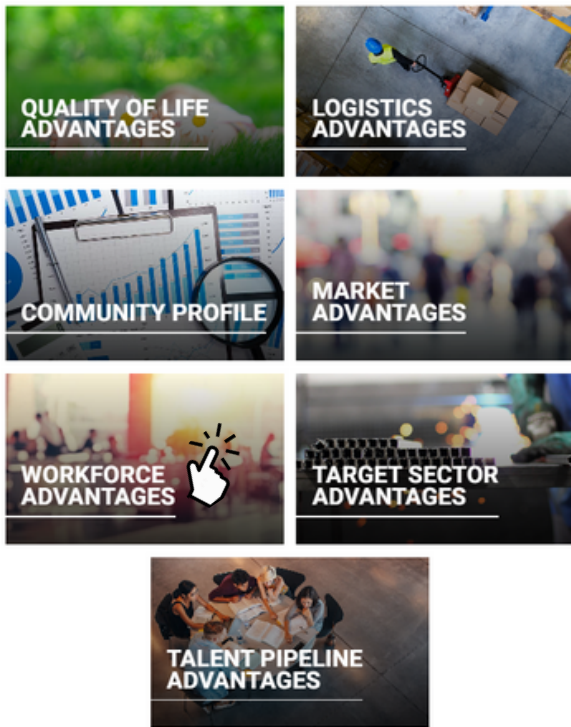
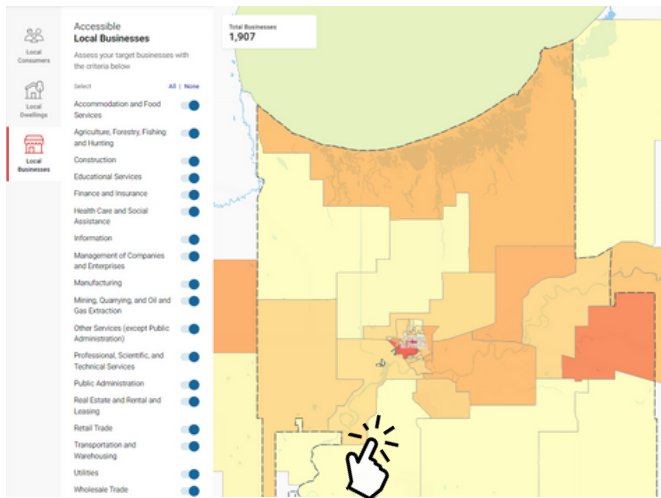
<https://investinportage.ca/data-centre/>

Investment Attraction

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New interactive marketing tools...

Click each section to check out this new feature



Are you aware that PRED has extensive access to a wealth of data and is now offering Environmental Scans for both existing and emerging businesses?

Developers Day 2023

Understanding and being proactive about socioeconomics such as housing is just as crucial as attracting industries and retaining and expanding businesses for our Region. The City of Portage la Prairie hosted its inaugural Developers Day on September 27th, marking a significant moment in our community. This special event was well-attended and the first of its kind in our region. Developers Day provided great opportunities for networking, included an informative bus tour, and shared valuable insights about the economic and environmental aspects of Portage la Prairie. It was an excellent chance for Residential developers to connect and gain a better understanding of our Region's potential. Developers Day 2023 was a resounding success, with a fully attended event. If you are interested in attending Developers Day 2024, allow us to include you on our exclusive list. Spaces are limited and will be allocated on a first-come, first-served basis. Please email eoleary@investinportage.ca to sign up!



DEVELOP IN PORTAGE LA PRAIRIE

Manitoba, Canada



 **CONTACT US**
email: eoleary@investinportage.ca
Cell: 204-870-9050
www.investinportage.ca



Commercial Business Development

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Working with various Portage la Prairie commercial businesses on expansion, succession planning, and retention plans is an essential function for Portage Regional Economic Development! Are you a business needing help with your Business? Call PRED for a confidential meeting, a helping hand and an orientated approach to your business needs!

Did You Know?

That a connection and relationship with PRED will enable the collection of in-depth economic data for Portage la Prairie and empower your business to identify growth opportunities and customer trends through an analysis of environmental factors, join us in this journey towards business success, and creating an environment for success!

#myportagewishlist

What is your dream for the mall?

"In a world that you can do anything... Invest in the mall "



www.investinportage.ca



Portage la Prairie supports Taiwanese delegation with Dakota Ojibway Tribal Council

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PRED is immensely proud and honoured to have had the opportunity to support the Dakota Ojibway Tribal Council in its collaborative efforts in the recent delegation visiting Manitoba from Taiwan. This marked a significant moment in fostering international partnerships and cultural exchange. The delegation comprised three distinguished representatives from the Indigenous communities of Taiwan, alongside the esteemed members of the Dakota Ojibway Tribal Council. The group was also joined by the Taipei Economic and Cultural Office in Ottawa, which serves as the de facto Taiwanese embassy in Canada. Together, the delegation visited several other locations, including Portage la Prairie across Manitoba, and signed a memorandum of understanding with DOTC.

Additionally, the delegation, along with Mayor Knox, Councillor Masi, Councillor Porter, Councillor Tufford and members of the PRED staff, explored the National Residential School Museum, deepening their understanding of the history and heritage of the region. These shared experiences fostered a profound sense of unity and cultural exchange. A wonderful meal was then shared and many connections were formed. That evening the delegation along with our municipal leaders joined in on the participation at the grand entry of the Long Plain First Nation powwow, which provided a vibrant and enriching cultural experience for everyone.

Our heartfelt gratitude is extended to Maeengan Linklater, the Director of Operations at DOTC, for the warm invitation and for facilitating this cultural exchange and learning opportunity. Reconciliation and shared experiences of this nature exemplify the strength of unity and cultural exchange in our diverse and interconnected world. PRED remains committed to supporting such endeavours and looks forward to further opportunities to continue taking steps toward economic reconciliation with our indigenous partners, communities, and neighbours



Azure Sustainable Fuels Corp. Update

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"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" 🖱️



September 2023 Azure Update

Dear Azure Community,

We are delighted to provide you with updated information on Azure's proposed Portage Renewable Fuels Production Facility (please see attached). As we venture further into 2023, our commitment to innovation, sustainability, and community collaboration remains unwavering. Through this project update, we aim to keep you informed about the exciting developments taking place within our Manitoba project and the positive impact they are creating.

Located in the heart of Manitoba, this project holds a special place in our journey. It exemplifies our dedication to sustainability, local economic benefits, and contributing to the vitality of the region.

In this edition, you can expect to find insightful updates on various facets of the project, including detailed results of our Environmental Act Proposal (EAP). We believe that transparency is key to building strong relationships, and we're excited to share the progress we've made so far.

Thank you for being an integral part of our Azure community. Your support, feedback, and enthusiasm inspire us to continuously raise the bar and redefine what's possible. As you review the information, remember that your insights are invaluable to us. Feel free to reach out with your thoughts, questions, and suggestions—your voice matters. Should you have any questions regarding the information provided, please reach out to Vanessa Vredenburg, Director of Indigenous and Stakeholder Relations at info@azuresf.com.

Together, let's celebrate the achievements, anticipate the future, and champion the spirit of progress.

[September 2023 Edition](#) 🖱️

Stay inspired.

The Azure Team





**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 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.



**PORTAGE
LA PRAIRIE**

MANITOBA, CANADA

Island on the Prairies

WHAT HAS THE PRTC BEEN UP TO?

We launched a regional Tourism Economic Impact Assessment



In Q3, the Portage Regional Tourism Committee issued a RFP in hopes of finding a firm to complete a tourism economic impact assessment. As a result of the RFP process, the contract was awarded to a collaboration between Sinclair Barnes Ltd. and Probe Research Inc. There are 3 main reasons for completing this assessment and they are as follows. An assessment of the current state of tourism in our region will provide us with a benchmark that will in turn allow us to more easily note change and growth. Secondly, we hope to create an inventory of our tourism assets in order to identify any gaps. Knowing what we have and what we need will help in developing a marketing strategy that is geared towards what makes people want to visit our region. Lastly, the findings of this assessment will provide us with direction and rationale for future investment. Our consultants will be reaching out to our major stakeholders in Q4 to seek insight and data about tourism in our region.



Projects & Initiatives

- ✓ Installed 21 tourist attraction pathfinding signs
- ✓ Developed social media schedule to allow for increased committee contribution and collaboration
- ✓ Generated \$1500 in sales of Island on the Prairies merchandise
- ✓ Redesigned IOTP ad placement for the 2024 Central Manitoba Tourist Guide
- ✓ Completed Travel Manitoba partnership requirements for 2023
- ✓ Awarded the Tourism Economic Impact Assessment contract to Sinclair Barnes Limited & Probe Research Inc.
- ☀ 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)
- ☀ Coordinating the production of a winter Destination Spotlight video through Travel Manitoba
- ☀ Researching and designing the IOTP 2023 Tourist Guide, including advertisement opportunities.
- ☀ Coordinating the installation of two tourist information kiosks.