

JANUARY 2021



Portage Regional Economic Development

2020-

**QUARTER
REPORT
(Q4)**

**PORTAGE REGIONAL
ECONOMIC DEVELOPMENT**

Prepared by: Eve O' Leary
Executive Director
Portage Regional Economic Development
January 12th 2021



A WORD FROM THE EXECUTIVE DIRECTOR

While the 4th quarter of 2020 was a difficult time experienced by everyone in our community, here at PRED, we made sure that we did our best to make the 4th quarter of 2020 a productive quarter. We received many queries, helped businesses, and most importantly, worked on initiatives and projects with our community stakeholders. We worked closely with the Portage Economic Response Team to navigate our way through these unprecedented times.

PRED is excited to announce that the organization expanded the team and hired an Economic Development Coordinator to help support the Economic Development Initiatives in this Region.

Whilst this was a difficult year that our community faced, We did see some successes. Permit values in commercial, residential, and industry reflected another year of growth and success. This is a significant indicator that the economy in this region is growing. We saw several new small and medium-sized businesses open up in 2020. There was also significant Industrial activity along with lots of residential development. Congratulations to all those involved, especially in a time like this; it again shows how resilient and business-friendly the Region of Portage la Prairie is.

2021 is going to be no different in terms of challenges, but we are hopeful that the inquiries are consistent, and there is a lot of excitement generated about our growing economy. The Region of Portage la Prairie will see many new businesses that are starting to get ready to open their doors this January and many that are still working on being ready for a 2021 open.

PRED has focused on continuing to achieve the KPI's in our strategic plan, but we create and maintain that environment for success. In 2021 PRED will concentrate more on Investment attraction and align our organization with digitally accessible data and promotional material. PRED also has some fantastic projects that will be implemented in 2021, such as a new land inventory feature on our website, A business registry CRM system that will track the pulse of the business community and allow PRED to continue best practices for business, retention & expansion. Our goal is to create an environment that successfully attracts new investment, retains, and expands current business for the entire Region. We continue to work with our community stakeholders closely and strive to identify areas for collaboration, cohesiveness and areas to work together for the greater good for the Region of Portage la Prairie.

We commend the work of the Portage & District Tourism committee and the Portage Economic Response Team and look forward to continuing collaborations and look forward to some of the projects that they are working on come to fruition in 2021.

Thank you to everyone who makes the Region of Portage la Prairie a resilient, thriving community to be a part of.

EVE O' LEARY
EXECUTIVE DIRECTOR



PRED EXPANDS TEAM

MEET THE NEW TEAM MEMBER

My name is Zack Waldvogel. I am the new Economic Development Coordinator for Portage Regional Economic Development (PRED). I've lived in Portage la Prairie my entire life. I grew up playing many sports, but my one passion was Hockey. In my grade 12 year, I joined the Portage Terriers and was fortunate enough to play with my older brother and win the Turnbull Cup with him in his last year of junior Hockey. Following graduation from PCI, I spent the next three years playing for the same Terrier organization. Finishing my career off with a league scoring title and a National Championship in front of all my family, friends and the Community on home ice was very exciting and something I will always cherish. I will never take for granted the people I was lucky enough to meet during that time and especially my parents, who were so supportive in seeing me doing what I loved. I then spent time playing Hockey with the University of Manitoba Bisons. Following that, I earned my certification in Business Administration, Accounting, and Management from Red River College. I have lots of knowledge in marketing, communications and customer service and look forward to putting my knowledge to use.

I love being an Uncle to 2 wild little nieces and two dogs. I look forward to my new role because I love Portage and its surrounding region, and I can't wait to help this Community succeed and maximize its potential.

As Economic Development Coordinator, my role is to support the exciting projects happening at the PRED and to ensure that we continually move through the strategic plan that was published in 2020. I am thrilled to be part of a thriving regional organization and look forward to meeting many of the community stakeholders.

ZACK WALDVOGEL

ECONOMIC DEVELOPMENT COORDINATOR



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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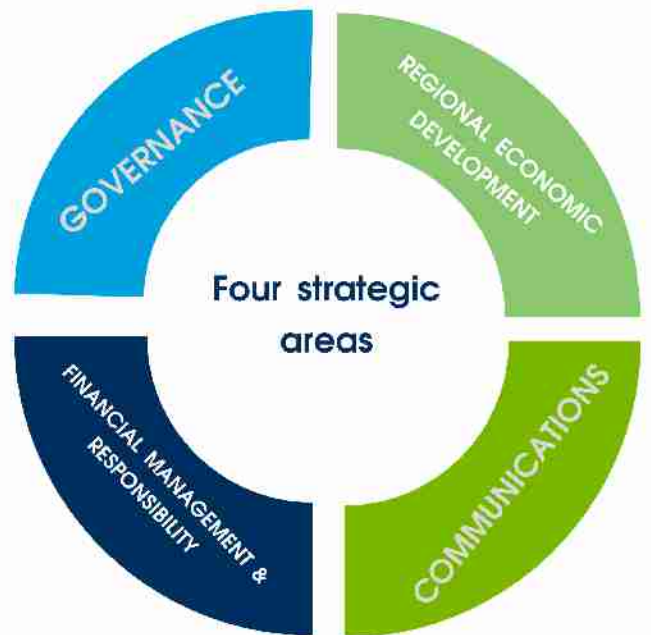
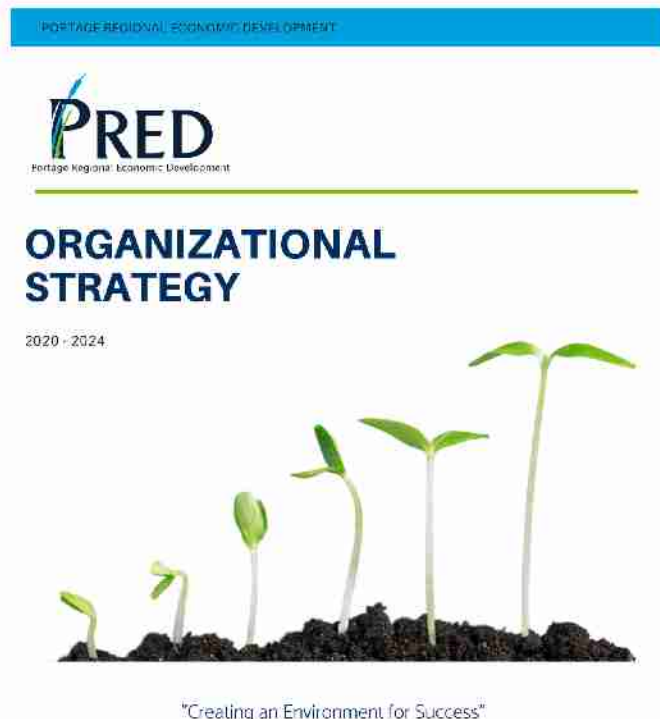


PRED CONTINUE TO IMPLEMENT STRATEGIC PLAN

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 22 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.



Prepared by
EVE O'LEARY,
EXECUTIVE DIRECTOR

Approved by
BOARD OF DIRECTORS
PORTAGE REGIONAL ECONOMIC DEVELOPMENT
JUNE 2020





UPDATE ON PRED

4TH QUARTER 2020

- ✓ Continued to create an environment for success.
- ✓ Expanded the PRED Team and hired a new Economic Development Coordinator.
- ✓ Focused on planning for 2021.
- ✓ Applications made for CanExport grant for 2021.
- ✓ Continue to work with local organizations and provide expertise in Economic Development.
- ✓ Continued to respond to Investment Attraction queries.
- ✓ Continued work on communication throughout with the Business Community and respond to any requests of service.
- ✓ Provided support and advice on Economic Development to the Municipalities.
- ✓ Renewed funding agreement between the City of Portage la Prairie & The RM of Portage la Prairie for another four years.
- ✓ Worked with the PERT committee on the COVID 19 Business Video series for 2021.
- ✓ Worked with the PERT committee on the shop local Christmas Bingo Card ran by the Chamber.
- ✓ Worked with the PERT committee to communicate the strength between all Economic Development Stakeholders.
- ✓ Increased awareness of PRED to the Community and stakeholders across a variety of platforms.
- ✓ Development of promotional campaigns and features for Tourism the Portage & Region Tourism Committee.
- ✓ 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 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.
- ✓ Continued support on providing an Economic Development lens to many committees amongst the Community.
- ✓ Spoke at the Winnipeg Real Estate Forum on secondary markets and the success of Portage la Prairie.
- ✓



PORTAGE ECONOMIC RESPONSE TEAM

How has your business adapted?

How has COVID-19 Affected your Business?

PERT has been busy visiting your local businesses in order to learn how they've been safely keeping active throughout the COVID-19 pandemic.
This week's Business Showcase:
PHARMASAVE

PERT has been busy visiting your local businesses in order to learn how they've been safely keeping active throughout the COVID-19 pandemic.
This week's Business Showcase:
ysk9

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.



Is comprised of representatives from the following organizations:





PORTAGE ECONOMIC RESPONSE TEAM - PROJECTS

TAKE THE PLEDGE

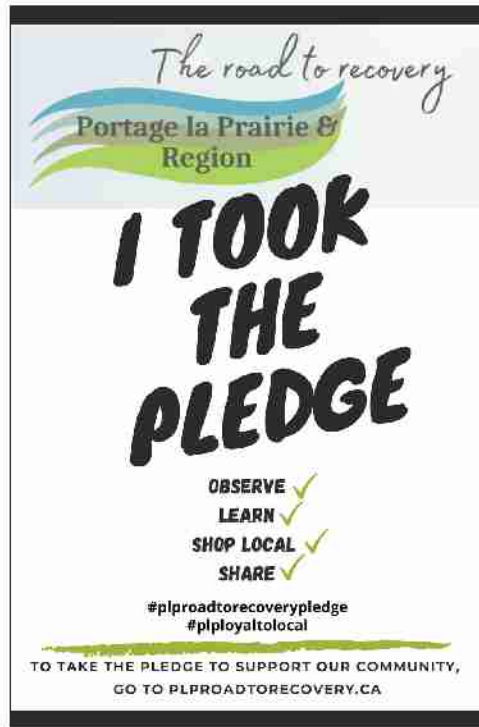
LET US KNOW HOW COVID IMPACTS YOU

INFORMATION ON AVAILABLE FUNDING

BUSINESS IMPACT SURVEY

PROMOTION OF SHOP LOCAL

BE APART OF THE PERT VIDEO SERIES



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.

www.plproadtorecovery.ca #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!



75+
STAKEHOLDER MEETINGS WITH PRED HAVE TAKEN PLACE

PRED speaks at Winnipeg Real Estate Forum

REEVE KAMERON BLIGHT FEATURED ON INVEST IN CANADA

MAYOR IRVINE FERRIS FEATURED ON INVEST IN CANADA

PRED

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 75 + 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 4th 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.

PORTAGE LA PRAIRIE FEATURED IN INVEST IN CANADA VIDEO SERIES

Invest In Canada has been running a YouTube mini-series about foreign direct investment within Canada and has featured such companies as Toyota, Grieg Seafood, and Roquette. The video highlighting Roquette touches on the world's largest pea plant setting up shop in town and what having the industry means for Manitoba. Check out the video here:

<https://www.youtube.com/watch?v=jAGX9f7ACDM>

INVESTMENT ATTRACTION

Another area of service that PRED works on is Investment attraction, and we continue to receive many queries on investment opportunities. In 2020 We have seen great investment in our community, and we will continue to work hard on attracting new investment. We look forward to seeing that continue in investment in Portage La Prairie & Region.

