



Creating an Environment for Success

# Quarterly Report 2022 - Q4

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Director of Economic Development  
January 17th 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 for success. At PRED, we concentrate on Investment attraction, Business retention and expansion, tourism, stakeholder and community engagement, along with providing an Economic Development lens for our community organizations. 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).



# 02 About Portage Regional Economic Development

In a world where you can do anything...



Invest in Portage la Prairie

MANITOBA, CANADA

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

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**"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

#### CONTACT US:

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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)

# Invest in Portage la Prairie



# PRED 04 Strategic Plan

## 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.



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 many stakeholder meetings in **Q4 2022**. 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 regional/provincial associations.

# 05 PRED Update

"PRED IS CURRENTLY LAUNCHING TWO RFPS TO HELP INCREASE  
OUR COMPETITIVENESS TO BE MORE INVESTMENT READY"

- ✓ Continued to create an environment for success.
- ✓ Final Stages for a website audit on Investinportage.ca
- ✓ 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
- ✓ Attained \$57,000 from CanExport for projects in 2023.
- ✓ Providing economic statistics to potential investors and stakeholders
- ✓ 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
- ✓ Completed an assessment on how investment-ready the Region of Portage la Prairie is
- ✓ Final Stages for the release of the New Regional Community Profile
- ✓ 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
- ✓ Release of the Destination Management report for the Region of Portage la Prairie

# 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:

- Connecting quarterly 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.
- Streamlining navigation throughout the Region



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



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

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





PORTAGE REGIONAL  
**TOURISM**  
COMMITTEE

07

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.



NATIONAL INDIGENOUS  
RESIDENTIAL SCHOOL

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



**PORTAGE**  
**LA PRAIRIE**

# 08 PRTC Projects



- Continued to promote our Region as one of Manitoba's premier destinations.
- Continue marketing the area through various digital campaigns in conjunction with Travel Manitoba.
- New Tourism Guide for 2023 is currently underway, and a project scope is currently in draft.
- Launched a new marketing campaign on social media
- 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
- Launch of the IOTP merchandise project at PRRA, FLMR & Southport
- Weekly campaigns developed and pushed across social media platforms.
- New PRTC member - National Indigenous School Museum
- 2023 comprehensive marketing agreement with Travel Manitoba
- New promotional video for Winter 2023





# Investment Attraction 09

Another area of service that PRED offers is investment attraction, and we continue to receive many queries on investment opportunities. In Q4 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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