

# PRED

## QUARTERLY REPORT 4 2023



**Prepared By:**  
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**Director of Economic Development**  
**January 11th 2024**

# Being a Champion of Economic Development

# 01



## 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](http://Investinportage.ca)



# Message from our Director of Economic Development

# 02



PRED is a **not-for-profit** economic development agency that manages economic development initiatives for the City and RM of Portage la Prairie. Through this **joint venture**, our Region is flourishing and has developed a sophisticated and unique concierge process to create the Regional Approach model for Economic Development.

In 2023, PRED successfully attained over **\$165,000** in grants to fund many studies, strategies, and projects to ensure we are creating an environment for success.

**Community engagement** is intertwined with the operation of PRED. PRED sits on a variety of committees in the community, providing an Economic Development lens. In addition to these community committees, for the past four years, PRED has led frequent meetings with standing advisory committees of PRED to ensure that we successfully create an environment for all to succeed.

These include the **Portage Economic Response Team**, **The Portage Regional Tourism Committee**, **The Portage Industrial Stakeholders Group**, and the **Portage Regional Investment Team**.

We have been successful and continue to manage many investment attraction requests. We have had the opportunity to ensure that foundational economic development processes are implemented to accommodate these requests and the ability to plan for future growth.

However, **Economic Development** is not just about investment attraction; it is growing the **existing business** community, providing guidance and economic data, and building solid relationships.

In December 2023, PRED started to engage the business community and held over **+30** interviews to understand the needs. PRED will continue to formalize that process in **2024** to ensure we actively engage our current businesses in the Region of Portage la Prairie.

***“The  
Region of  
Portage la  
Prairie is  
growing  
and PRED  
is excited  
for 2024”***

# 03 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...

# 04

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)

## 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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204-856-5000  
[eoleary@investinportage.ca](mailto:eoleary@investinportage.ca)  
[www.investinportage.ca](http://www.investinportage.ca)

## What has taken place?



In early 2023, PRED engaged the services of EDCD consulting through an RFP process to create a Regional Economic Development strategy for release February 2024 to create a Regional Economic Development strategy for release February 2024

## What is currently happening?



PRED hosted a full-day workshop and engagement session on economic development in October 2023. Held a week of Community Engagement meetings in October + with 50 people and held a whole week of Business, Retention and Expansion meetings with +30 businesses, and over +100 responses to the survey.

## Next steps?



The PRED Board is currently reviewing the strategic plan draft, and a complete virtual presentation will be made and recorded in early February for stakeholders and the business community. Formal adoption by both RM and City Council will happen in late February 2024



# 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
- Hired ED CD Consultants to complete Strategy
- Interactive Marketing Tools

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

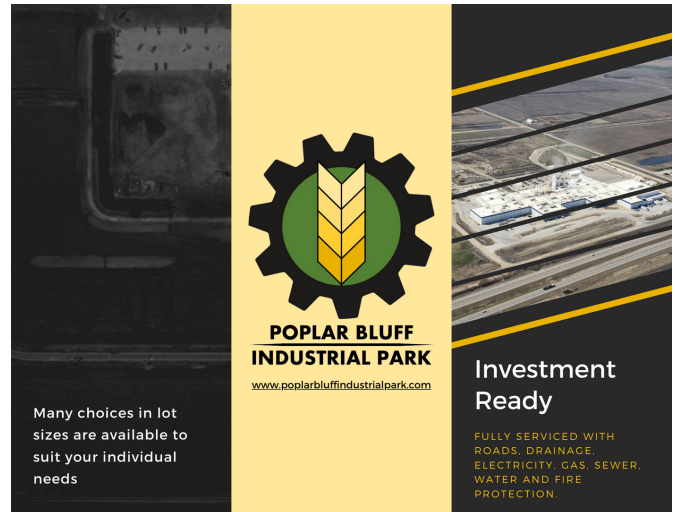
**"WE ARE TEAMING UP TO BRING ALL  
OF OUR RESOURCES TOGETHER TO  
HELP OUR LOCAL BUSINESSES  
SUCCEED"**

**WORK  
IN  
PROGRESS**

# Investment Attraction 08

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 Q4 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 SITE SELECTION TOOL BEING LAUNCHED IN JANUARY 2024

**INFORMATION SESSION**

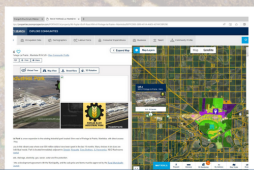
**NEW**  
Site selection tool

3:00 - 4:00pm  
Date: January 24th, 2024

PRED is launching a new site selection tool and Regional land inventory for Economic Development

Session will be recorded if you can not attend! Look forward to seeing you there!

- Use tools like dynamic radius, free draw & pinpoint.
- How to access the new centralized Region inventory for commercial and industrial land.
- Use tools like 3D rendering for buildings.
- Access, analyze and share our community data.
- Visualize data on beautiful heat maps.
- Access to updated economic indicators and consumer behavior.
- See a complete set listings in the Region of Portage la Prairie and lots more!

**PRED**  
Portage Regional Economic Development  
"Creating an Environment for Success"

**Email to register!**

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

Portage la Prairie, Manitoba  
Powered by: GIS Planning

After many months of planning and developing, PRED is thrilled to announce the launch of our innovative interactive site selection tool and comprehensive land inventory tailored for commercial and industrial properties, aimed at fostering economic development in our region.

### The session will entail:

- Use tools like dynamic radius, free draw and pinpoint.
- How to access the inventory for commercial and industrial land.
- Use tools like 3D rendering for buildings.
- Access, analyze and share our community data.
- Visualize data on beautiful heat maps.
- Access to updated economic indicators and consumer behaviour.
- Help create a complete set listings in the Region of Portage la Prairie and lots more!



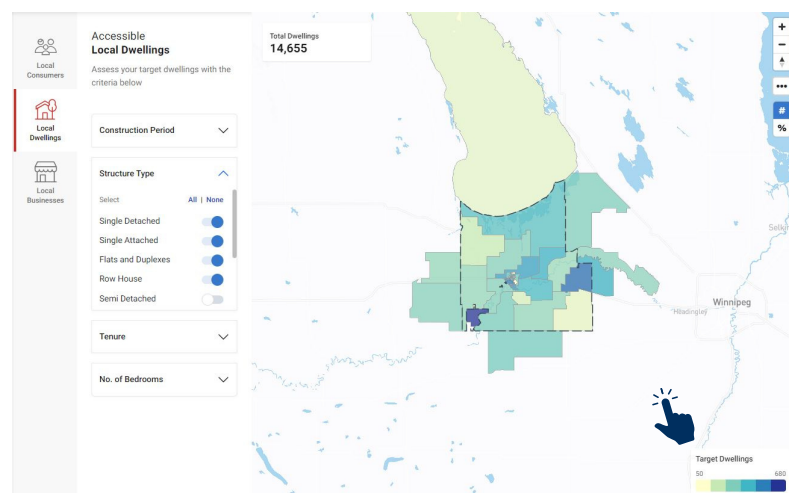


# Economic Indicators and Data

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PRED has extensive access to a wealth of data and now offers Environmental Scans for existing and emerging businesses! We continue to build and maintain data on this Region! If you have a data request, please contact our team!

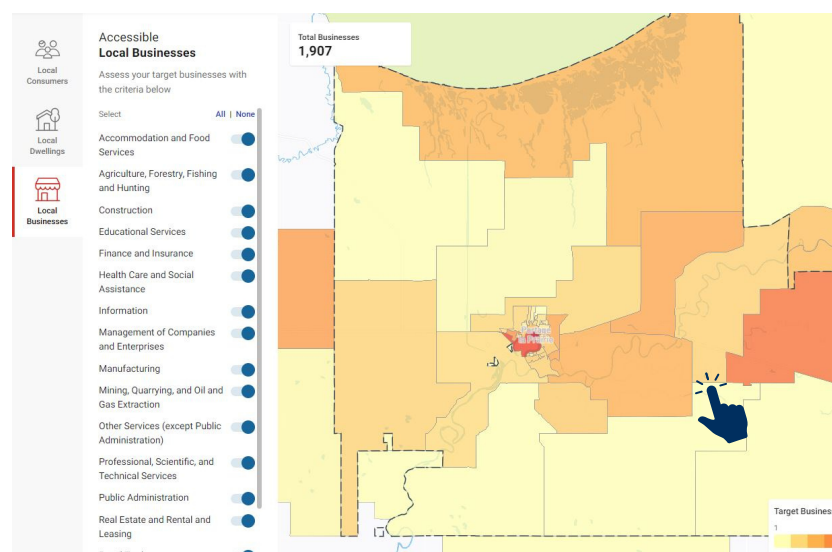
## Local Dwellings



## Economic Indicators



## Local Businesses



## Education Levels



## Residents' Industry of Employment

