

PRED

QUARTER 2 REPORT **2025**



WHO IS PRED?

[Meet our Board & Team Members](#)

**DISCOVER THE PORTAGE
ADVANTAGE**

[Video Launch Statistics](#)

**HOW DO WE SCORE ON
IMMIGRATION READINESS?**

[Socio-Economic Assessment](#)

**ACTIONS TO ADDRESS THE
PREVENTION OF RETAIL CRIME**

[Business Walk Report 2](#)

WWW.INVESTINPORTAGE.CA



Portage
Regional
Economic
Development



FROM THE DIRECTOR OF ECONOMIC DEVELOPMENT

Quarter 2 of 2025 marked steady progress for Portage Regional Economic Development (PRED), with a continued focus on investment readiness, global exposure, and community development. Investment attraction, along with business retention and expansion, remain a top priority as we continue strong engagement across the region.

The launch of the Portage Advantage video was a major milestone and generated great response. Work is now underway on Version 2.0 to expand on the original and capture even more of what makes our region a smart place to invest. Meanwhile, the Socio-economic Impact Study and the Immigration Readiness Assessment are both in final stages and will soon offer critical data to support workforce and community planning.

The Regional Industrial Development Strategy has been released, and we are currently building out a tactical plan to guide implementation. This includes marketing strategic properties such as the Portage Mall, McMillan Industrial Park and the Poplar Bluff Industrial Park.

Our collaboration with Invest in Canada is moving forward, and the region will soon be featured on the InfoZone platform, offering global visibility through Trade Commissioners and Global Affairs Canada. This initiative supports our efforts to attract international investment and showcase the region's opportunities.

The new Tourism Guide has been published, with printed copies arriving this week for distribution across the region. This will help support local tourism operators and promote regional attractions.

We are also preparing for Developers' Day, scheduled for August 27, 2025. Invitations are being sent out now. This event will bring together investors, developers, and community leaders to explore new projects and investment opportunities.

Under the CEDI Program, planning is underway for the Prairie Unity Pow-wow, an important event that celebrates partnership and cultural connection.

PERT, as a follow up to Business Walks 2024, we also released the Retail Crime Report this quarter to support local businesses and strengthen community safety efforts.

PRED continues to work closely with PERT, PRTC, and PISG, aligning with our focus on investment attraction and readiness. As we head into the second half of the year, we are actively refining our approach to ensure we remain competitive, connected, and prepared for new opportunities.

Thank you for following our work and staying engaged with the region's economic development journey.

-Eve O'Leary

PRED: WHAT WE DO



Portage Regional Economic Development



PRED is a not-for-profit economic development agency that manages economic development initiatives for the City and RM of Portage la Prairie.

It is through this joint venture that our Region is flourishing and has developed a sophisticated and unique concierge process to create the regional approach model for Economic Development.

PRED Services



PRED: WHO WE ARE



EVE O'LEARY: DIRECTOR OF ECONOMIC DEVELOPMENT

Eve O' Leary joined the PRED team in December 2019. With over 17 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: ECONOMIC DEVELOPMENT COORDINATOR

Inemesit Adeniyi joined PRED in March 2022 and is the Economic Development Coordinator. With over 18 years of experience in project management, customer care, office administration, marketing, and salesmanship, she is an invaluable asset to the organization. She is dedicated to helping her community thrive one business, one project and one relationship at a time. Inem can be reached at iadeniyi@investinportage.ca



CALLIE MCARTHUR: TOURISM & MARKETING COORDINATOR

Callie McArthur joined PRED in May 2025 as the Tourism and Marketing Coordinator. With a decade of experience in sales, storytelling, and a knack for making local magic happen, Callie brings big ideas and small-town pride to everything she does. Whether she's planning a can't-miss event, creating scroll-stopping content, or helping visitors fall in love with the prairies, she's all in. Fueled by coffee and community spirit, Callie can be reached at cmcarthur@discoverportagelaprairie.ca

PRED: HOW WE OPERATE

Our Board of Directors plays a vital role in guiding the economic development efforts of the region.



Roy Tufford
Chairperson



Faron Nicholls
Vice-Chairperson



Colin Doyle
Board Member

With representatives from the City and RM of Portage la Prairie, along with local community members, the Board helps shape strategic priorities, provides oversight on key initiatives, and ensures alignment with local needs and opportunities.



Preston Meier
Board Member



Ryan Kontzie
Board Member



Garth Asham
Board Member



Lucy Kinnear
Board Member



Nathan Peto
Board Member

Their leadership supports our mission to drive growth, investment, and long-term sustainability throughout the region.

THE PRED TEAM IS THRILLED TO WELCOME NEW BOARD MEMBERS, LUCY KINNEAR AND NATHAN PETO

Economic Strength



THE PORTAGE ADVANTAGE

In June 2025, PRED released the Portage Advantage Video - a powerful new tool that showcases our region's industrial parks, key sectors, and reputation as Manitoba's agri-food powerhouse. The graphics to your right showcase the powerful reach and impact the video has had in its first few weeks on Facebook, ranking #1 among our last 10 posts.

Since the release, the Portage Advantage webpage has also seen increased traffic, with 543 pageviews in the last 30 days and over 92% new website users. Visitors are actively engaging with investment-focused materials, reaffirming strong interest in our region's potential.

With exceptional market access, a skilled workforce, and shovel-ready land, the Portage Advantage is clear.

▶ Watch the video now at www.investinportage.ca and see why Portage la Prairie is the place to grow.

Views ⓘ

4,337

Interactions ⓘ

56

Watch time ⓘ

14h 11m

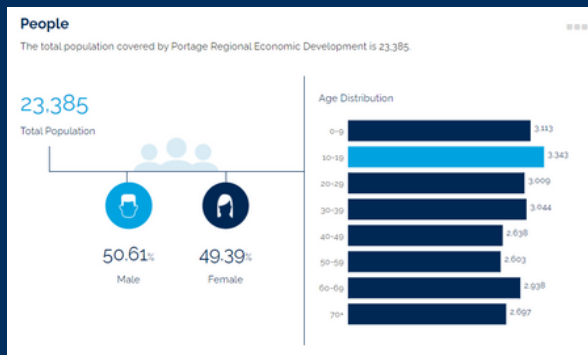
Reach ⓘ

2,570

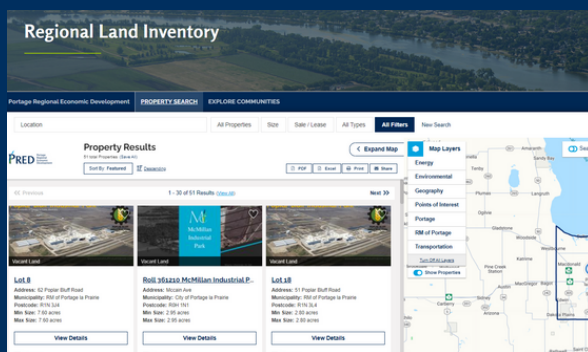
LOOKING AHEAD, STAY TUNED FOR PORTAGE ADVANTAGE 2.0 - A TARGETED INITIATIVE FOCUSED ON FOREIGN DIRECT INVESTMENT (FDI) ATTRACTION AND EXPANDING OUR GLOBAL REACH.

STREAMLINED DATA

COMMUNITY DATA



REGIONAL LAND INVENTORY



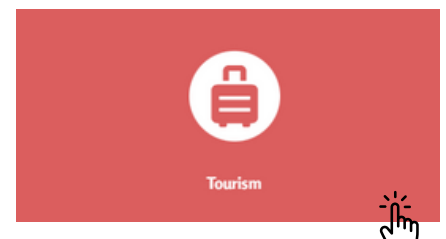
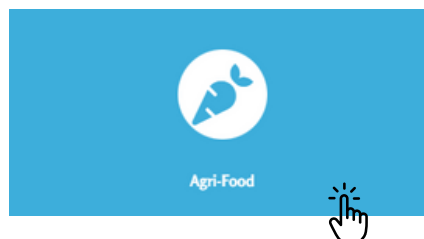
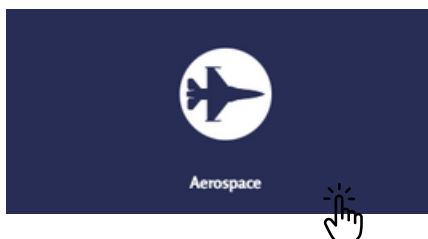
STUDIES AND REPORTS



The Investinportage website features updated data, interactive site selection tools, community profiles, and a brand-new regional land inventory for commercial and industrial property in the Region of Portage la Prairie.

CONNECT WITH THE PRED TEAM TODAY IF YOU ARE LOOKING FOR ANY ECONOMIC INDICATOR DATA PERTAINING TO THE REGION OF PORTAGE LA PRAIRIE.

The Region has 6 Targeted sectors - each has their own economic data section

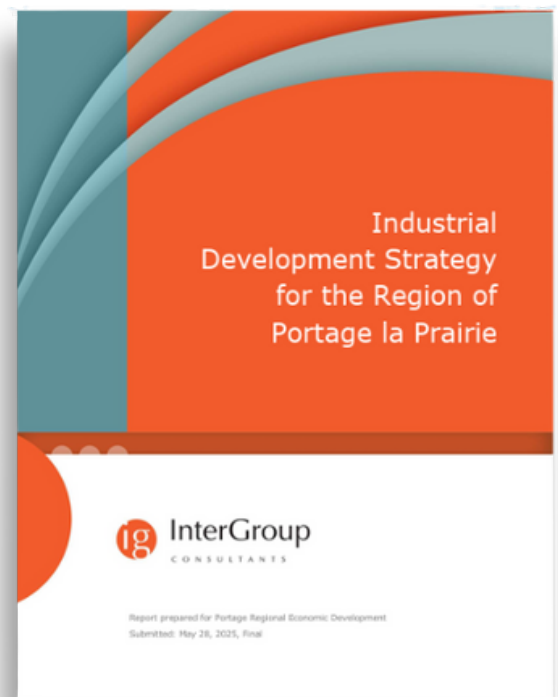


INDUSTRIAL DEVELOPMENT STRATEGY: LAUNCHED

The Industrial Development Strategy whose purpose is to establish a collaborative framework for the Region of Portage la Prairie, enhance its economic landscape, promote sustainability, attract international investments, create an environment where our current industries can expand, and grow was concluded and presented on the 12th of June 2025. We are now in the process of building a plan to guide implementation.

THE STRATEGY ADDRESSES FIVE CORE OBJECTIVES:

1. Workforce and Skill Development which focuses on three subsections Collaborative workforce solutions, skills assessment, and training/development.
2. Industrial Collaboration and Synergy Building is divided into two subsections multi-stakeholder engagement and the creation of terms of reference and framework.
3. Infrastructure Assessment and Development focuses on water/wastewater management and cost sharing models. Water and wastewater management is divided into water resource analysis and wastewater optimization strategies. There is also the evaluation of the current and future infrastructure in the Region focusing on developments in electricity infrastructure and the potentials for Renewable Natural Gas (RNG) expansion.
4. Resource Optimization and Environmental Sustainability is divided into Circular Economic Strategies and Eco-Industrial Park evaluation.
5. FDI Attraction and Marketing Plan has Investment Promotion and Regional Industrial Database



THIS IMPORTANT AND ESSENTIAL STUDY OF OUR REGION ALIGNS WITH THE BUSINESS CONNECT STRATEGIC PRIORITY OF THE REGIONAL ECONOMIC DEVELOPMENT STRATEGY. KINDLY FIND THE LINK TO THE FULL DOCUMENT HERE:
[INDUSTRIAL DEVELOPMENT STRATEGY](#)

2024 BUSINESS WALK BLITZ

UPDATE AND REPORT RELEASE PLAN

The 2024 Regional Business Walk Blitz, led by the Portage Economic Response Team (PERT), aimed to engage with local businesses, gather feedback, and identify areas for growth and support. The initiative focused on understanding the challenges businesses in the Region of Portage la Prairie face, offering solutions based on their input.

From October 29 to November 1, 2024, 11 teams visited 106 businesses. Feedback from these visits revealed several key concerns, including retail crime, labor shortages, competition, and global economic impacts.



PERT is a coalition of regional economic development organizations, including Portage Regional Economic Development (PRED), Community Futures (CF) White Horse Plains and Heartland, the City of Portage la Prairie, Arrowhead Development Corporation, the Rural Municipality of Portage la Prairie, Southport Aerospace Centre, and the Portage and District Chamber of Commerce. This collaborative effort enabled efficient data collection and the development of targeted action plans.

During the Business Walk program, PERT also responded quickly to the announcement of the Portage Mall closure, supporting affected businesses and planning for the area's future. The feedback gathered remains confidential, with data shared only in aggregate to protect privacy while still providing valuable insights.

IN 2025, PERT WILL FOCUS ON THREE KEY AREAS IDENTIFIED DURING THE 2024 REGIONAL BUSINESS WALK BLITZ. THESE AREAS ARE CRITICAL TO ADDRESSING THE CHALLENGES LOCAL BUSINESSES FACE AND FOSTERING ECONOMIC GROWTH IN THE REGION OF PORTAGE LA PRAIRIE.



EACH AREA WILL HAVE ITS OWN DEDICATED RELEASE, STARTING WITH PHASE 1 - RETAIL CRIME, WHICH WILL BE DETAILED IN 2025.

Moving forward, PERT has been working hard since the walks to develop a series of follow-up actions and strategic initiatives to address the concerns identified and strengthen the region's economic foundation. This initiative is designed to foster stronger connections with business owners and offer ongoing support for the region's economic growth.

RETAIL CRIME PREVENTION



**PORTAGE
ECONOMIC
RESPONSE
TEAM**

The **2024 Regional Business Walk Blitz**, led by the Portage Economic Response Team (PERT), aimed to engage with local businesses, gather feedback, and identify areas for growth and support. The initiative focused on understanding the challenges businesses in the Region of Portage la Prairie face, offering solutions based on their input. Following report 1 released in May 2025, PERT has been working hard since the walks to develop a series of follow-up actions and strategic initiatives to address the concerns identified and strengthen the region's economic foundation. This initiative is designed to foster stronger connections with business owners and offer ongoing support for the region's economic growth.

Retail crime is a significant concern for businesses in the Region of Portage la Prairie, as identified during the 2024 Regional Business Walk Blitz. To address this issue, the Portage Economic Response Team (PERT) has developed a series of actionable initiatives aimed at reducing crime and enhancing safety for local businesses. This report outlines the planned actions and resources to support the business community in preventing retail crime.

ACTIONS TO ADDRESS THE PREVENTION OF RETAIL CRIME:

1. COMMUNITY SAFETY OFFICERS INFORMATION SESSION

- The Chamber of Commerce will organize information to be communicated to businesses on how CSOs can assist in crime prevention and enhance safety in retail environments, and a dedicated session to educate businesses on the role and benefits of Community Safety Officers (CSOs).

2. CPTED (CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN) SESSIONS AND TOOLS

- The Chamber of Commerce will host workshops in 2025 and 2026 on CPTED principles, focusing on practical strategies businesses can implement to deter crime.

3. LOSS MARGIN EDUCATION SESSION AND TOOLS

- PERT will organize an educational session on understanding and managing loss margins/shrinkage
- PERT will be creating a loss margin tool. We will be starting small and tailoring it to the economy of the Region of Portage la Prairie. This will be designed to be adaptable and will help businesses actively track and analyze loss margins.

WE WILL CONTINUE THROUGHOUT 2025 TO WORK ON THESE INITIATIVES AND COMMUNICATE REGULARLY WITH THE COMMUNITY. IN ADDITION, BUSINESS WALKS 2025 HAVE BEEN SCHEDULED FOR SEPTEMBER 29TH! WE LOOK FORWARD TO SEEING YOU ALL AGAIN IN PERSON TO CONTINUE ADDRESSING THE REGION'S NEEDS.

Stay tuned for our Report 3 for Labour and Workforce Development and Report 4, Economic Uncertainty. To read the first report, [please visit here.](#)

CEDI PARTNERSHIP

In March 2024, Long Plain First Nation, Dakota Plains Wahpeton Nation, and the City of Portage la Prairie came together through the First Nation-Municipal Community Economic Development Initiative (CEDI), jointly delivered by Cando and the Federation of Canadian Municipalities (FCM).

Since then, the partnership has strengthened through monthly Working Group sessions, active participation from all three communities and CEDI representatives, and a shared commitment to economic reconciliation. Planning is now well underway for Workshop 2, scheduled for October 15th, 2025, and hosted by Dakota Plains Wahpeton Nation. This full-day session will welcome invited subject-matter experts to explore potential collaborative projects focused on Tourism, Youth Involvement, and Cultural Competency Training.

A major highlight of the partnership is the planning of the first-ever Prairie Unity Competition Pow Wow (collaborative community logo pictured top-left), set for December 19th - 21st, 2025, at Stride Place in Portage la Prairie. This event marks a milestone in relationship-building between the three communities and serves as a living example of collaboration, culture, and reconciliation in action.

**THIS IS MORE THAN
PROGRESS - IT'S A
LEGACY IN THE
MAKING FOR
GENERATIONS TO
COME.**

The announcement has generated strong community interest, with over 5,400 people viewing our post, and receiving more than 270 engagements across social media, with momentum continuing to build.



CEDI • IDEC



TOGETHER, LONG PLAIN FIRST NATION, DAKOTA PLAINS WAHPETON NATION, AND THE CITY OF PORTAGE LA PRAIRIE ARE BUILDING A FOUNDATION FOR LONG-TERM, SHARED PROSPERITY. ROOTED IN MUTUAL RESPECT AND RECONCILIATION, THIS GROWING PARTNERSHIP IS SHAPING A STRONGER, MORE UNITED REGION - ONE BUILT ON COLLABORATION, OPPORTUNITY, AND COLLECTIVE PRIDE.

FOLLOW PRAIRIE UNITY POW WOW AND HELP SPREAD THE WORD



CHECK OUT OUR NEW SALES SHEETS FOR INVESTMENT ATTRACTION



The Portage Advantage

CREATING AN ENVIRONMENT FOR SUCCESS

- CLOSE TO WINNIPEG INTERNATIONAL AIRPORT
- CLOSE PROXIMITY TO THE US BORDER
- ACCESS VIA TRANS-CANADA HIGHWAY
- CONNECT TO GLOBAL MARKETS

WORLD CLASS FOOD NEIGHBORS

ROQUETTE
Offering the best of nature™

Simplot

www.investinportage.ca

The Portage Advantage

CREATING AN ENVIRONMENT FOR SUCCESS

- OVER 250 + ACRES OF INVESTMENT READY LAND
- THRIVING FAMILY-OWNED ENTERPRISE ECOSYSTEM
- AGRICULTURAL CENTRE OF EXCELLENCE
- DYNAMIC WET AND PROTEIN INDUSTRY CLUSTER PRESENT

Neighbors

McCain

NutriPea

AVENA

FOOD DEVELOPMENT CENTRE

www.investinportage.ca

POPLAR BLUFF INDUSTRIAL PARK

MCMILLAN INDUSTRIAL PARK

STUDIES AND STRATEGIES

PRED Portage la Prairie Economic Development

Why Invest in Portage Target Sectors Community Data Site Selection Studies & Strategies Contact

Studies & Strategies

Portage la Prairie Transit Feasibility 2021	Labour Market Needs Assessment Final Report 2022
Portage la Prairie Housing Strategy 2023	Economic Baseline 2022
PLIP - Economic Impact Assessment on Immigration	Portage Destination Area Assessment
The Region of Portage la Prairie Government Profiles	Region of Portage la Prairie Economic Impact and Tourism Strategy
Economic Development Strategy Summary 2024	Economic Development Strategy - Full 2024

If you have a study or strategies you would like shared on this centralized library pertaining to our local economy and to better increase the knowledge of our community send us a mail today - eoleary@investinportage.ca

GET READY FOR THE REGIONAL BUSINESS WALK BLITZ

THE REGION OF PORTAGE LA PRAIRIE PRESENTS



PORTAGE
ECONOMIC
RESPONSE
TEAM

BUSINESS WALKS

SEPTEMBER 29TH 2025

REPRESENTATIVES FROM VARIOUS ECONOMIC DEVELOPMENT AGENCIES ACROSS THE REGION WILL BE VISITING BUSINESSES TO CHECK IN, GATHER FEEDBACK, AND LEARN HOW WE CAN BETTER SUPPORT OUR LOCAL BUSINESS COMMUNITY.

SHARE YOUR INSIGHTS / CHALLENGES / IDEAS



TRANSFORMING THE REGION'S SOCIO-ECONOMIC LANDSCAPE



PORTAGE LA PRAIRIE
LOCAL IMMIGRATION PARTNERSHIP

The region of Portage la Prairie is undergoing significant industrial development, which is transforming the region's socio-economic landscape. This transformation led to a collaborative effort between PRED and PLIP to initiate the Socio-economic Assessment of the region of Portage la Prairie anchored by Deloitte LLP, who has been holding a series of information generating meetings with stakeholders.

The comprehensive assessment highlights key challenges and opportunities across housing, workforce development, and education and training while also evaluating the broader economic and social impacts of this growth.

The Economic Baseline Analysis of the region, depicts a region with a population that is stable with little change, and a lower than average share of the working-age individuals have a median income level that is rising faster than the provincial average. The economy of our region is mainly supported by health care, social assistance, agriculture and manufacturing. Our region is a net importer of workers with a strong agricultural base and over 2,500 active businesses! In employment growth, an estimated 378 jobs will be added by 2031 particularly in health care services and food manufacturing. Industrial growth will stimulate secondary economic opportunities and might widen the income gap. To mitigate this, we need to provide adequate support and infrastructure planning to existing small businesses and provide complementary support for entry-level and mid-wage job creation.

THE REGION OF PORTAGE LA PRAIRIE IS SCORED 56%, IN THE IMMIGRATION READINESS ASSESSMENT. THIS INDICATES A MODERATE CAPABILITY TO ATTRACT AND RETAIN NEWCOMERS AND HIGHLIGHTS THE NEED FOR BECOMING A MORE WELCOMING COMMUNITY, IMPROVING INTEGRATION AND INITIATING MULTI JOB ACCESS PATHWAYS.

To fully leverage on the surge in industrial growth, the region of Portage la Prairie must:

- Strengthen workforce development pipelines.
- Expand training and upskilling programs.
- Improve newcomer support systems.
- Become a more welcoming community.
- Ensure balanced growth that avoids overdependence on a single sector, among other things.

This study which is in the inclusive committee strategic priority of the Regional Economic Development Strategy is in the final phase of developing the Economic Impact models.

CONNECT WITH US AS WE PLAN ON RELEASING THE FULL DOCUMENT ON AUGUST 8TH 2025!



PORTAGE REGIONAL TOURISM COMMITTEE

TOURISM IS NOT ONLY THRIVING - IT'S EVOLVING. I'M PROUD TO BE PART OF A REGION THAT LEADS WITH PURPOSE, COLLABORATION, AND MOMENTUM.

A few PRTC standout moments:

- Portage Ex drew record crowds - rides full, music pumping, and not a mini doughnut left in sight.
- Fort la Reine Museum added a marketing lead and launched hit events like Murder Mysteries.
- Splash Island is packed. Slides + sunshine = summer fun.
- The Portage & District Chamber of Commerce continues to strengthen and support business connections in big ways.
- St. Ambrose Beach is the place to be - Tiki Bar tunes and all.
- Delta Beach Association is dreaming big with plans for a new community centre.
- Prairie Fusion welcomed new ED Timothy Brown, who's bringing serious fun to the calendar (Boots & Bulls Social, anyone?).
- Portage Terriers season tickets are on sale - get your seat!
- The Portage Golf Club remains a local gem with lake views and one of the best patios around.
- Southport is prepping for its annual RUNway fundraiser, just one of many exciting initiatives.
- The National Indigenous Residential School Museum is honouring 50 years since the school's closure with a powerful Orange Shirt Day event featuring Phyllis Webstad.

Behind the scenes, I've been helping plan Developers Day at the new Peggy May Legacy Centre, attending CEDI meetings, and supporting the Prairie Unity Pow Wow - incredible experiences in growth, collaboration, and culture.

Huge thanks to our Planning District partners, stakeholders, and the PRTC crew for the warm welcome. A very special thank-you to Eve and Inem for making it all smoother (and funnier). And to the City and RM of Portage la Prairie - thank you for making this region a joy to promote.

Q3 is shaping up to be just as exciting. New events, fresh social content, and creative fundraising ideas are on the way!



**UNTIL NEXT TIME - KEEP PUTTING THE
"RARE" IN PRAIRIE!**

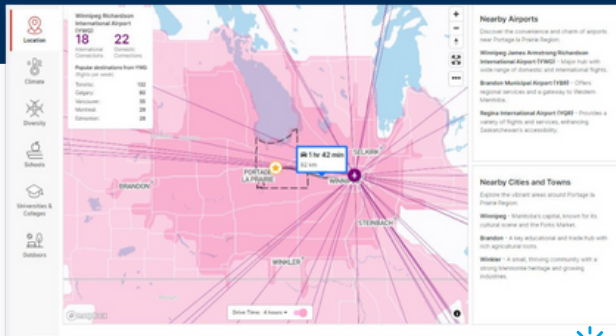
Okay, I know the spelling doesn't exactly work, but it's catchy - right!?)



-Callie McArthur, Tourism & Marketing Coordinator

DO YOU NEED DATA?

Location



Climate

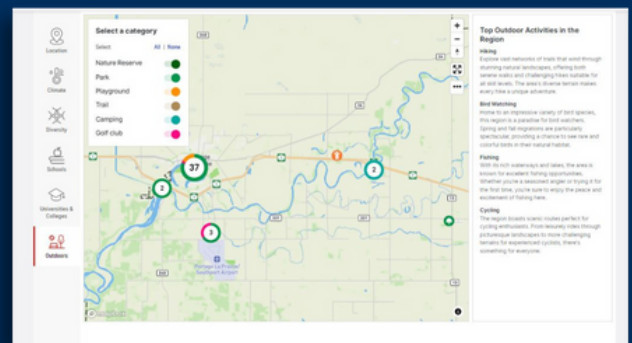


Diversity



ACCESS TO DATA IS IMPORTANT TO BENCHMARK THE SUCCESS OF THE COMMUNITY AND TO ALLOW OUR BUSINESS COMMUNITY TO GROW.

Top outdoor activities



Connect with PRED for **free** Environmental scans and economic indicators reports on the region customized to your business or organizations needs!

Why Invest in Portage



Learn more about our

- Location**
Close to Winnipeg, diverse regions, scenic drives, friendly towns nearby
- Climate**
Warm summers, cold winters, balanced precipitation, truly four seasons experience
- Diversity**
Rich cultural tapestry, Indigenous and European heritage blend beautifully
- Schools**
Diverse programs, supportive community, focus on student success
- Universities & Colleges**
Diverse programs with strong agricultural and environmental focus
- Outdoors**
Fast-paced, scenic lakes, and vibrant bird-watching opportunities

Creating an environment for success!

INVESTINPORTAGE.CA

LET'S WORK TOGETHER TO GROW YOUR BUSINESS!

LET'S BEGIN!



EVE O'LEARY
DIRECTOR OF ECONOMIC DEVELOPMENT



PRED meets and takes information requests from many businesses each month. If you would like a visit or information about the economic pulse of the Region connect today.

CHECK OUT OUR FAQ SECTION



www.investinportage.ca



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Investinportage



eoleary@investinportage.ca



**CLICK HERE TO BE ADDED TO OUR MAILING LIST AND
RECEIVE YOUR QUARTERLY REPORTS**