PRED Portage Regional Economic Development

QUARTER 2 REPORT 2026

WE ARE IN MOTION

SEE WHAT'S DRIVING THE REGION OF PORTAGE LA PRAIRIE'S ECONOMIC GROWTH

PRED

PORTAGE ECONOMIC RESPONSE TEAM TAKES ACTION

BUSINESS WALKS 2026 WALKS SCHEDULED

CIRCULAR ECONOMY FOCUS FOR INDUSTRIES

BY-PRODUCT AVAILABILITY & USAGE OPPORTUNITIES

STRATEGIC PROGRESS FOR REGION'S INDUSTRAL SECTOR

PRED'S MARKET GAP ANALYSIS AND MORE...

WWW.INVESTINPORTAGE.CA

PRED: WHAT WE DO

PRED

Portage Regional Economic Development

PORTAGE LA PRAIRIE
MANITOBA, CANADA
Island on the Prairies

Regional Tourism

PORTAGE ECONOMIC RESPONSE TEAM

Regional Economic Development

PORTAGE INDUSTRIAL STAKEHOLDERS GROUP

Regional Investment Attraction

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

Inem 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 via email at iadeniyi@investinportage.ca

Clyde Tagalog
Tourism Coordinator

Clyde Tagalog joined PRED in June 2026 as the Tourism Coordinator, bringing a Bachelor's Degree in Hotel and Restaurant Management and experience in customer service, marketing, event coordination, social media, website development, video editing, and graphic design. He is dedicated to building community partnerships and showcasing the tourism assets of the Region of Portage la Prairie. Clyde can be reached via email at ctagalog@discoverportagelaprairie.ca

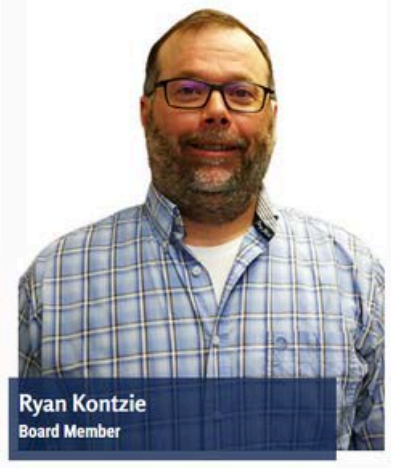
OUR TEAM

Portage Regional Economic Development (PRED) is dedicated to supporting business growth, investment attraction, and tourism development throughout the Region of Portage la Prairie. Our team brings extensive experience in economic development, business management, project coordination, marketing, tourism, and community engagement. Together, we work collaboratively with businesses, investors, community partners, and stakeholders to strengthen the regional economy, promote investment opportunities, and showcase the region as a great place to live, work, visit, and do business.

PRED: HOW WE OPERATE

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

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.

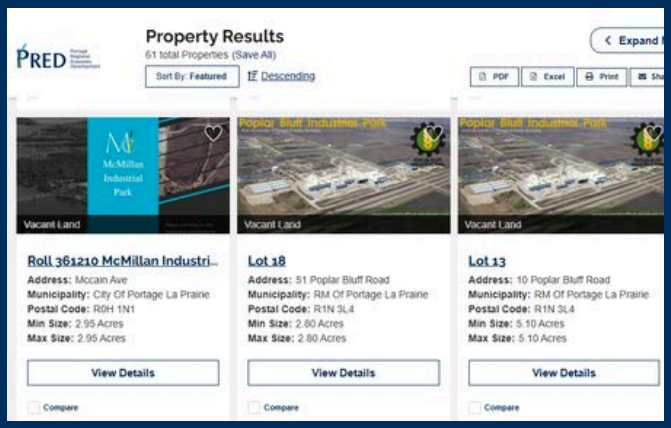


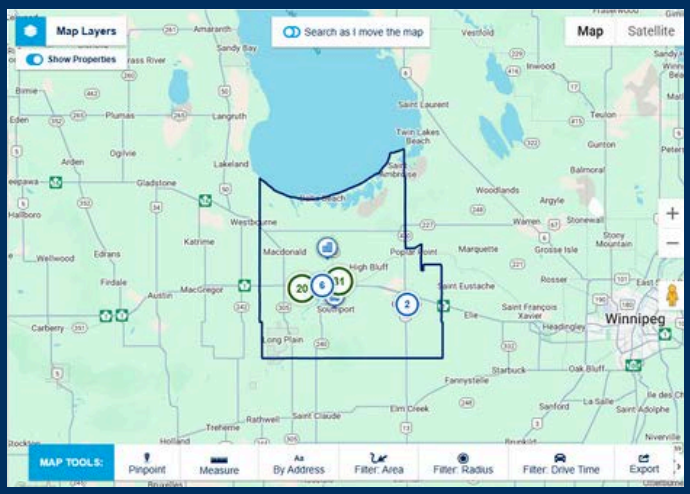
Their leadership supports our mission to drive growth, investment, and long-term sustainability throughout the region.

STREAMLINED DATA

The **investinportage.ca** 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.

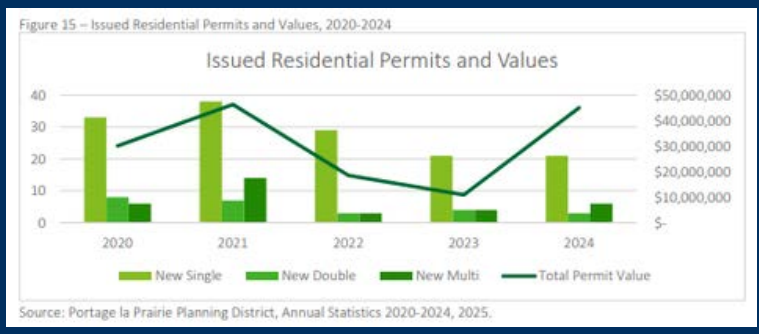
REGIONAL LAND INVENTORY





COMMUNITY DATA

STUDIES, STRATEGIES, & REPORTS



PRED Portage Regional Economic Development

CONNECT WITH THE PRED TEAM TODAY FOR ECONOMIC INDICATOR DATA PERTAINING TO THE REGION OF PORTAGE LA PRAIRIE.

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

- Aerospace
- Agri-Food
- Tourism
- Manufacturing / Transportation
- Agriculture
- Healthcare

BUSINESS WALKS 2026

PORTAGE ECONOMIC RESPONSE TEAM

PERT has reviewed all feedback from businesses and walkers and is using it to guide ongoing actions, resources, and supports.

In 2026, the team will continue focusing on the areas businesses said matter most:

- **COMPETITION AND ECONOMIC UNCERTAINTY**
  - Helping businesses access labour market tools, training opportunities, and immigration pathway information.
- **LABOR AND WORKFORCE DEVELOPMENT**
  - Sharing resources and guidance to help businesses manage higher operating costs and navigate ongoing economic changes.
- **RETAIL CRIME AND SAFETY PREVENTION**
  - Provide practical tools, workshops, prevention strategies, and coordination with enforcement partners.

READ THE FULL REPORT ON PERT'S 2025 BUSINESS WALKS HERE.

IF YOU HAVE QUESTIONS, IDEAS, OR WANT TO STAY CONNECTED WITH UPCOMING PERT INITIATIVES, REACH OUT HERE.

BUSINESS WALKS 2026

PERT is a group of economic development regional partners working together to support the **economic growth** of the Region of Portage la Prairie. Members include the City, RM, PRED, Community Futures, the Chamber of Commerce, Southport, and Arrowhead Development Corporation.

Looking to Q3 2026, the Portage Economic Response Team (PERT) will once again be conducting Business Walks across the Region of Portage la Prairie on September 25, 2026.

The initiative provides an opportunity to connect directly with local businesses and better understand the opportunities, challenges, and priorities they are experiencing. In the first year of Business Walks, PERT met with 106 businesses.

That number grew to 137 businesses in 2025, and the goal for 2026 is to visit 150 businesses across the region. This work is important because understanding the pulse of the business community helps PERT develop programs, initiatives, and advocacy efforts that respond to the needs of local businesses and support long-term economic growth throughout the region.

READ THE FULL REPORT

ON PERT FOCUS AREAS & OBJECTIVES FROM THE **2025 BUSINESS WALKS** **HERE.**

PRED Portage Regional Economic Development

TO GET IN TOUCH WITH PERT, **REACH OUT HERE.**

SUCCESS STORIES

ALL VACANCIES FILLED

WITH NEW COMMERCIAL BUSINESSES

Old Seasons Building Before

and After Development

NOW LEASING

COMMERCIAL / RESIDENTIAL MIXED USE SPACE

Portage Commons Commercial Strip & 56-Unit Residential Development Progression

2014

2026

SEE MORE OF OUR AVAILABLE INVESTMENT READY LAND **HERE.**

PRED Portage Regional Economic Development

BY-PRODUCT AVAILABILITY & USAGE OPPORTUNITIES
PROJECT UPDATE

As part of Portage Regional Economic Development's continued investment attraction efforts and in alignment with the Industrial Development Strategy, PRED formally advanced the By-Product Availability and Usage Opportunities Project in Q4 2025, delivered in partnership with the Food Development Centre (FDC).

FDC PILOT PLANT

This initiative is focused on identifying and showcasing opportunities to maximize the value of by-products generated across local and regional processing sectors.

By mapping available by-products and exploring their potential applications across food, feed, agricultural, industrial, and other value-added uses, the project aims to position the Region of Portage la Prairie as a leader in circular economy innovation and sustainable industry practices.

During Q2, the Industrial By-Product & Waste Project moved into the data collection and assessment phase. FDC staff continued direct engagement with participating industries, conducting site visits and information gathering to better understand regional industrial by-products, waste streams, volumes, formats, and current end uses.

To date, site visits and reviews have been completed with Simplot, McCain Foods, the City of Portage la Prairie, Avena Foods, and Richardson International. In addition to on-site discussions, the project team has been conducting literature reviews to identify existing applications, technologies, and value-added products associated with the by-products generated by participating facilities.

FOOD DEVELOPMENT CENTRE

PRED Portage Regional Economic Development

Manitoba Agriculture

The information collected will be compiled into a regional summary that identifies available by-products, current management practices, and potential opportunities for reuse, processing, or investment. This work will help build a stronger understanding of regional industrial assets and support future investment attraction efforts by identifying opportunities for new businesses, product development, and industrial collaboration. Early findings continue to demonstrate strong industry participation and a shared interest in exploring opportunities that reduce waste and create additional economic value from existing industrial streams.

PRED Portage Regional Economic Development

FOR A **BEHIND-THE-SCENES LOOK** AT THE FOOD DEVELOPMENT CENTRE **CLICK HERE.**

STRATEGIC PROGRESS FOR REGION'S INDUSTRAL SECTOR

MAY 17TH 2026, THE **PORTAGE INDUSTRIAL STAKEHOLDER GROUP MEETING** WAS HELD AT THE RURAL MUNICIPALITY OF PORTAGE LA PRAIRIE OFFICE.

Discussions focused on moving forward actions from the Industrial Development Strategy and continuing to build partnerships across the Region of Portage la Prairie.

The meeting included updates from Manitoba Hydro on Bill 28 and processes for projects with power needs greater than 5 MW. Participants also received updates on the Industrial By-Product & Waste Project, as well as upcoming investment attraction and market diversification initiatives for 2026/2027. Presentations were also shared on the Market Gap Analysis, Targeted Sector Analysis, and Workforce Development Analysis, highlighting opportunities to support local businesses, strengthen the workforce, and attract new investment to the region.

We were pleased to welcome Portage Transport and Hi-Tech Industries as new members to the committee. In total, 19 people attended, representing many of the region's major industries, municipal leadership, and departments from the Government of Manitoba.

The meeting wrapped up with a roundtable discussion on opportunities, challenges, and ways to continue working together to support economic growth in the region. As part of PRED's commitment to ongoing collaboration with industry, these quarterly meetings will continue, with the next meeting planned for Q3 2026.

THE BENEFIT OF THIS IS TO:

- Strengthen B2B connections within the Portage la Prairie region's industrial sector.
- Support synergy-building among local industries.
- Provide direct access to municipal leaders and provincial partners.
- Encourage open discussion on opportunities, challenges, and emerging needs.

PORTAGE INDUSTRIAL STAKEHOLDERS GROUP

- Share updates on priority projects aligned with the Industrial Development Strategy, investment attraction efforts, and educational topics such as trade flows and market diversification.

PRED Portage Regional Economic Development

SEE MORE ON WHY **INVESTORS CHOOSE OUR REGION** **HERE.**

REGIONAL COLLABORATION ACROSS THE NATION

SIAL CANADA 2026

With grant support through the Industrial Development Strategy, PRED attended SIAL Canada 2026 in April, Canada's premier food innovation trade show. The event brought together more than 850 exhibitors from 55 countries and over 26,000 industry professionals.

PRED promoted the region Portage la Prairie to a global audience, met with food processors, investors, and business leaders, and showcased the region's competitive advantages and investment opportunities. These connections helped strengthen relationships, increase awareness of the region, and support future investment attraction and economic development initiatives.

EDAM Conference 2026

Portage Regional Economic Development (PRED) recently attended the Economic Developers Association of Manitoba (EDAM) and Community Futures Manitoba conference, held in Russell, Manitoba. The event brought together economic development professionals from across the province to share ideas, strengthen partnerships, and explore strategies for growing Manitoba's communities and economies.

Well done, Inemesit!

Manitoba Rising Star Nomination

Our highlight for 2026 and a proud moment for our organization was the recognition of one of our staff members, Inemesit Adeniyi, who was nominated for an EDAM award in the Rising Star category. The nomination reflects her dedication, professionalism, and valuable contributions to economic development within our community.

The knowledge and connections gained at the conference will support our continuous efforts towards investment attraction, business growth, business retention and expansion and tourism in the region of Portage la Prairie. The 2026 conference in Russell once again demonstrated that strong, vibrant communities are built through collaboration, continuous learning, and a shared commitment to economic prosperity.

EXECUTIVE PULSE OVERVIEW

Executive Pulse, a customer relationship management (CRM) platform purpose-built for economic development professionals, serves as PRED's CRM of choice since 2024. It supports the full spectrum of economic development activities, including business attraction, business retention and expansion, investment facilitation and tourism.

Executive Pulse's capabilities best suits and complements the functionalities at PRED. These functions include:

- **Business Retention and Expansion**

Supports business visits, issue tracking, follow-ups, and trend identification. It strengthened PERT's Business Walks initiative, which assessed over 100+ businesses in 2024 and 130 businesses in 2025.

- **Stakeholder Management**

Helps guide investors and businesses through development processes while supporting PRED's concierge-style service delivery.

- **Task Management**

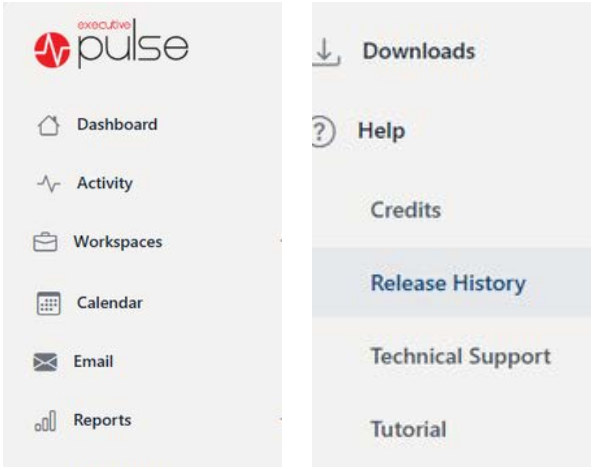
Improves coordination by tracking interactions, commitments, and follow-up actions with businesses and stakeholders.

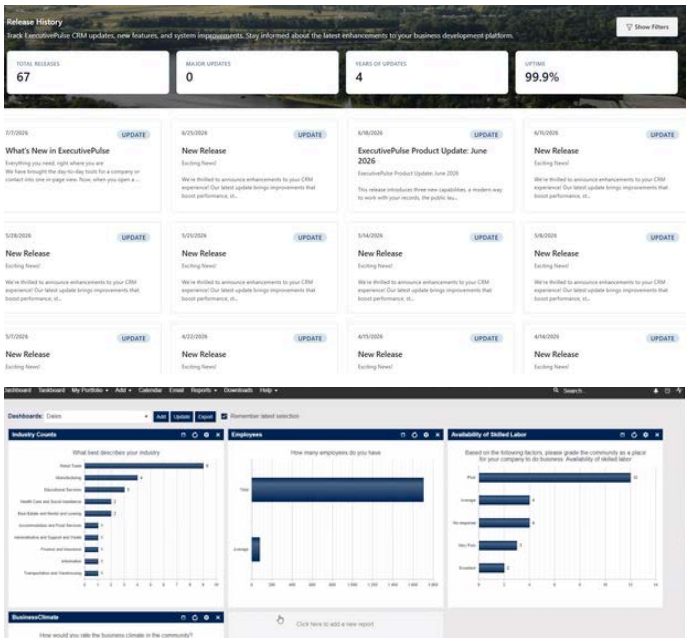
- **Improved Communication**

Enables efficient collaboration through shared profiles, records, and communication tools.

- **Business Register**

Maintains detailed business profiles, interactions, and action items to strengthen stakeholder relationships.





- **Data & Reporting**

Generates economic data, key performance indicators, dashboards, and customized reports to measure outcomes and support decision-making.

- **Information Confidentiality**

Protects sensitive business and investment information through security features and controlled access.

- **Centralized Community Intelligence**

Consolidates economic development information, providing stakeholders with insights to guide planning and decisions.

Overall, Executive Pulse equips PRED and Portage Economic Recovery Team (PERT) with specialized tools to strengthen business relationships, manage development projects, measure economic impacts, and deliver transparent reporting. By improving efficiency, coordination, and collaboration, it enhances stakeholders' ability to provide effective services and support sustainable economic growth within the region of Portage la Prairie.

CEDI PARTNERSHIP

The CEDI partnership continues to move forward with purpose, grounded in collaboration and a shared commitment to strengthening relationships across the region. Following the Prairie Unity Pow Wow, the committee convened for a comprehensive debrief to reflect on successes, identify opportunities for growth, and ensure continued alignment in planning and delivery. Insights gathered from both the event and the Prairie Unity Pow Wow social media report demonstrate strong community engagement and growing visibility, reinforcing the event's importance as both a cultural celebration and a unifying regional initiative.

On June 16, 2026, council and staff from Long Plain First Nation, Dakota Plains Wahpeton Nation, and the City of Portage la Prairie and came together for the third CEDI workshop. We also had members of the school division in attendance, The meeting focused on building relationships, learning more about each partner's governance structure, and moving forward shared projects. A large portion of the discussion focused on Indigenous education and opportunities to work more closely with the Portage la Prairie School Division.

The group also took part in a shared learning session where each organization provided an overview of how their government or organization operates, including decision-making processes, programs, and services. The session helped participants better understand each other's roles and identify opportunities for future collaboration.

The day also see attendance at the Yellowquill School Pow Wow Grand Entry, providing an opportunity to celebrate culture and strengthen relationships between the partner communities. Work will continue through the CEDI Working Group, with a focus on Indigenous education initiatives, planning for the 2026 Prairie Unity Pow Wow, and preparations for the next CEDI workshop later this year. Workshop 4 will be held in the fall of 2026.

At its core, the CEDI table remains a space for dialogue, trust building, and shared action. Continued relationship building between partner communities remains essential, ensuring that collaboration is not just ongoing, but impactful. This work is foundational to creating a stronger, more inclusive Region - one where all communities feel represented, respected, and supported.

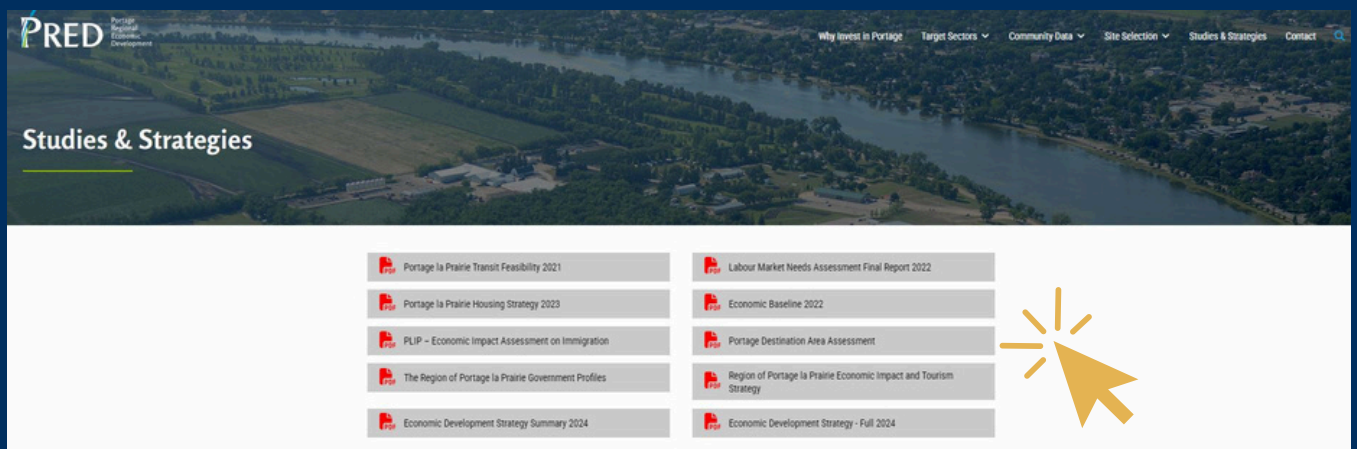
FOLLOW @PRAIRIEUNITYPOWWOW TO RELIVE THE HISTORIC EVENT

CHECK OUT OUR NEW SALES SHEETS FOR INVESTMENT ATTRACTION

POPLAR BLUFF INDUSTRIAL PARK

MCMILLAN INDUSTRIAL PARK

STUDIES AND STRATEGIES



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 an email today – eoleary@investinportage.ca

ADVANCING INDUSTRIAL GROWTH

Region of Portage la Prairie

The completion of PRED's Market Gap Analysis, Targeted Sector Analysis, and Workforce Development Initiative (PRED #0008) marks a significant milestone in advancing the long-term economic prosperity of the region of Portage la Prairie. Presented on May 19, 2026, the project delivers actionable intelligence to guide investment attraction, business expansion, workforce planning, and industrial growth across the region.

MARKET GAP ANALYISIS

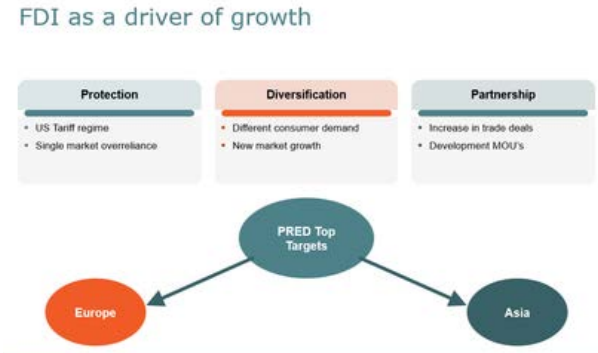
Key Growth Opportunities Identified

- Agriculture and food processing
- Light industrial development
- Agrifood innovation
- Smart and green technology start-ups
- Entrepreneurial and technology-driven businesses
- Research-intensive industries and higher-value occupations
- Health and wellness-related businesses, including fitness enterprises

TARGETED SECTOR ANALYSIS

Investment potentials were confirmed in:

- Agriculture
- Agrifood
- Food processing
- Manufacturing
- Healthcare
- Aerospace
- Tourism



Showcasing the Portage Advantage
Sector-specific value propositions were developed to promote the region of Portage la Prairie's established agrifood ecosystem, existing food processing capacity, innovation and research capabilities, exceptional quality of life, and available industrial land and development opportunities.

WORKFORCE DEVELOPMENT

Current and future workforce demand aligns closely with the region's industrial strengths, particularly in:

- Transportation and logistics
- Manufacturing
- Skilled trades
- Maintenance occupations
- Supervisory and leadership roles

Together, these initiatives reinforce the objectives of the region's 10-Year Economic Development Strategy and Industrial Development Strategy, ensuring our community remains investment-ready, economically resilient, and well-positioned for sustainable long-term prosperity.

INSIGHTS GAINED IN THIS PRED PROJECT WILL GUIDE FUTURE INVESTMENT, SUPPORT **LOCAL BUSINESS GROWTH,** AND HELP BUILD A **STRONG, SUSTAINABLE WORKFORCE** FOR THE REGION. FOR THE DATE OF THE FINAL REPORT, KEEP WATCHING THIS SPACE!

PRED Portage Regional Economic Development

READ MORE PRED STUDIES & STRATEGIES **HERE.**

TOURISM DEVELOPMENT & PROMOTION

PORTAGE REGIONAL TOURISM COMMITTEE

The second quarter focused on strengthening tourism promotion and enhancing visitor experiences across the Region of Portage la Prairie. Key initiatives included engaging tourism stakeholders, updating the Regional Visitor Guide and Discover Portage website, and expanding collaborative marketing efforts. These activities strengthened partnerships, improved visitor resources, and laid the foundation for continued tourism growth and year-round destination promotion.

TOURISM COORDINATOR ONBOARDING

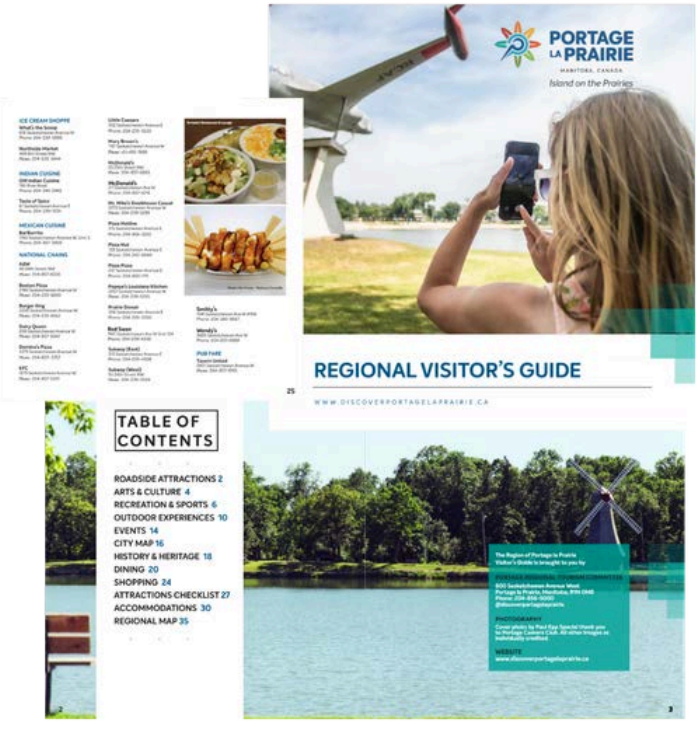
On June 22, 2026, Clyde Tagalog joined Portage Regional Economic Development (PRED) as Tourism Coordinator. With a background in hospitality, marketing, communications, and digital media, he has focused on learning PRED's tourism priorities, reviewing existing initiatives, and building relationships with local tourism stakeholders. During his onboarding, Clyde became familiar with key tourism projects, promotional resources, and opportunities to enhance visitor experiences across the region Portage la Prairie.

PORTAGE REGIONAL TOURISTM COMMITTEE

During his first week as Tourism Coordinator, Clyde led his first Portage Regional Tourism Committee (PRTC) meeting on June 25, 2026, bringing tourism stakeholders together to strengthen collaboration, share updates, and advance key initiatives. Discussions focused on enhancing the Regional Visitor Guide, Discover Portage website, tourism events calendar, and coordinated marketing efforts to support year-round tourism growth.

REGIONAL VISITOR GUIDE UPDATE

Work continued on updating the Regional Visitor Guide with accurate information on attractions, accommodations, restaurants, local businesses, and tourism experiences across the Region of Portage la Prairie. Following revisions, the guide was submitted for printing, with delivery expected in the third week of July 2026, after which copies will be distributed to visitor centres, tourism partners, local businesses, and community locations to support visitor services and regional promotion.

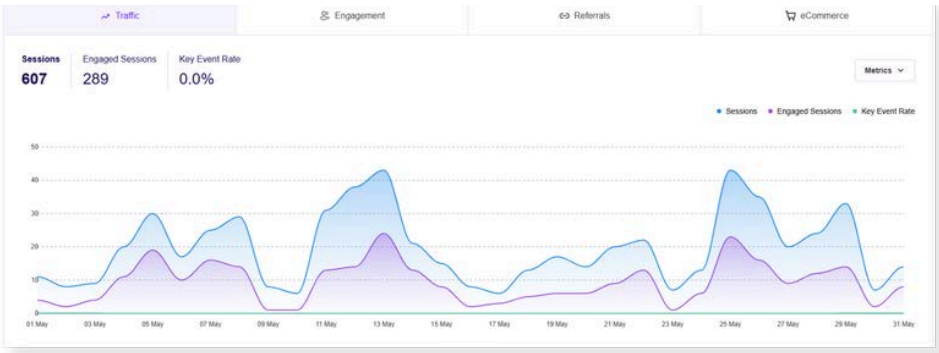


DISCOVER MORE IN OUR REGION HERE:

DIGITAL ANALYTICS REPORT

April, May & June 2026

This report provides an overview of website performance and digital engagement for April, May, and June 2026. It highlights key website metrics, including user traffic, page views, visitor behavior, and audience trends, offering insights into the effectiveness of PRED's online presence and helping inform future marketing and communication strategies.



APRIL 2026

Website traffic remained steady, reflecting continued interest from businesses and investors. Marketing efforts helped drive visitors to investment opportunities and regional business resources.

MAY 2026

Website engagement increased as business promotion efforts gained momentum. Visitors explored investment opportunities, available properties, and economic development resources.

JUNE 2026

Website performance remained consistent, supporting PRED's efforts to attract investors, developers, and entrepreneurs while showcasing the Region of Portage la Prairie as a place to do business.

Demographics — Country | State | New vs Returning

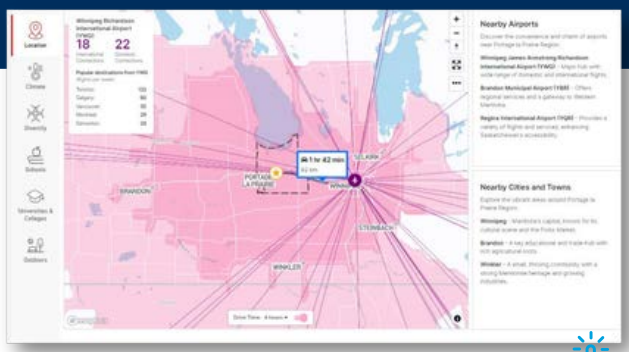
Country	Sessions	Engagement	Revenue
Canada	839	65.0%	$0.00
Singapore	360	1.4%	$0.00
United States	255	33.3%	$0.00
United Kingdom	24	16.7%	$0.00
Germany	15	53.3%	$0.00
Ireland	14	71.4%	$0.00
India	8	75.0%	$0.00
France	6	50.0%	$0.00
Australia	4	0.0%	$0.00
Italy	4	50.0%	$0.00

Devices — Browser | OS | Size — View Full Report

Browser	Sessions	Engagement	Revenue
Chrome	1.2K	37.1%	$0.00
Edge	197	76.6%	$0.00
Safari	176	54.5%	$0.00
Firefox	27	37.0%	$0.00
Samsung Internet	8	75.0%	$0.00
YaBrowser	4	0.0%	$0.00
Opera	2	50.0%	$0.00
Safari (in-app)	2	100.0%	$0.00
Vivaldi	1	0.0%	$0.00

DO YOU NEED DATA?

LOCATION

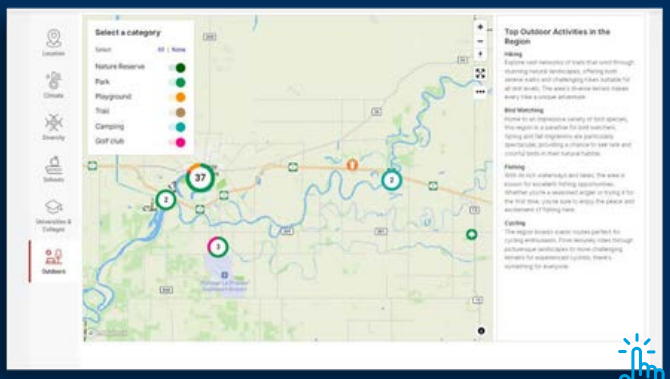


CLIMATE

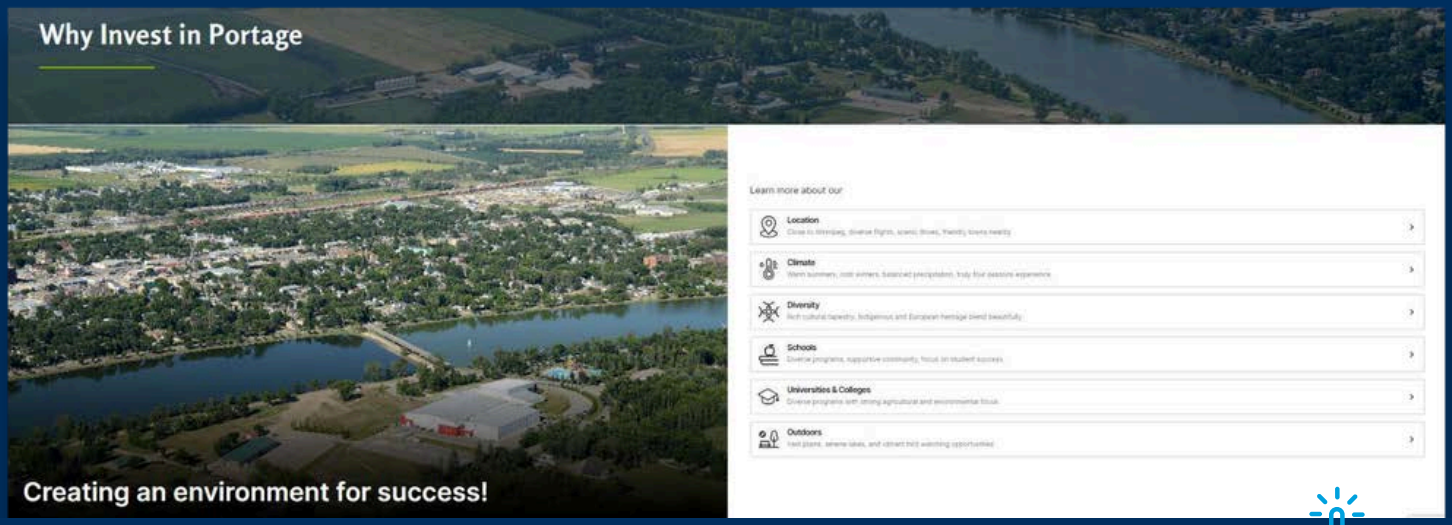
DIVERSITY

ACCESS TO DATA IS IMPORTANT TO BENCH MARK 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!



INVESTINPORTAGE.CA

LET'S WORK TOGETHER TO GROW YOUR BUSINESS!

LET'S BEGIN!

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

204 - 856 - 5000

Investinportage

eoleary@investinportage.ca

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