

# PRED

QUARTER 1 2024



**New Website**  
**Business Visits**  
**The Importance of Youth**  
**Data Services**  
**Secret Recipe Revealed**  
**Lots more...**



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Portage  
Regional  
Economic  
Development

[WWW.INVESTINPORTAGE.CA](http://WWW.INVESTINPORTAGE.CA)



## Director of Economic Development

I appreciate you taking the time to read the quarterly reports from Portage Regional Economic Development, learn about our organization, explore our interactive website, and discover the "secret sauce" to economic development success in the Region of Portage la Prairie. If you see a little hand, this is a clickable button. We invite you to connect with our team at any time and understand the importance of creating an environment for success.

This report highlights four key areas that reflect the work of PRED as an organization deeply rooted in the Region of Portage la Prairie:

Unique & Innovative

Genuine Collaboration

Setting precedence for Economic Development practices across Manitoba and Canada

The PRED model for success

A handwritten signature in black ink, appearing to read 'Evelyn'.





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.

# Who is who in Portage Regional Economic Development...

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)



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## 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:

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

INGREDIENTS TO THE SECRET SAUCE  
RECIPE IS THE SAME AS THE ACRONYM OF  
PRED

Ingredients to the  
secret sauce recipe

**P**ARTNERSHIPS  
**R**EGIONAL APPROACH  
**E**CONOMIC DEVELOPMENT PRACTICES  
**D**ATA



THE GENUINE INTENT TO WORK TOGETHER IS KEY FOR COLLABORATION. OUR REGION UNDERSTANDS AND HAS SEEN THE TRUE VALUE THAT WHAT WORKS WELL FOR ONE COMMUNITY WILL HAVE SIGNIFICANT ECONOMIC BENEFITS TO THE OTHER. THIS IS CAPTURED THROUGH THE TAX SHARING AGREEMENT, DESIGNED BY THE CITY AND RM OF PORTAGE LA PRAIRIE OVER 20 YEARS AGO.



Portage  
Regional  
Economic  
Development

## UNIQUE MODEL DEVELOPED TO ASSESS THE ECONOMIC IMPACT OF THE TOURISM INDUSTRY



Colin Ferguson, Kellie Verwey, Margaret Egan and Mary-Agnes Welch

***Roughly 125,000 people visit our Region each year. Tourism in the Portage Region has an overall estimated annual impact on Manitoba's economy of \$29.6 million (GDP).***

Under PRED, tourism is one of the portfolios managed. We are so proud of the the Portage Regional Tourism Committee which kicked off an unprecedented, first of its kind project in Manitoba, when we launched our Regional Tourism Economic Impact Assessment.

In addition to reporting back with their findings of current data, the team at Probe Research has also developed a unique model so that the Portage Regional Tourism Committee will be able to input future data and continue to report on our economic impact for years to come. Allowing us to understand and monitor the critical economic indicators of this industry.

Having access to data like this helps with investment attraction and business expansion efforts for an Economic Development Department.



Colin Ferguson - CEO of TRAVEL MANITOBA

# PRED BUSINESS VISITS

PRED implemented a new CRM system to track the number of businesses in our community and provide the PRED team with the ability to track our business community and develop further processes for Business Retention & Expansion, and Investment attraction, further streamlining our effective processes.

In December 2023 PRED started to engage the business community and held over 30 interviews to understand the needs. PRED continues to formalize that process in 2024 to ensure that we are actively engaging our current businesses in the Region of Portage la Prairie, this will be done through Business Retention and Expansion. In the first quarter of 2024, PRED met with a few business owners to keep up to date with what landscape of the economy looks like for a business owner in the Region of Portage la Prairie. This process of developing relationships, collecting and analyzing data is known as Business Retention and Expansion efforts.

If you would like to book a visit from PRED to your business, please email [eoleary@investinportage.ca](mailto:eoleary@investinportage.ca) the meetings can happen onsite, via phone, virtual means or at the PRED office.



Post investment support at Simplot



Bailey Homes - Business Visit



FFUNN Motors - Business Visit



Kenny's K9

Kenny's K9 - Business Visit



PCI VISIT - GROWING A BUSINESS PLAN

# Three tiered approach

BUSINESS RETENTION AND EXPANSION MEETING WITH  
SIMPLOT ALONG WITH FEDERAL AND PROVINCIAL  
PARTNERS TO PROVIDE A SUCCESSFUL  
POST-INVESTMENT SERVICE





# The Importance of Youth



Portage Innovation Center Entrepreneur Challenge 2024

Communities Building Youth Futures, Arrowhead Development Corporation, Heartland Futures, Portage and District Chamber, Portage Regional Economic Development Corporation, and Red River College - [Learn more - here](#)



[Investinportage.ca](https://investinportage.ca)



Portage  
Regional  
Economic  
Development

# New Website

THE INVESTINPORTAGE WEBSITE WAS ALSO ANOTHER NOTABLE PROJECT THAT WAS LAUNCHED IN QUARTER 1 OF 2024, WHICH 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

Community Data



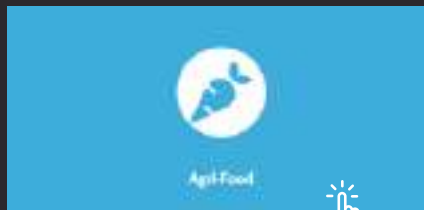
Regional Land Inventory



Studies and Reports



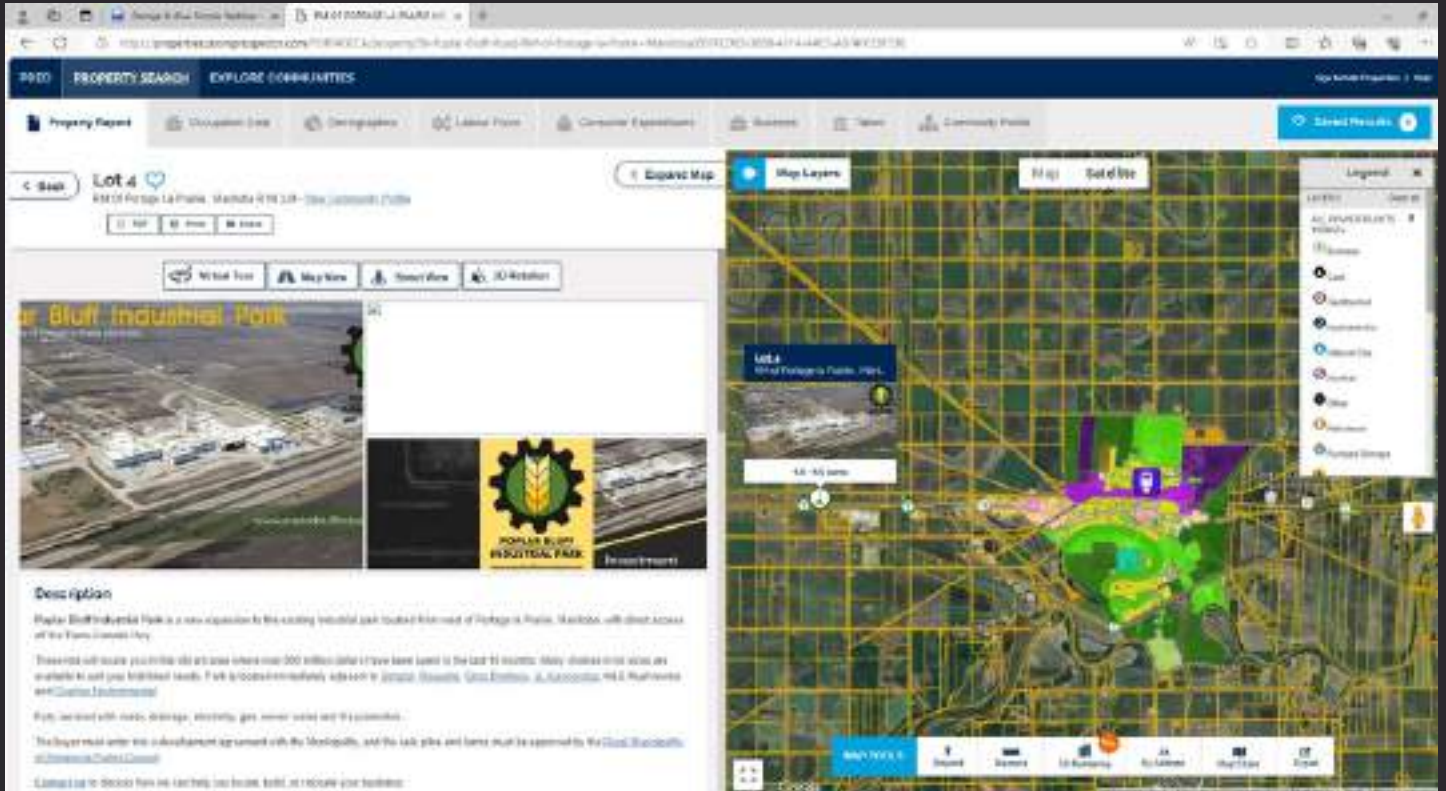
**The Region has 6 Targeted sectors - each has thier own economic data section**



and lots more...



# Do you need Data?



Access to data is important to benchmark the success of the community and to allow our business community to grow.



Connect with the PRED team today if you are looking for any economic indicator data pertaining to the Region of Portage la Prairie.

# BOARD OF DIRECTORS





Mayor Sharilyn Knox



Matthieu Dhenaut

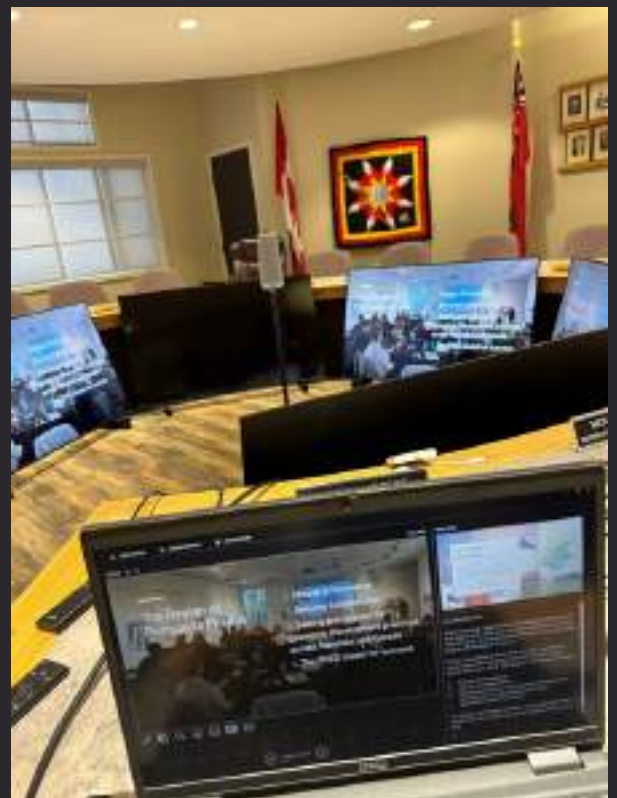


Economic Development Practitioners from across Manitoba



# Sharing the Regional Approach

MEETING WITH 2 COUNCILS, 4 MINISTERS AND THE PRED BOARD - JANUARY 2024





**PRED meets many businesses each month, if you would like a visit from PRED connect today.**



**204 - 856 - 5000**



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# PRED

QUARTER 2 2024



## Quarter 2 - Showcasing the Region

**New Strategic Plan**  
**Portage Economic Response Team**  
**Showcasing the Region**  
**Data Services**  
**Sharing the Secret Recipe**  
**Lots more...**



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## Director of Economic Development

I appreciate you taking the time to read the quarterly reports from Portage Regional Economic Development, learn about our organization, explore our interactive website, and continue to learn the "secret sauce" to economic development success in the Region of Portage la Prairie.

In the first quarter, PRED focused on proactive business retention and expansion, tourism, data collection, and providing new services. Click here to view the **Q1 2024 report**. For the second quarter, our focus shifted to investment attraction, building upon our data services, the release of the Economic Development Strategic Plan, and the implementation of best practices conducted in a cohesive manner.

For investment attraction, we were pleased to conduct site selections for potential investors and continue to market the industrial parks. We had the opportunity to meet many new investors and entrepreneurs during this time. We also worked with municipal, federal, and provincial agencies to streamline investment attraction, known as PRED's three-tiered approach. We are excited to grow and continue the hard work of the Portage Industrial Stakeholders Group.

Additionally, this quarter, we focused on business retention and expansion by collaborating with various local businesses at different stages of their lifecycle while also promoting the services of PRED and our organization through a 10-week marketing campaign with Golden West.

In May 2024, the Region of Portage la Prairie was fortunate to host the Economic Developers Association of Manitoba and the provincial economic development conference. PRED and Community Futures were asked to showcase some of the region's economic development assets during the conference; during that time, presentations on the region's success in Economic Development were shared.

Looking ahead, Q3 will focus on projects, studies, and marketing our industrial parks, while Q4 will emphasize a proactive approach to business retention and expansion.

A handwritten signature in blue ink, appearing to read "E. [unclear]".

# PRED

Portage Regional Economic Development



Island on the Prairies  
Regional Tourism



Regional Economic Development



Regional Investment Attraction

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## PRED Services



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Time To  
**Invest**  
Portage la Prairie  
Manitoba

BE ON A GLOBAL STAGE  
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## Learn about the Portage Advantage

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Portage  
Regional  
Economic  
Development



### The Region of Portage la Prairie showcased to economic developments professionals from all over Manitoba

In May 2024, the Region of Portage la Prairie was fortunate to host the Economic Developers Association of Manitoba and the provincial economic development conference. During the conference, PRED and Community Futures supported EDAM and showcased some of the region's economic development assets through study tours.

Our first stop was RRC Polytech - Portage Campus. A big thank you to Guy Moffat for showing us around the Prairie Innovation Centre, complete with laser engravers and 3D printers.

Next, we visited the National Indigenous Residential School Museum of Canada. Renee Francis welcomed us and prepared us for the emotional journey through the museum. This powerful experience, located in a former residential school, tells the stories of Indigenous children who were forced to attend these institutions.

Our third stop was Southport. Our tour guide, Deanna Talbot, shared the history of Southport and showcased its assets. We toured the area and learned about the organization's work on various properties and upcoming projects. Thank you to Jeff Fletcher for giving us a tour of one of the hangars, where we saw twin-engine planes and various trainer helicopters.

Our final stop was a tour with Grant Carlson of Manitoba Agriculture. He highlighted the power of cooperation, partnerships, and opportunities as we toured Simplot and Roquette, gaining insight into the behind-the-scenes discussions and collaborative teamwork necessary from all levels of government to bring these significant projects to life.





# Taking the Regional Approach



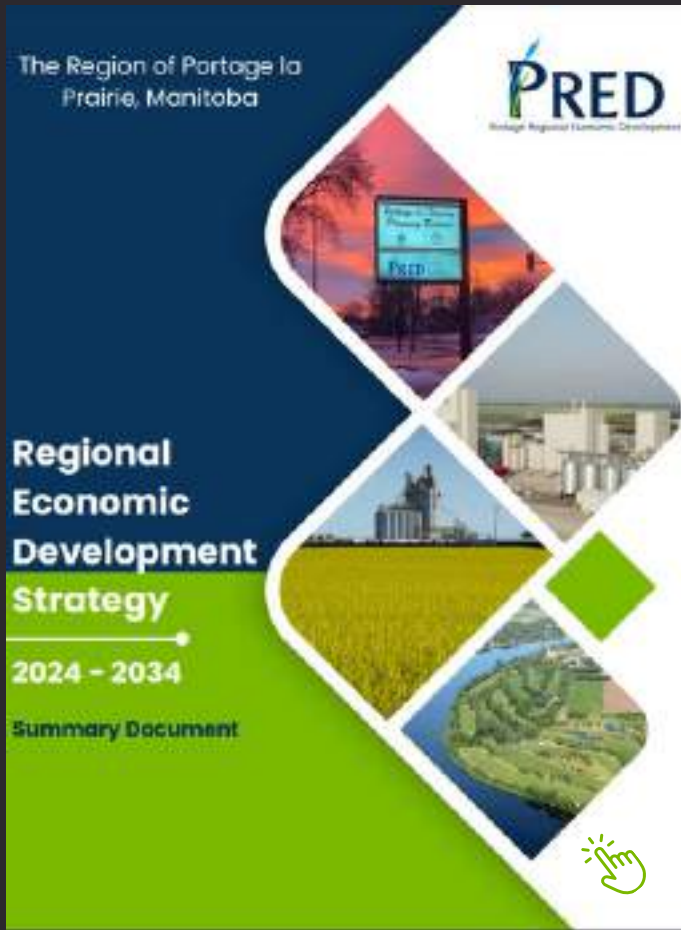
**PORTAGE  
ECONOMIC  
RESPONSE  
TEAM**

The Portage Economic Response Team (PERT) comprises of Regional Economic Development practitioners whose focus is being the boots on the ground and leading in collaboration for the Region of Portage la Prairie. The collaboration between the members, which is running to its fourth year, implements economic development best practices, creating projects like the Economic Baseline Project of 2022, a comprehensive Investment Readiness Assessment Study of 2023, The Regional Community Profile, The 10-year Regional Economic Development Strategy, our shared CRM System, The Regional Land Inventory for commercial and industrial land and Economic Indicator Interactive Tools to mention a few.

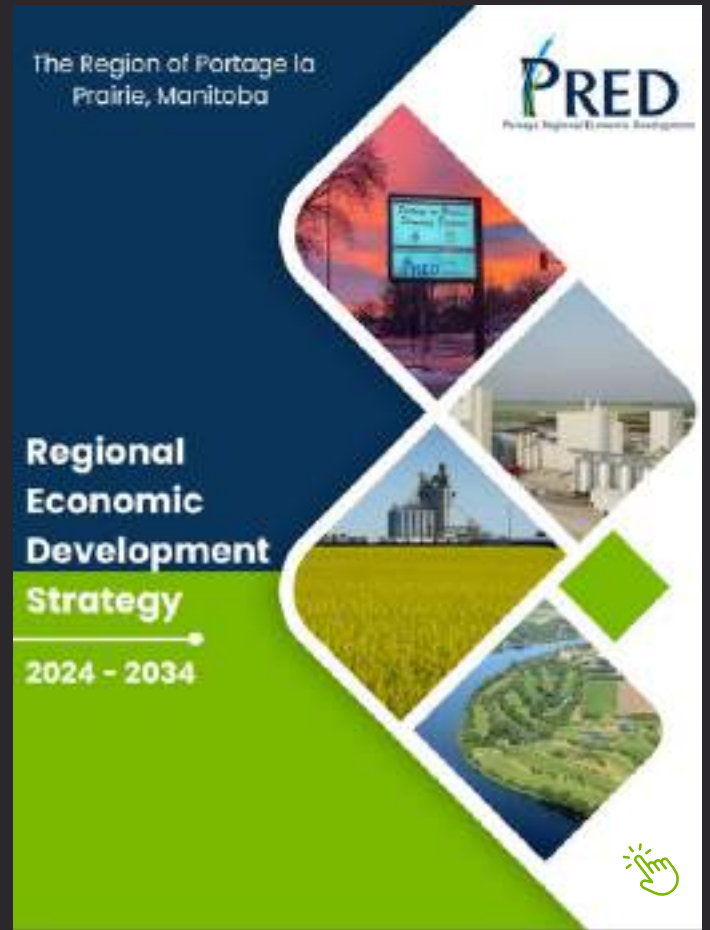
To the PERT members who meet frequently for a streamlined economic development approach serving our community, our appreciation goes out to you!

**Look out for members of PERT in the fall of 2024 who will be conducting business walks!**

# CHECK OUT OUR **NEW** 10-YEAR ECONOMIC DEVELOPMENT STRATEGY



Summary Document



Full 10 Year Strategy

## 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 a mail today - [eoleary@investinportage.ca](mailto:eoleary@investinportage.ca)

# Streamlined Data

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

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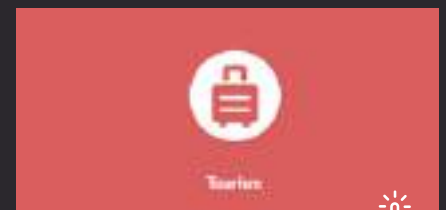
Regional Land Inventory



Studies and Reports



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



and lots more...





# Do you need Data?

CHECK OUT OUR NEW QUALITY OF LIFE SECTION ADDED IN Q2 2024

Why Invest in Portage



Creating an environment for success!

| Experimentation area | Value  |
|----------------------|--|
| Location             | Close to Highway 200, High Quality of Life, Proximity to Amenities   |
| Diversity            | Proximity to Amenities, High Quality of Life, Proximity to Amenities |
| Diversity            | Proximity to Amenities, High Quality of Life, Proximity to Amenities |
| Diversity            | Proximity to Amenities, High Quality of Life, Proximity to Amenities |
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| Diversity            | Proximity to Amenities, High Quality of Life, Proximity to Amenities |

## Location



## Diversity



## Climate



## Top outdoor activities



Access to data is important to bench mark the success of the community and to allow our business community to grow.

# BOARD OF DIRECTORS





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PORTAGE REGIONAL TOURISM COMMITTEE

# QUARTER TWO REPORT

APRIL - JUNE 2024 // PREPARED BY KELLIE VERWEY



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.

# 2024 Goals at a Glance

**1.**

Review Strategic Plan to align with Economic Impact Assessment

**2.**

Review Brand Guidelines & consider integration of 'Visit Portage'

**3.**

Attend Sport Tourism Canada Congress & Travel Industry Association of Manitoba Conference

**4.**

Develop presence at local events (Portage Ex, Potato Fest, Whoop & Hollar)

**5.**

Increase sponsorship for local assets & events

**6.**

Further develop visitor resources to suit the needs of local event hosts (sport tournaments ect.)

**7.**

Secure corporate support for cost of Visitor Guide

**8.**

Review & Navigate Billboard contract (West of Portage)

**9.**

Partner with local organization to host a variation of a Food War (Food Truck, Burger Days, ect.)

## Quarter 2 Projects

**Information Kiosk Installation** - Q2 saw the installation of the two information kiosks built by the PCI carpentry class. One kiosk is located at Fort la Reine Museum while the other is at the Tennis Courts in Island Park. The construction and installation of these kiosks was funded by a recovery grant that the PRTC received from Travel Manitoba. The purpose of this project is to allow for visitors to access information offline during hours that our visitor centres (Fort la Reine Museum & Stride Place) are not open. The information posted in the kiosks includes, Accommodation, Camping, and Dining listicles, City map, Rural Municipality map, as well as upcoming event promotions.

**Website Refresh** - In Q2 we kicked off the refresh project of our Island on the Prairies website. The website was designed in 2017 and an update is much overdue. From back-end functions, to images and content, the website is outdated. In June, the PRTC contracted Reaxion Graphics to complete all the necessary steps in bringing the website up-to-date. Q2 saw the completion of the static draft as designed by the tourism coordinator. The coming months will bring the design into a functioning state at which point the coordinator will focus on ensuring that all available content is current and accurate information is available for all visitors. When complete, the updated website will carry a new address of [www.discoverportagelaprairie.ca](http://www.discoverportagelaprairie.ca) to better align with SEO best practices.

**Regional Music Event Promotion** - During Q2, the PRTC was approached about supporting the free musical events that take place in our region throughout the summer. Working together with some of the local organizers, we took on the responsibility of creating promotional material that were then shared throughout the community by volunteers. Separate materials were made for the months of July and August. The events showcased on these posters are run entirely by volunteers and offered to the public for free or at a small cost. The PRTC felt that this initiative aligned well with our goal to increase community partnerships and with the regional government goal to improve quality of life.

**Merchandise Restock** - In May of 2024, the PRTC placed an order for a full merchandise restock. The merchandise program has proven to be quite successful in sustaining itself after the initial startup funds were obtained from a Travel Manitoba grant. In June the tourism coordinator received the new order and distributed the merchandise to both Fort la Reine Museum and Stride Place, ensuring that both retailers are ready for the upcoming summer season. As the program continues to grow, the committee will look at adding additional items.



One of  
Manitoba's Premier  
**DESTINATIONS**

"With age, comes wisdom. With travel, comes understanding."












-Sandra Lake



## Work In Progress

-  Developing a report of the outcomes from the PRTC Strategic Plan review
-  Developing a marketing strategy that aligns with the PRTC strategic plan to ensure consistent and intentional content
-  Actively managing social media platforms to engage and grow following
-  Working with partners to create local events video (Travel Manitoba, Portage Ex Fair, Potato Fest, Air Show)
-  Learning and developing processes for the use of new Portage Model data tool
-  Exploring possibility of cost sharing promotional opportunities with tourism stakeholders
-  Managing relationship with web designer
-  Providing web designer with images and content for website refresh
-  Negotiating with potential vendors for a fall food event to be hosted in partnership with PRTC member organizations

## Completed year-to-date

-  Hosted Tourism Economic Impact Assessment Report launch in collaboration with consultants
-  Attended SEC 2024 in Winnipeg
-  Attended Portage Model training session lead by consulting team
-  Met with Travel Manitoba to begin planning Drone Video shoot
-  Completed in-house design of the 2024 Visitor Guide
-  Presented a regional update to the entire Travel Manitoba team
-  Completed the Destination Creation course hosted virtually by Destination Business out of Saskatchewan
-  Distributed 2024 regional tourism guides  
Installed two tourist information kiosks
-  Partnered with local organizers of free concert series to promote regional entertainment events
-  Awarded contract for refresh of the IOTP website
-  Promoted regional assets and events through Travel Manitoba partnerships (Portage Ex, Splash Island, Regional Golf Courses, Surfside Beach and Campground, and more)



**PORTAGE  
LA PRAIRIE**

MANITOBA, CANADA

*Island on the Prairies*

"The most powerful element in advertising is the truth."

-Bill Bernbach