

July 17, 2024

EDAC  
Marketing Canada Awards  
Community Collaboration Award Committee

Dear Selection Committee;

Community Futures Heartland together with Community Futures White Horse Plains have been working in collaboration with the team at Portage Regional Economic Development for the past 10 years. Within the past 5 years our partnership eco-system has been elevated to a level that we have not seen within our Province before.

Within our 2 Community Futures offices, we serve over 17 municipalities in our region, and the partnerships that PRED has created within their own jurisdiction is unmatched anywhere throughout the rest of our region. Bringing together the City, Rural Municipality, Chamber of Commerce, Community Futures, and Southport Aerospace Centre has never been accomplished in this region before.

The past few years have seen a clearer picture of where the Region is going into the future. A Regional Economic Development Strategy, Strategic Plan, Customer Relationship Management System shared by all parties, Investment Readiness Assessment, and Economic Baseless study are to name a few of the foundational investments PRED has accomplished in the past few years. These have all been completed in collaboration with the team that they have created in our region. No study, assessment, or report is done without input from the many partners.

Having all partners provide input into the economic development future of the region has solidified our ever growing reliance on each other, creating a stronger and more unified approach to enhancing our region.

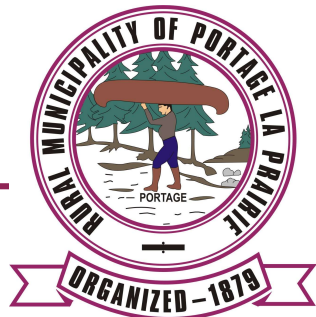
We are proud to be a partner in this robust and growing eco-system that has been created in the Portage region. We know that year after year as our plans get implemented, tested, and revised that this region is set for success and growth.

Sincerely;

Ken Reimer  
General Manager

**PHONE: 204-857-3821**  
**FAX: 204-239-0069**

**email: reeve@rmofportage.ca**  
**website: www.rmofportage.ca**



**KAMERON BLIGHT**  
REEVE

## **RURAL MUNICIPALITY OF PORTAGE LA PRAIRIE**

35 TUPPER STREET SOUTH, PORTAGE LA PRAIRIE, MANITOBA R1N 1W7

July 23, 2024

Economic Development Association of Canada  
Marketing Canada Awards  
Community Collaboration Award Committee

### **Re: Letter of Support – Region of Portage la Prairie – 2024 Community Collaboration Award**

To whom it may concern,

On behalf of the Rural Municipality of Portage la Prairie, I am writing in full support of the nomination of Portage Regional Economic Development (PRED) for the 2024 Community Collaboration Award.

As one of the two municipalities in the Region of Portage la Prairie, we understand the crucial role of regional collaboration in fostering sustainable economic growth. We commend PRED for their exemplary work with existing and potential industries, tourism, and economic development.

PRED's effective concierge triage system, involving regional, provincial, and federal partners, has streamlined processes and maximized resources efficiently, allowing for a significant increase in investment attraction and economic development activity for the region.

Their leadership role in the Portage industrial stakeholders' group to create synergies and meet with elected officials and administration from all government and departments has allowed the region to be set apart from other communities.

The implementation of this three-tiered post-investment support mechanism with both provincial and federal partners is noteworthy. This approach ensures comprehensive community growth, addressing infrastructure and workforce development needs, as well as a holistic approach to business retention and expansion.

In summary, PRED's commitment to collaborative economic development sets a commendable example for regional partnerships nationwide. We are proud to support their efforts and anticipate continued success in shaping the Region of Portage la Prairie into a thriving hub of opportunity because of community collaboration.

Should you require any additional information regarding this endorsement, please do not hesitate to contact me directly.

Yours truly,

A handwritten signature in black ink that reads 'Kight', which is a stylized representation of the name 'Kameron Blight'.

Kameron Blight  
Reeve

KB/tjr

Colby Orchard  
Southport Aerospace Centre Inc.  
25 Centenaire Dr.  
Southport, MB, Canada, R0H 1N1  
[corchard@southport.ca](mailto:corchard@southport.ca)  
(204)-871-5867

July 22, 2024

Economic Developers Association of Canada  
177 Lombard Ave.  
Winnipeg, MB  
R3B 0W5

**RE: ENDORSEMENT FOR PORTAGE REGIONAL ECONOMIC DEVELOPMENT FOR ECONOMIC DEVELOPERS ASSOCIATION OF CANADA'S 2024 COMMUNITY COLLABORATION AWARD**

To whom it may concern,

I am writing to express my support for Portage Regional Economic Development as a nominee for the Economic Developers Association of Canada's 2024 Community Collaboration Award. Over the past three decades, Southport Aerospace Centre Inc. has thrived within our local economic development ecosystem, a testament to the enduring collaborative spirit that defines our community.

Throughout its tenure, Southport has benefitted significantly from partnerships with key organizations such as Portage Regional Economic Development, the Portage Economic Response Team, and the Portage Tourism Committee, alongside our esteemed municipal partners in the City and the Rural Municipality of Portage la Prairie. These collaborations have not only fostered a robust economic environment but have also underscored our community's commitment to collective progress.

The dedication of these groups to the enhancement of our region is palpable in every initiative they undertake. It is this steadfast commitment that has positioned the Portage la Prairie region as a preferred destination for substantial investments in the agricultural sector within Canada. The growth and prosperity witnessed in our community are direct outcomes of these collaborative efforts.

It is with great confidence that I endorse Portage Regional Economic Development for this prestigious award. Should you require any additional information or have further inquiries regarding this endorsement, please do not hesitate to contact me.

Thank you for considering this endorsement, and I look forward to the continued success of our collaborative efforts.

Yours truly,

A handwritten signature in blue ink, appearing to read "Colby Orchard", is positioned above the printed name.

Colby Orchard  
Director, Development  
Southport Aerospace Centre Inc.

July 18, 2024

To Whom it May Concern,

Re: Region of Portage la Prairie - EDAC Award Nomination

On behalf of the Council of the City of Portage la Prairie, I enthusiastically endorse the nomination of our region submitted by Portage Regional Economic Development (PRED) for an EDAC award.

Our Council is dedicated to enhancing regional partnerships, cultivating meaningful relationships, and generating economic opportunities for mutual prosperity.

We sincerely value our partners and what we have been able to achieve together in the past. Looking ahead, we anticipate continued success through collaborative efforts. We truly appreciate Eve and the PRED team for their instrumental role in fostering these significant partnerships.

Thank you for considering the Portage la Prairie region for this award.

Sincerely,



Sharilyn Knox  
Mayor

July 22, 2024

**To Whom It May Concern****RE: Support for Portage Regional Economic Development Inc.**

Travel Manitoba is pleased to offer this letter of support to Portage Regional Economic Development Inc. (PRED) for its submission to the EDAC Awards in the category of Community Collaboration Award. PRED is a proven regional collaborator, partnering with Travel Manitoba and other stakeholders to drive economic growth through regional tourism, regional economic development and regional investment attraction.

When Travel Manitoba first undertook its Destination Area Assessment research in 2022, to gain a better understanding of the state of the industry in Manitoba's rural communities, we knew that in Portage la Prairie there was already a growing economy and strong resident amenities. However, tourism had not developed to the same extent at that time. We can see now that there is renewed momentum, due in large part to PRED's efforts. PRED, along with the Portage Regional Tourism Committee, businesses, and industry organizations, recognized the potential of assets like the Fort la Reine Museum, and the promise of the National Indigenous Residential School Museum. These assets have the potential to attract tourists to Portage who may otherwise not have visited. The combination of heritage and historic destinations, indoor and outdoor recreation, festivals and events, quality hotels, restaurants and entertainment have been marketed under the strong *Island on the Prairies* brand. Once visitors do come to Portage, there are plenty of reasons to stay longer.

We were extremely pleased to support PRED's initiative to undertake a Tourism Economic Impact Assessment. The study enables the Portage Regional Tourism Committee to use the information to guide the implementation of tourism development in the region. There is now a benchmark that will identify changes in the local tourism economy. The economic impact assessment will provide an important understanding and insight into tourism as one of the region's most powerful economic development drivers.

**TRAVEL  
MANITOBA**

21 Forks Market Road  
Winnipeg, Manitoba  
R3C 4T7 Canada


**VOYAGE  
MANITOBA**

21, Rue Forks Market  
Winnipeg (Manitoba)  
R3C 4T7 Canada

It is critical to have a benchmark for the economic impact of the tourism industry on the region of Portage la Prairie and to understand the key drivers of tourism growth. Future investment in the tourism industry in this region will pay dividends, in economic terms like spending, jobs, and tax revenue for other services, but also in terms of improving the quality of life for all who call the region home.

We look forward to seeing the positive impacts of the project on the Portage community and on the broader tourism landscape in Manitoba, and I wish PRED the best of luck in the EDAC Awards.

Sincerely,



Colin Ferguson, President and CEO  
Travel Manitoba

## **Testimonials from partners of Portage Regional Economic Development**

“I have worked with PRED and its member communities for over eight years on several major economic development files. In that time, the professionalism and competency of PRED, its staff and board have continued to shine. PRED is a true partner in these efforts and helped to secure major investments in the Portage la Prairie region and continues to lead through its ongoing work. I can think of no other organization that has consistently delivered on its mandate so successfully. PRED continues to be a true partner with our efforts to attract investment to the Province of Manitoba.”

- **Grant Carlson, M.A., Industrial Development Consultant, Province of Manitoba**

“Roquette has been proud to be a member of the community in Portage la Prairie since we first broke ground nearly seven years ago on the world’s largest pea protein plant. As we built and then opened our plant in Portage, saw an opportunity to share our experience and learn from our neighbors by working with the Portage Regional Economic Development team.

In fact, being a partner in the Portage Industrial Synergies Group has helped us, as a company setting up shop in Canada for the very first time. It also created a way for us to also advocate for Portage to be a “hub” for other businesses within the industry. We are proud to join other companies in demonstrating that this is a great place to locate your business, with great opportunities for amenities and attracting a talented workforce. By working together, we see strength in unity, and have been grateful and proud to partner with the Portage Industrial Synergies Group.”

- **Matthieu Dhenaut, Plant Manager, Roquette Portage Pea Protein Plant**





## PORTAGE LA PRAIRIE & DISTRICT CHAMBER

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20 Saskatchewan Ave East  
Portage la Prairie, MB R1N 0L2  
Phone: (204) 857-7778  
e-mail: [info@portagechamber.com](mailto:info@portagechamber.com)  
[www.portagechamber.com](http://www.portagechamber.com)

To Whom it May Concern,

The intent of this letter is to communicate what a great partner Portage Regional Economic Development Inc is within our community and more specifically with the Portage and District Chamber of Commerce.

The level of communication and collaboration that PRED has with the Chamber is outstanding and helps both of our organizations to serve the best interests of our community and more specifically the health and prosperity of our local businesses.

Our organizations have planned and organized meeting points on a regular basis and work to partner on fostering a positive environment for growth of new and existing business. There are many examples of projects and initiatives that have been identified within our trading area that our organizations have come together to work on as well as to identify and involve other community stakeholders.

I am proud of the representation and work that PRED has done in our community and applaud the inclusive attitude they bring toward addressing opportunities within our community.

If you have any questions or concerns please contact myself at the telephone number, or email address listed above.

Sincerely,

Guy Moffat  
Past President  
Portage la Prairie & District Chamber of Commerce