

Economic Development in the City of Portage la Prairie

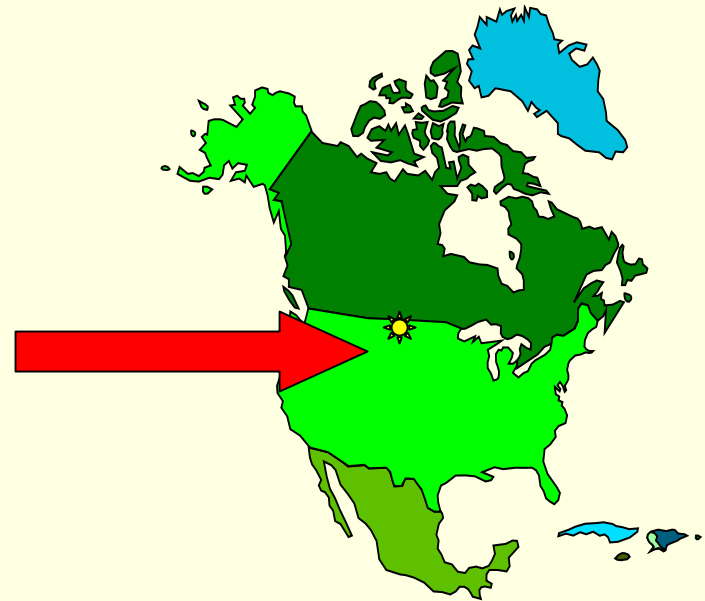
**“OUR RECEIPE
FOR
SUCCESS”**

Economic Development – The Portage la Prairie Way

- A little bit about us
- Some history as to how we evolved
- Some of our accomplishments
- What we do and why we think it works
- Continually moving forward
- Questions

A Little Bit About Us

- We are a regional community of 20,000 and are located on the Trans-Canada and Yellowhead Highways forty-five minutes west of Winnipeg, and two hours north of the international border.



City/Rural Municipality Boundaries



Demographics

	City	Rural Municipality
Population	12,975	6,790
Male	6,130	3,435
Female	6,845	3,355
Families	3,425	1,595
Avg. Person/Family	2.9	3.1
Households	5,150	2,100
Avg household income	43,382	49,870

Our Labour Market

- *Our readily available labour force is noted for its strong work ethic*
- *Large percentage of our workforce has agricultural processing training or experience*

Some Existing Businesses and Industry.....

- **Southport Aerospace** – Flight Training & related services, education, recreation, housing
- **Simplot Canada** – potato processing
- **McCain Foods** – potato processing
- **Food Development Centre** – agri-food industry/research
- **Can-Oat Milling** – oat processing
- **Hi-Tech Industries** – agricultural implements
- **Airport Technologies** – airport maintenance equipment development/sales
- **Agrium** – fertilizer distribution centre

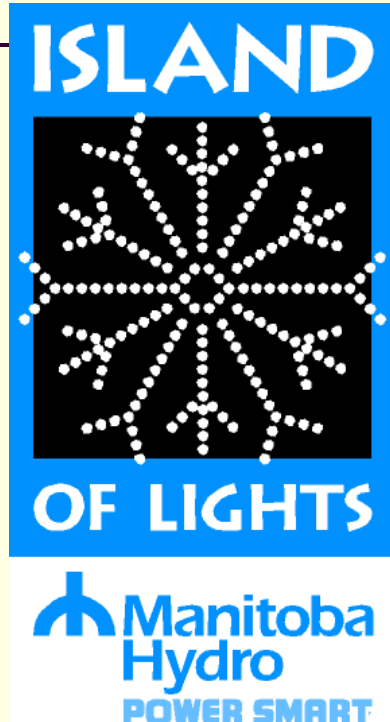
Agriculture and Agri-Business

- **Traditional prairie agriculture** – cereal grains & oil seed crops, livestock
- Specialty crops
- ***small fruits***: strawberries, raspberries, Saskatoon berries,
- ***vegetables***: potatoes, carrots, onions, rutabagas, cabbage,
- ***tree nurseries***
- Agriculture Research and Development
- Farm implement dealers

Recreation and Tourism

- Portage Centennial Arena with Twin Arena Complex and Ice/Skating Rinks in Oakville, Poplar Point, Oakland
- William Glesby Performing Arts Centre
- Portage Industrial Exhibition – (Manitoba's oldest)
- Fort La Reine Museum and Allis Chalmers Museum
- Delta Marsh/Beach and St. Ambroise Beach
- Splash Island – Portage la Prairie's Outdoor Water Park and....

The National Award Winning...



- Manitoba Hydro Power Smart Island of Lights with over 175,000 visitors since 1999



Some History on How We Evolved

- City established Economic Development Department in 1990 as a result of the CFB Portage and Campbell Soup Closing
- Director was hired and local economic development committee formed
- Department re-organized in 1994 and became “Economic and Community Development” with Council as a whole defining direction versus community

Some History on How We Evolved

- Re-organized Dept. focused on preparing internal information to market community, strategic planning to define specific direction, and networking
- Commenced the process of developing our economic development delivery system to where we are today

Some of Our Accomplishments....

- First Community to eliminate business tax in 1992
- Established first tax sharing agreement in the Province with the RM of Portage la Prairie
- Successfully attracted large industries to the area largely due to state of the art water and waste water plants
- Successfully created a positive climate for local businesses to grow

What we do and why we think it works.....

- Recognize economic development does not work in a vacuum
- Recognize we need to communicate and work closely with our rural neighbours to remain competitive
- We do not rely on our past successes – we have developed an aggressive approach

What we do and why we think it works.....

- We ensure we have accurate and appropriate information business and industry needs to make informed decisions
- We use the strategic planning process to annually identify Council priorities and allocate our resources in those defined areas
- We follow-up on every lead on a consistent basis and ensure confidentiality without exception

What we do and why we think it works.....

- We approach economic development as a team and draw in the key players as the situation dictates
- We keep our community messaging positive, accurate and consistent

Continually moving forward.....

- Downtown revitalization
- Commercial West End Development
- Agri-business development
- Tourism and Special Event co-ordination

.....and we are not done yet....

Remember.....We Are Your All Seasons' Destination!



DON'T FORGET TO VISIT OUR WEB SITES

www.city.portage-la-prairie.mb.ca

www.rm.portage-la-prairie.mb.ca

