



NEWSLETTER

GROW REGINA PARTNERSHIP

A MESSAGE FROM THE CEO

Dear Partners,

Welcome to the first edition of our newsletter, aimed at informing and engaging the people and businesses that have joined us EDR in the Grow Regina Partnership.

Thank you for your support and your shared commitment in building our economy, opportunities and future together. Whether it's about attracting talent to Regina, bringing new investment, supporting local business or ensuring the success of your own goals in our region you can be sure Economic Development Regina will be there.

I'm pleased to share the following information and updates, and please keep in mind I'm able to do so because of the NDAs we've signed as part of the program. I'm looking forward to seeing you all soon at our first CEO Roundtable in December. Best,

Chris Lane

President & CEO, Economic Development Regina

RECENT HIGHLIGHTS

Building Regina's Investment Attraction (IA) Pipeline

EDR is proactively pursuing IA prospects in the key sectors where Regina has either a competitive advantage or the ability to create first-mover advantage among competitors. This work includes domestic location and expansion as well as foreign direct investment.

Investment pipeline

As of Q3 2024, EDR's investment pipeline includes 26 net new active qualified leads. Prospects of note include:

- **Pronar:** One of Eastern Europe's largest agricultural machinery manufacturers, EDR has actively engaged Pronar (through inbound and outbound visits) and discussing opportunities to expand into the North American market from a base in the GRA.
- **First Canada Ethanol:** With partners, EDR has actively engaged First Canada Ethanol to support the planning, construction and operation of a renewable and sustainable energy plant in the GRA, including leading a two-day site tour in June 2024.

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Upcoming Missions

In addition to regularly hosting inbound investors, diplomats and companies, EDR undertakes outbound missions to attract companies and investment into the City and to develop markets for local businesses.

Confirmed

- **Germany & Poland (November 2024):** EDR will represent the GRA and Saskatchewan at key economic, industrial and sector events in Germany centred around FI Europe and EuroTier agriculture and agri-food trade shows.

Potential

- **Singapore (early 2025):** EDR has identified opportunities to collaborate with the Province on missions to Singapore and Vietnam on growth and investment and talent attraction.
- **Brazil (late 2025):** Alongside a large Saskatchewan delegation led by the provincial government, this mission includes representation at key events including COP30 and World Agri-Tech Summit and pursuing Brazilian agriculture and food opportunities.

Interested in learning more or joining EDR on trade missions? Contact [Chris Lane](#).

Supporting Regina Employers with EDR's Talent Attraction Strategy

To support business growth in the city and address Regina's labour market gap, EDR has launched a multi-year talent attraction strategy - encouraging interprovincial migration from Canadian cities with a higher cost-of-living. The strategy aims to fill high-demand jobs within the city and build a future workforce to support new infrastructure and business investment.

Key activities include:

- **Website (November 2024):** A new talent attraction website, [LiveinRegina.com](#), succinctly outlines Regina's value proposition for prospective residents and connects them with high demand jobs and residential housing ([preview the site here](#)).
- **Advertising (Q1 2025):** EDR will advertise in key markets (Vancouver, Toronto, Halifax) where cost-of-living is a main driver for relocation, driving interested workers to the website to learn more.
- **Marketing assets (Q1 2025):** Tools for employers to "sell" Regina's quality of life, affordability advantage and career potential to out-of-province audiences.
- **Concierge service (Q1 2025):** Developed and staffed by EDR, this service will aid prospective and new residents in connecting with employers, finding a place to live and getting ready for their move.

Partnership Opportunities

EDR is exploring opportunities to partner with Regina-based employers experiencing specific, acute talent needs, enabling them to leverage EDR's asset library and co-fund new activities. Current interested employer-partners include RCMP Depot Division and 4Tracks Ltd trucking.

Interested in becoming involved? [Reach out](#) and we'd be happy to tell you more.

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Fostering an Entrepreneurship Mindset

EDR is dedicated to fostering entrepreneurship and supporting organizations that empower entrepreneurs. Activities in 2024 reflect this commitment, spanning youth education, underrepresented entrepreneurs, and the agtech sector. Key highlights for 2024 include:

- **Think Entrepreneurship (October 29, 2024):** Alongside the Regina District Industry Education Council, EDR delivered this successful program to over 50 high school students. The event integrates business-building experiences into high school programs and connects students with local entrepreneurs.
- **Agtech Accelerator:** EDR is a founding partner in the Agtech Accelerator, which raised \$30.2M in private capital, generated \$12.1M in revenue, and supported 23 patent applications and 24 new jobs in its third year.

Upcoming activities

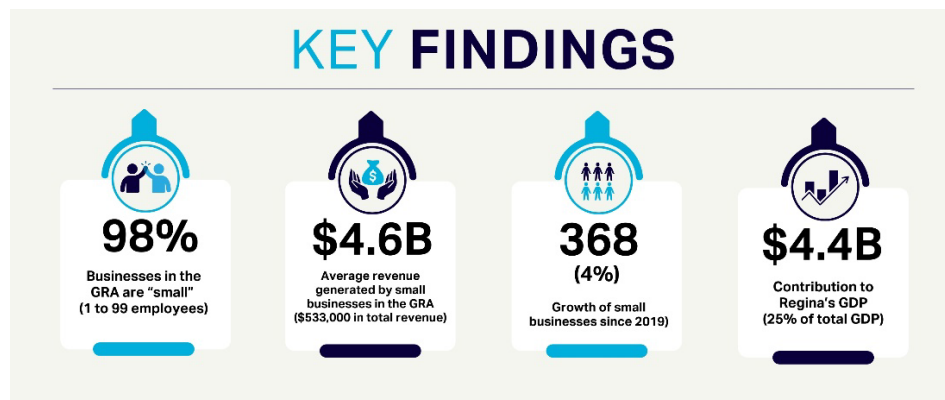
- **Expanding Think Entrepreneurship (2025):** In partnership with Suncrest College, the program will be adapted for adult and newcomer learners, becoming to a comprehensive 14-week program.
- **U of R partnership (November 18-22, 2025):** EDR will co-host an event with the Graduate Advanced Training and Entrepreneurship Centre (GATE) at the University of Regina during Entrepreneurship Week.
- **Support for high-growth potential companies (2025):** EDR is also developing a soft-landing program aimed at supporting this critical cohort of companies. More on this in the coming months.
- **Support underrepresented entrepreneurs:** EDR will continue collaborating with existing support programs to ensure underrepresented entrepreneurs have the supports they need.

NEW INSIGHTS

Supporting Business with Data-Driven Decision-Making

EDR's Economics and Data Analytics (E&DA) team underpins EDR's strategy to support decisions and plans with rich, focused local data and analytics alongside delivering Regina-focused reports and insights on key themes affecting economic growth and investment attraction.

EDR's upcoming *State of Small Business in the GRA* report will explore the range of challenges and successes small businesses in Regina experience – with a special focus on unique economic dynamics in Saskatchewan and the GRA. Grow Regina Partners will get the first look in the coming weeks.



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Upcoming research and analysis

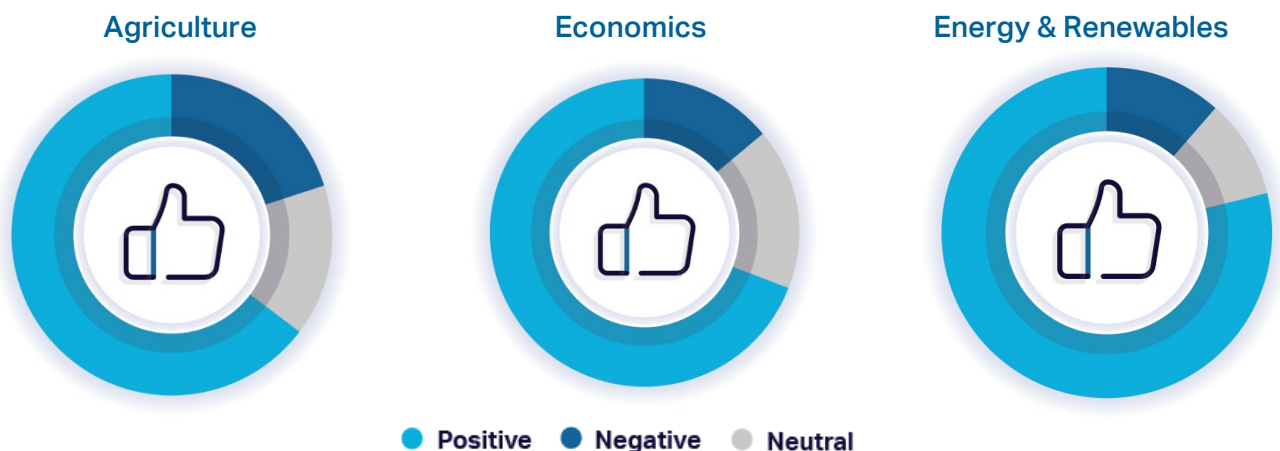
EDR's E&DA team will continue to support local and international groups quantify and qualify their prospective plans and investments. We will also lead research, analysis and production of reports focusing on key areas of interest to Regina businesses. Below is a tentative roadmap for current and upcoming research and analytics projects.

Data & Analytics Roadmap	Year
State of GRA Economy	2024/25
State of Small Business	2024
Regina's Economic Basket - RPM	2025
State of Housing	2025
State of the Energy Sector (Traditional, Bioenergy)	2025
State of New Enterprise (Film & Creative, Nuclear & SMR, Aerospace)	2026
State of Commercial/Industrial Real Estate	2026
State of GRA Economy Part III	2026

Interested in supporting or contributing to these or other topics? Let us know.

SENTIMENT DASHBOARD

EDR's sentiment dashboard provides an at-a-glance look at the tone of media coverage on key topics of note for Regina's economy. For a complete analysis log in to our [Grow Regina Investor Portal](#) and click on "Sentiment Dashboard."



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COMING SOON

- **Regina's Progress Matrix – RPM:** In January 2025, EDR will launch a “Regina-centric” economic index that benchmarks **and** predicts the GRA's economic strength. This index, named Regina's Progress Matrix (RPM) combines and weights five key economic indicators (employment, manufacturing, housing, retail/consumption and household debt) to produce a single score.

One of few produced for a major city in Canada, RPM will provide useful, concise insights and help policymakers and businesses make informed decisions supported by Regina's economic structure and resilience.

- **The Regina 25:** The Regina 25 is designed to identify and celebrate the people who make this community great. Through the Regina 25 initiative, EDR has an opportunity to collect, compile, and share those stories for a range of audiences who have an impact on EDR's strategic priorities: Investment Attraction, Talent Attraction, and Entrepreneurship.

The initiative will raise awareness of the Regina opportunity and provide EDR and its partners with opportunities to raise their own profiles. The program launches in January 2025 and Grow Regina Partners will have the first opportunity to participate as sponsors.

- **Western Canada Economic Forum (WCEF):** EDR is pleased to be a partner in the Western Canada Economic Forum 2025, set for January 29-31 in Regina. Government and business leaders from across the West will gather at WCEF 2025 to discuss economic growth strategies that strengthen the economy and create jobs.

Learn more at wcef.ca.

If you'd like to learn more about anything you've read in this newsletter, feel free to contact Chris Lane directly.

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