

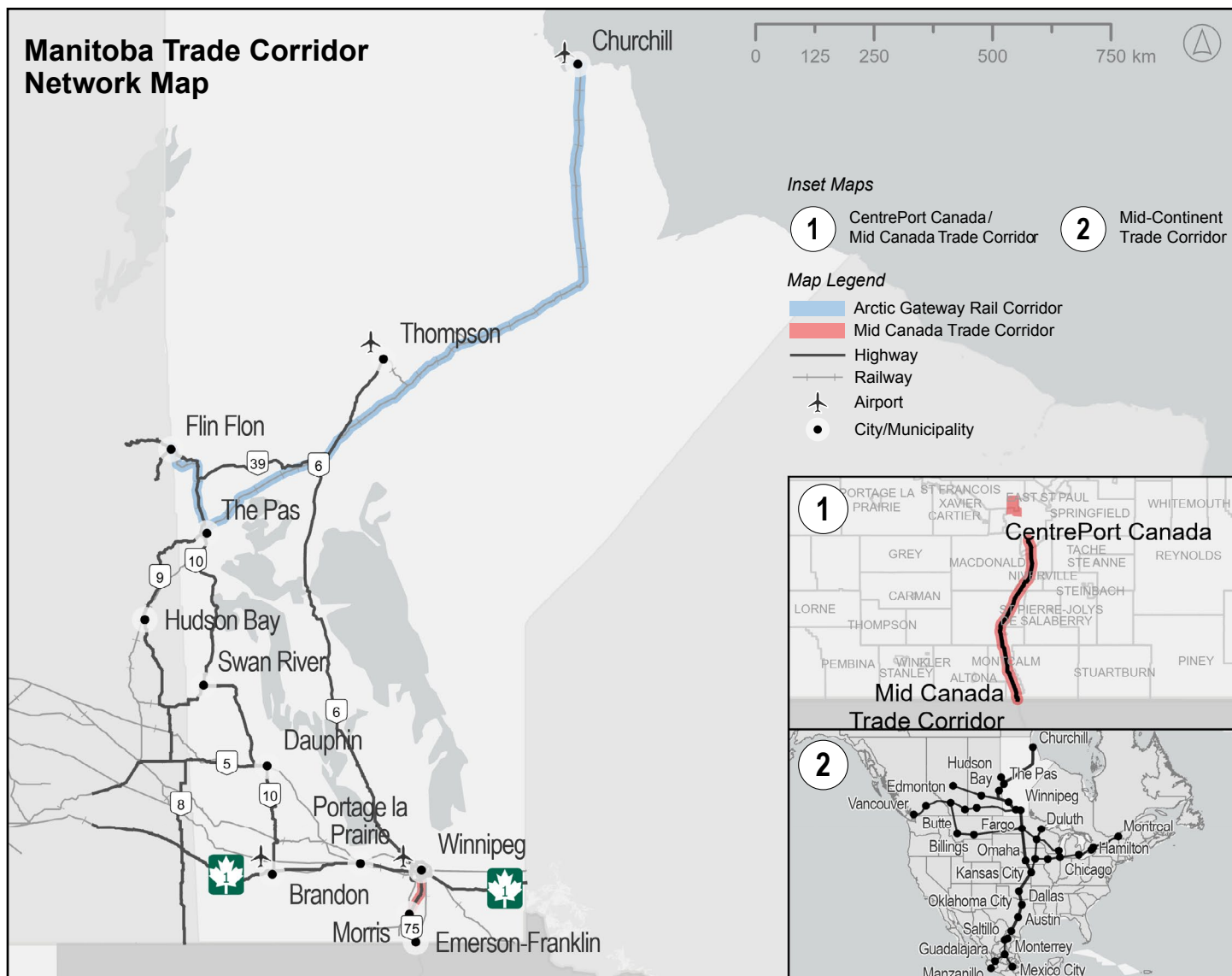
# MID CANADA TRADE CORRIDOR

## A Path Forward for PTH 75

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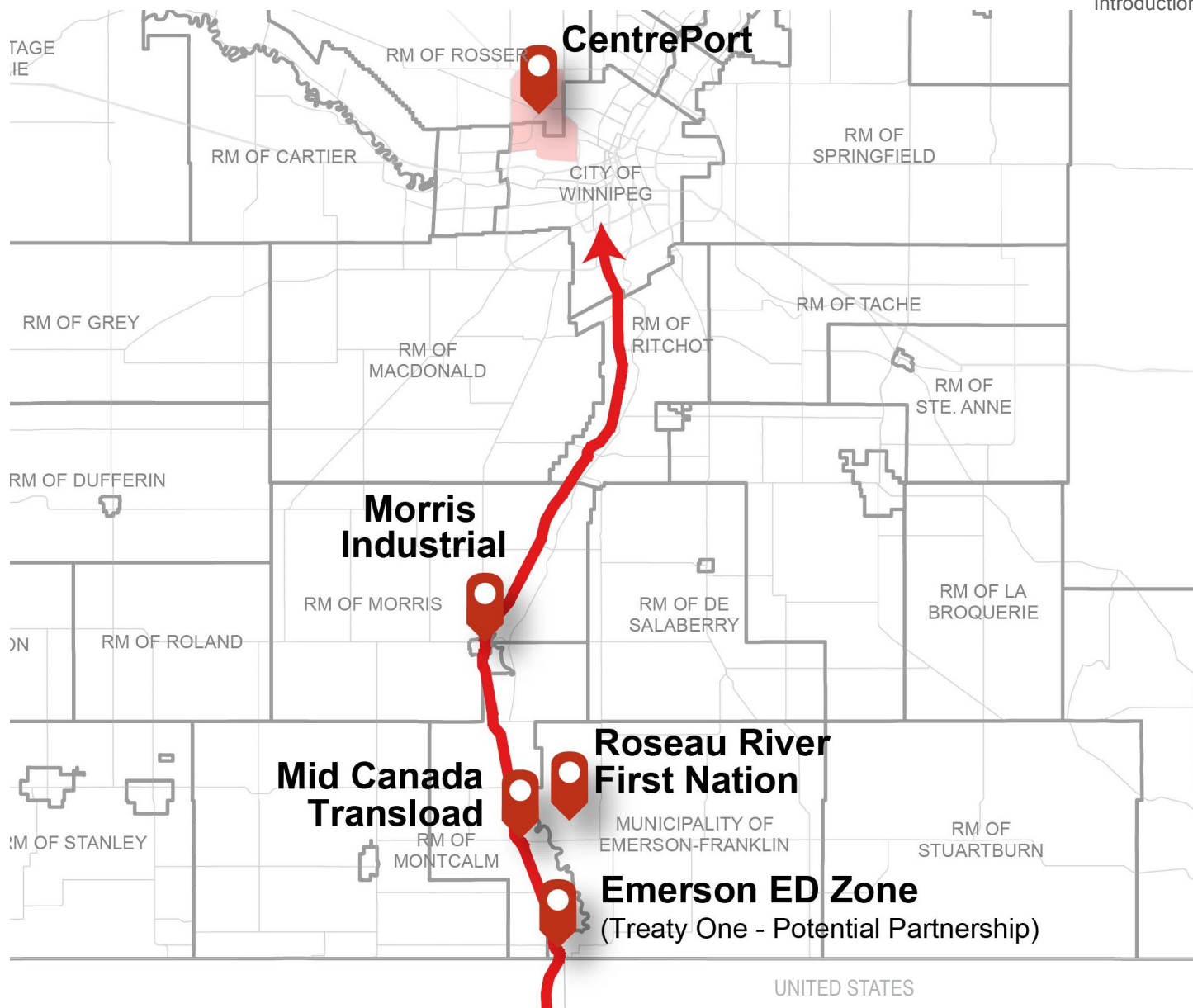


## INTRODUCTION

The following report presents the Mid Canada Trade Corridor concept for Provincial Trunk Highway 75 (PTH 75). As the only highway in Manitoba that is part of the International Mid-Continent Trade Corridor, PTH 75 plays a pivotal role in advancing economic development and capturing increasing growth associated with truck and rail traffic through the Emerson–Pembina Port of Entry (POE).

The Mid Canada Trade Corridor concept embraces a vision that connects the Mid-Continent Trade Corridor, CentrePort Canada, Winnipeg Airport Authority, Arctic Gateway Rail, and Manitoba communities together into an integrated Trade Corridor Network for the Province. It highlights the opportunity for regional economic development, reconciliation and First Nation economic development, potentially including Reserve creation, climate resiliency and flood protection, placemaking and design, and coordinated infrastructure planning including transportation and water services.

A Memorandum of Understanding (MOU) signed in September 2023 between the municipalities of Emerson-Franklin, Morris, Montcalm, and trade organizations such as CentrePort Canada, Manitoba Heavy Construction Association, and Manitoba Trucking Association provides a collaborative framework for advancing the Mid-Canada Trade Corridor concept. The mandate of the MOU is to guide governance and support economic development at Pembina-Emerson POE and other strategic areas within the Manitoba trade network.



## Background

A working group (referred herein as PTH 75 Caucus) has been established with representation from three municipalities along PTH 75 to advance a coordinated approach to economic development and investment. As a result of these efforts, the concept of the Mid Canada Trade Corridor was created with support from the Province of Manitoba (Economic Development, Investment, Trade and Natural Resources; and Manitoba Transportation and Infrastructure), Manitoba Trucking Association, and CentrePort Canada.

The mandate of the PTH 75 Caucus is to advance the long-term vision of the Mid Canada Trade Corridor and provide on-the-ground coordination related to economic development. A critical component of this concept is to take advantage of rail-based and road-based trade through the Emerson-Pembina POE. The POE is well-positioned to access a market draw of over 100 million people, having excellent access to an international trade network including Interstate-29/PTH 75 and several major railways such as Burlington Northern and Santa Fe Railway, Canadian Pacific Railway, and various handling carrier lines.

There is untapped potential that has been recognized by all participants in the Caucus who are prepared to champion a regional approach to trade, economic development and infrastructure planning.



## Current Conditions

PTH 75 is a critical segment of the Mid-Continent Trade Corridor, contributing around \$25 billion CAD of export and import activity through the Emerson-Pembina POE annually. To date, PTH 75 has not been linked to economic development and has been ad hoc with little overall, on-the-ground coordination by governments, First Nations and municipalities. This has resulted in missed opportunities with respect to trade and investment and in turn, a constrained tax base and capacity for accommodating growth.

PTH 75 is an essential route that connects businesses in the Canadian Mid West to an international market of well over 100 million people. The United States is the largest trade partner with Canada in most export markets with PTH 75 playing a fundamental role in facilitating such activity. Currently, land use along the Trade Corridor is underutilized and lacks coordination related to economic development and integration of transportation and water servicing networks. There is untapped potential to capture the nearly 80 million dollars of daily trade activity to create spin off benefits to First Nations, southern Manitoba municipalities, industry and CentrePort Canada.

Major work currently underway:

- Concrete reconstruction of the southbound lanes of PTH 75 from PTH 23 to PR 205; and
- Concrete reconstruction of the southbound lanes of PTH 75 from PR 205 to PR 305.

## MID CANADA TRADE CORRIDOR: THE CONCEPT

The Mid Canada Trade Corridor concept builds on value-added opportunities related to sustainable development, job creation, reconciliation, cultural celebration, and tourism. It is intended to create jobs and investment opportunities that enable economic capacity building while strengthening connectivity, competitiveness and cultural significance as being part of the first land border crossing in Canada.

The long-term vision is to streamline trade flow and maximize efficiencies related to shippers, transportation and logistics companies who gain value from bi-national movement of goods. The short-term vision builds on the immediate 'shovel-ready' development opportunities within municipalities along PTH 75 and its access to a large market reach of over 110 million people south of the border. It also represents an exciting opportunity to support First Nation economic development through support of reserve creation and partnership. The vision for the corridor includes the following:

- Truck and trailer repair and maintenance
- Container storage
- Warehousing and cross docking
- Agri-food processing
- Logistics complex
- Tourism destination
- Hotel and accommodations
- Food and beverage
- Retail

***“This concept is a win, win, win. It uses found money from outside our borders to drive expansion within them.”***

- Emerson-Franklin  
Reeve, Dave  
Carlson



## Strategic Direction

The advantage of PTH 75 is its central location at the entrance of Canada and Manitoba, and the availability of affordable land, infrastructure capacity, and a growing international trade market. Having major transportation links and access to nearby communities, the Canadian portion of the Mid-Continent Trade Corridor via PTH 75 can be leveraged to establish multi-modal, mixed-use development hubs that target a range of mid-to-large scale industrial, commercial, retail and hospitality uses.

The concept has the potential to be a catalyst for investment attraction, sustainable development technology innovation and cultural celebration. It seeks to advance the following strategic directions:

- Build upon and provide a climate that attracts investment in the region's agri-food production and manufacturing sector;
- Enable private sector investment through coordinated marketing and brand awareness;
- Establish physical connections to CentrePort, Winnipeg Airport Authority, and Northern Arctic Gateway Group to streamline north-south trade;
- Safeguard the movement of goods and advocate for timely transportation improvements;
- Streamline bi-national supply chain activity, cross-docking, and product assembly;
- Implement strategies for climate resiliency, flood mitigation and GHG emission reductions;
- Commit to job creation and major economic development projects that are mutually beneficial to the corporate sector, municipalities, government and First Nation communities; and
- Celebrate and recognize the gateway to the prairies and the Canadian mid west region and the significance as the first land border crossing in Canada.



# MID CANADA TRADE CORRIDOR: CURRENT DEVELOPMENT ZONES

Municipalities, First Nations and industries along PTH 75 are in a unique position to mutually support one another and capture investment related to truck and rail traffic. Each development zone has distinct competitive advantages such as low taxes and energy rates, fast-tracked land-development approvals, dedicated fiber internet technology, and an affordable lifestyle that are conducive to investment attraction. The following development zones provide a basis for establishing a coordinated approach to regional economic development.



## 1 CentrePort Canada

CentrePort Canada is North America's largest trimodal inland port and Foreign Trade Zone – situated in the heart of the continent on the northwest edge of Winnipeg. With links to global trade markets via road, rail and air, the inland port's 20,000 acre footprint anchors the global supply chain.



## 2 Morris Industrial Park

Morris Industrial Park is highly marketable and desirable for small-medium scale highway commercial uses. It currently represents about 32 acres over 22 individual lots that range in size from 0.85 acres to 2.85 acres. The park has the advantage of being near Winnipeg and is suitable for transportation-related and agri-food businesses looking to establish satellite sites which rely on nearby support services.



## 3 Mid Canada Transload

Located between Emerson-Franklin and the Town of Morris is the Letellier/Montcalm Industrial Park. The advantage of this location is its position along Highway 201, an east-west corridor that links together other urban areas and communities in Southern Manitoba. It is ideal for investment in trans-loading, agri-food processing, and distribution. There is room to grow and expand at this location with many existing agri-food products and businesses already established.



## 4 Emerson Economic Development Zone

The Mid Canada Gateway Emerson Development Zone represents approximately 120 acres of prime developable land directly adjacent to the Emerson-Pembina Port of Entry. It serves as the immediate entrance into Canada and the last stop before exiting. This development node is envisioned as a trade hub with ancillary, medium-large scale highway related retail and commercial services with enhanced placemaking and tourism appeal. It is a significant opportunity for a collaborative approach to economic development including possible reserve creation.





# MID CANADA TRADE CORRIDOR: BIG IDEAS

## Welcome to Canada Placemaking

As the principal entrance into Canada, Manitoba and Treaty 1 territory, PTH 75 has potential to welcome travellers and newcomers to discover the historical and cultural significance of the area. The unique entry location of PTH 75 provides opportunities for Roseau River Anishinabe First Nation, local and national identity placemaking that can add value to economic development opportunities within several industries, including tourism, hospitality and more.

Collaboration with surrounding communities and all levels of government can further expand opportunities for First Nations beyond provincial boundaries.



*Travel Manitoba Centre, Emerson, Manitoba*

## Reconciliation and Indigenous Commemoration

PTH75 will play a critical role in advancing the Truth and Reconciliation Commission's Call to Action 92 around business and economic development for First Nations. Using PTH 75 as a driver of growth and development, First Nation communities are in a position to showcase and celebrate the story of Treaty One territory.

Economic development projects along the Trade Corridor will create benefits related to commemoration, placemaking and cultural celebration that can be implemented to establish stronger connection to our Indigenous roots as travellers enter/exit Canada.



*Placemaking Signage Examples*

## Clean, Green Technology

Manitoba's bioproduct manufacturing industry is growing. Between 2019 and 2020, the bioproduct industry in Manitoba grew by 25%. This growth is expected to continue with southcentral Manitoba positioned to benefit the most. Southern Manitoba has the largest share of bioproduct manufacturers in the province as a direct output of agriculture and forestry sectors. PTH 75 corridor will play a critical role in driving growth in this industry through integration of land use and distribution networks and leveraging opportunities for biochemicals, biofuel and biomaterial production and supply.



*MLTC Bioenergy Centre, Meadow Lake, Saskatchewan*

## Connecting Development Zones

Establish physical connections between Development Zones along PTH 75 including CentrePort Canada, Emerson-Pembina POE, Morris Industrial Park, Mid Canada Transload, and other emerging multi-modal trade zones. The Emerson zone offers a potential avenue for First Nation economic development, including the possibility of Reserve creation and/or partnership.

Increased intermodal connectivity, digital connectivity adds to the competitiveness of Manitoba and existing trade related areas such as CentrePort Canada and the Winnipeg Airport Authority. Better integration between road, rail and air will improve the trade potential for groups including Manitoba Trucking Association and the Northern Arctic Gateway Group.

These important bridges link the local agri-food and transportation manufacturing sectors with a global trade network. By developing and bridging these economic hubs via PTH 75 corridor it will promote a stronger, more resilient business and economic development climate.

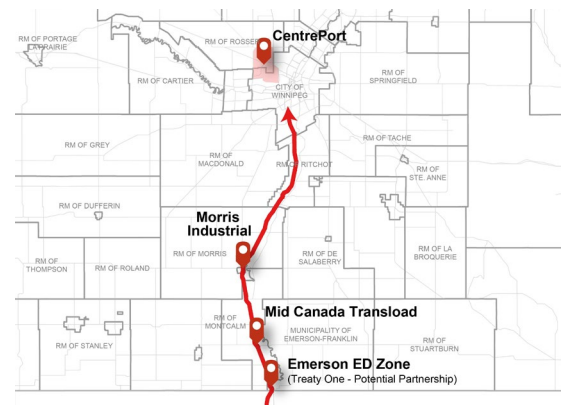
## Network Safety and Efficiency

PTH 75 plays an important role in ensuring Manitoba's economic success and its ability to grow. Infrastructure must continue to evolve in the face of emerging technologies, increasing complexities and interconnectivity, and a changing business climate. Ensuring world-class safety standards, engineering and environmental sustainability while supporting on-going improvements and modernization of the road network is a key priority for the Trade Corridor.

## Community Resiliency

Communities along PTH 75 are working together to grow together. Southcentral communities along PTH 75 are committed to leading 'green' initiatives as a result increased economic development potential. This includes planning for infrastructure related to flood protection and sustainable transportation of goods such as intermodal and transloading facilities.

The Mid Canada Trade Corridor promotes innovative land use practices and standards, providing options to live in a complete, urban standard community. The Trade Corridor can and should support reserve creation opportunities. Coordination and discussion between all types of development will provide the necessary foundation to retain and attract business and support workforce development over the long-term.



*Mid Canada Trade Corridor Development Zones*



*PTH 75 Improvements*



*Main Street, Morris, Manitoba*

# MID CANADA TRADE CORRIDOR: MARKET OUTLOOK

Similar to recent years, the industrial market was constrained due to high interest rates and high construction costs. As a result, the demand for ‘shovel-ready’ medium-to-large industrial lots remains strong and untapped heading into 2024. Industrial vacancy rates across Winnipeg are hovering below 2.0%, which suggests a strong demand for serviced industrial land.

The Province of Manitoba’s recent announcement of \$40 million dollars in funding for infrastructure upgrades within the CentrePort came at a much-needed time as developments have faced servicing challenges both with capacity and uncertainty on timing. While large industrial developer’s ‘eye’ CentrePort in 2024, there is a growing availability of serviced industrial land south of Winnipeg suitable for small-to-medium sized industrial uses.

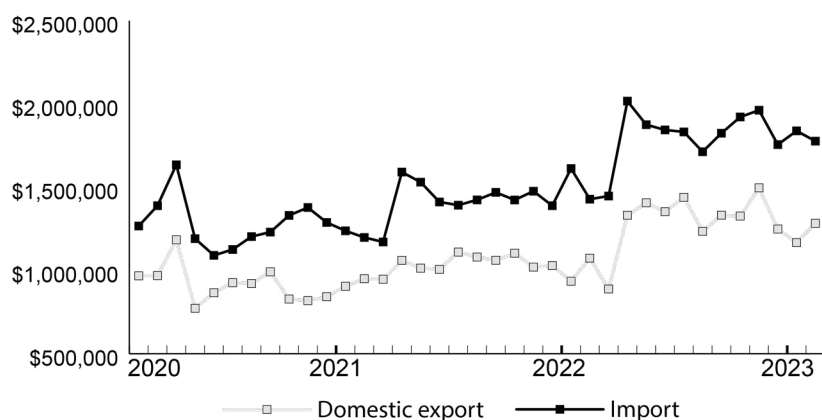
With growing uncertainty around approvals, development charges and increasing competition, demand for serviced lots outside CentrePort becomes more attractive. Commercial and industrial land along and adjacent to PTH 75 will have an advantage over areas of southern Manitoba simply due to affordability and access to international trade via the Emerson-Pembina POE.

Based on six southern Manitoba communities, the average cost for *serviced* industrial lots that range between 0.70 and 4.0 acres in size is \$91,232 per acre. As of Q1 of 2023, the most affordable industrial lots can be found in Ste. Agathe, Morris and Niverville.

**“\$73 million in trade is impacted every day the border remains closed at Emerson.”**

- Deputy Prime Minister Chrystia Freeland following 2022 border blockades

Trade with USA, Manitoba, 2020-2023



Community	Average Cost Per Acre
Niverville	\$ 79,902.13
Steinbach	\$ 99,508.11
Altona	\$ 120,938.30
Ste. Agathe	\$ 75,026.11
Morris	\$ 79,900.00
Morden	\$ 100,000.00
<b>Average</b>	<b>\$ 91,232.59</b>
Rosser*	\$ 125,000.00 +
Winnipeg**	\$ 500,000.00 +

CentrePort Canada  
\* Unserviced  
\*\* Serviced

# MID CANADA TRADE CORRIDOR: LABOUR FORCE OUTLOOK

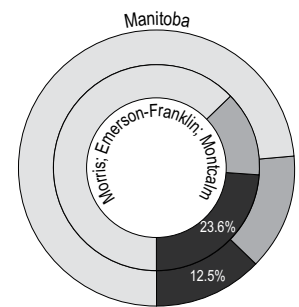
Municipalities along the Mid Canada Trade Corridor including Morris, Emerson-Franklin and Montcalm offer an attractive labour force for the trade and transportation sector. Trades and transportation is the largest employment sector in the region and is a major contributor to growth and economic development for the area.

Communities along the corridor rely on a thriving transportation and logistics sector. The Emerson-Pembina POE serves as a critical gateway for international trade between Canada and the United States, offering potential investment opportunities in customs and border services, logistics coordination, trucking, agri-food processing and warehousing.

Situated in the Red River Valley, communities also benefit from the Red River and water access, as well as access to southwest Manitoba, the most agriculturally productive region of Manitoba. Proximity to the Winnipeg capital region and CentrePort Canada makes Morris in particular an attractive place for investment for trucking and delivery services, freight forwarding, logistics management, and supply chain operations.

Montcalm, located between Emerson-Franklin and Morris, is located at the intersection of Highway 14 and 201 which makes it a vital hub for transporting agriculture and agri-food products. This area is well-suited for various trade and transportation roles by having immediate access to the international export market either by road (via I-29), rail (via CN/CP) and air (Winnipeg James Armstrong Richardson International Airport).

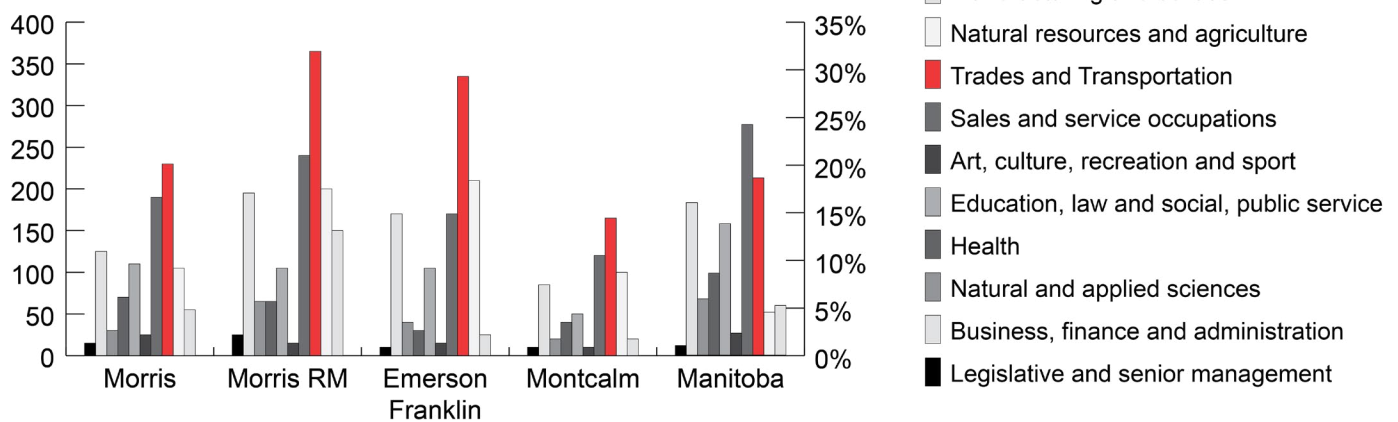
Labour Force Class, Morris, Emerson-Franklin, Montcalm Region



- Self-employed
- Temporary position
- Permanent position

## Labour Force Trends, Morris, Emerson-Franklin, Montcalm Region

Occupation - Broad category - National Occupational Classification (NOC) 2021



## **MID CANADA TRADE CORRIDOR: NEXT STEPS**

In order for the concept to be fully realized, support from all levels of government is required including:

1. MOU implementation on the Manitoba Trade Corridor Network and support for the Emerson Economic Development Zone (potential reserve creation and collaborative partnership)
2. Branding the Mid Canada Trade Corridor and marketing to industry experts;
3. Securing investors at targeted development zones along PTH 75;
4. Building partnerships with representation from First Nations and local governments, corporate sector, and subject matter experts; and
5. Supporting joint funding programs to help advance the Mid Canada Trade Corridor concept.



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