

Eastern Manitoba

Stronger Economies Together

Strategies for Building New Economic Opportunities

Regional Economic Development Strategy & Action Plan

Progress Report

July 2016 to January 2017

Pinawa Channel Photo, Courtesy of Nancy Bremner

Contact...



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Overview

Community Futures Winnipeg River (CFWR) and a regional team are working to implement a **Regional Economic Development Strategy & Action Plan** for Eastern Manitoba to shape the economic future of Eastern Manitoba in a proactive, collaborative regional manner. This plan and related progress is the result of an extensive and inclusive research and planning with active participation from business, social, and local government leaders.

The **Regional Economic Development Strategy & Action Plan** serves as the roadmap for the future economic development efforts of Eastern Manitoba. The strategies and actions aim to address socio-economic challenges and opportunities and are geared towards achieving the following regional economic development mission and goals.

Regional Mission

To work together to create a positive and progressive economic future for Eastern Manitoba that is more diverse, sought after and competitive within Manitoba, Canada and the world.

Manitoba Rural Economic Goals

By 2025, the province hopes to achieve the following outcomes. The goals set in for Eastern Manitoba are aligned and will contribute towards achieving the broader provincial goals.

- ✓ To increase the population across rural Manitoba by 150,000
 - ✓ To grow existing businesses in rural Manitoba by 20%
- ✓ To increase the number of businesses by 3,000 in rural Manitoba

Regional Economic Goals

Based on research and input from the region the following economic goals were determined for Eastern Manitoba to work collectively to achieve over the next five years:

- Goal 1:** Strengthen and diversify the economic base and workforce of the region.
- Goal 2:** Enhance physical infrastructure and services within the region to support business development and high quality living.
- Goal 3:** Strengthen human resource capacity required for economic development.
- Goal 4:** Increase visitation and population within the region.

Highlights on Activities Undertaken in the Region

The economic development activities highlighted below took place between July 2016 and January 2017. They are the collective effort of numerous organizations and communities in Eastern Manitoba. All activities impact the future economy in the region. When we act collectively in key directions we can achieve the outcomes (goals) we seek. ***If you are involved with an economic development initiative we want to know about it!*** Let us know and it will be included in the next **Progress Report**.

<u>Activity Description</u>	<u>Results & Benefit to Region</u>
<p>Pinawa Community Development Corporation established a Regional Incubator Program by attracting business expansion of North Forge Technologies (Winnipeg) to Pinawa. North Forge is Western Canada's largest innovative based incubator program! North Forge East officially opened in the W.B. Lewis Center on January 12!</p>	<p>North Forge East will be a valuable resource for product and business development. They provide mentorship, training and support for entrepreneurs along with physical office space, meeting rooms and fabrication lab for entrepreneurs to access. Successful applicants will embark on a three year Step Program that takes them from business concept to launch with support at every stage. 4 applications have been received to date. See www.northforge.ca/east/ for more info.</p>
<p>Townfolio - 9 local governments will have community economic profiles set up on this internet based Canadian Profile Network. Information essential for business development which includes demographics, labor, taxes, quality of life, housing, transportation, education, companies and utilities is updated monthly and accessible from Townfolio or the local government's website. Regional pricing coordinated by CFWR made participation affordable.</p>	<p>Our communities can be found! Investors have easy online access to local data required to assess potential future business sites. Local governments have access to reliable up to date economic data for planning and promotion purposes. Each community can promote the types of businesses they want to attract on a growing online network visited by site selectors and investors.</p>
<p>Beausejour Brokenhead Development Corporation (BBDC) is working towards establishing a Vocational Training Centre in the region. A Feasibility Study to assess vocational training needs is being conducted as a first step.</p>	<p>Having expanded opportunities to train people in the region is beneficial for residents and businesses alike as it reduces exodus from the area.</p>
<p>Encourage and support infrastructure projects that promote migration, tourism and business development in the region.</p>	<p>Development of Riel Hydro Substation is in full construction in RM of Springfield. Sagkeeng First Nation continues with solar energy project. Many lagoon upgrades throughout region.</p>
<p>The North Eastman Municipal Lobby Committee has been reactivated to advocate for common needs.</p>	<p>12 municipalities are working together to address common infrastructure and service needs that</p>

<p>The first 4 priorities the committee will focus on are:</p> <ul style="list-style-type: none"> ○ Cell and internet and fleet net coverage ○ Bridge funding ○ Water retention and detention/drainage and flood mitigation ○ Regional potable water strategy 	<p>promote high quality living for residents and address requirements of successful businesses.</p>
<p>Whiteshell Laboratories Community Regeneration Partnership is working to address future loss of business and jobs at CNL (previously AECL) in Pinawa. Current attraction efforts have been focused towards a Swedish company planning to manufacture a small modular reactor using a safer lead cooled system which would provide as a more affordable energy source for both commercial and remote settings worldwide.</p>	<p>The Swedish company has committed to conduct the first part of the project at the CNL site in which an electrically heated mock-up of the reactor will be built. If attraction efforts are successful, the second part of the project, building the demonstration reactor, will be conducted here. Approximately 100 jobs for 30 years would be gained. This requires a large investment from the provincial government and a case for support is being developed.</p>
<p>Encourage and support business attraction efforts in the region.</p>	<p>Oakbank is exploring a tech based business opportunity that potentially could create 100+ jobs. Lac du Bonnet is working to attract Tim Hortons. Beausejour is working to attract A&W.</p>
<p>Beausejour and District Chamber of Commerce hosted their 2nd Annual Dragons Den Competition on November 4th.</p>	<p>This event gives inspiring entrepreneurs the opportunity to safely vet their product/service and business ideas to a panel of experts. Advice is provided to help the businesses move forward and some are rewarded with monetary assistance.</p>
<p>Encourage entrepreneurship as a career option for youth through business programs in the schools.</p>	<p>Junior Achievement (JA) was held for grades 3 and 4 at Beausejour Early Years School in January. CFWR facilitated the training and will do this for other interested schools. JA is available for grades 3-12.</p>
<p>RM and Town of Lac du Bonnet formed a Community Development Corporation (CDC) in July. The CDC is currently working with CFWR to establish a Local Economic Development Plan.</p>	<p>A local organization now exists to focus on and lead economic development activities. The CDC will address challenges and explore opportunities.</p>
<p>CFWR developed and implemented Public and Business Economic Development Input Surveys for Lac du Bonnet.</p>	<p>Survey results showed popular opinions for where to focus efforts to improve economic and social conditions in the local area. Survey results were full of great ideas on ways to strengthen the community. Surveys can be accessed and adapted by other municipalities that want to gather local input on economic development.</p>

<p>RM of Springfield has established a Chamber of Commerce.</p>	<p>An organization now exists to enhance collaborations and networking among local business owners. A collective business voice is a powerful resource to address common challenges and opportunities.</p>
<p>Prawda School in the RM of Reynolds was purchased and turned into a Business Centre by a local entrepreneur.</p>	<p>Businesses and nonprofit agencies that require affordable space may be accommodated here. Business synergies among tenants may emerge. The owner is also exploring the development of a Chamber of Commerce for Reynolds.</p>
<p>BBDC hosted a Foreign Direct Investment (Business Attraction) Workshop at South Beach Casino from November 29-30 with 30 participants in attendance.</p>	<p>Skill and knowledge was expanded for how to attract businesses and work with potential investors. Concepts can be applied to investors within Manitoba, Canada and the World. Strengthening the ability “to do economic development” in our rural communities is essential to future success.</p>
<p>Professional Networking Workshop Presentation was conducted by Business Network International (BNI – Manitoba) for businesses on Oct 19th in Beausejour at CFWR’s Small Business Week event.</p>	<p>Skill development for businesses to learn how formal and informal networking can increase their sales. Cross referrals strengthen businesses and the local economy.</p>
<p>Eastman Tourism Association (ETA) is working to update the strategic plan that guides future directions for tourism in the region.</p>	<p>Tourism is an economic driver in Eastern Manitoba. We have a lot to offer and great potential to increase tourism related businesses. Having a coordinated focus for tourism in the region is beneficial for tourism operators, visitors, residents and communities.</p>
<p>ETA hosted a Tourism Community Development Workshop in Vita on Oct 24th to 25 participants. Eastman Region. Manitoba Tourism Education Council (MTEC) taught people and provided a guide for developing a local tourism plan.</p>	<p>This workshop and guide provides practical information on how to develop a local tourism plan. If expanding tourism is part of your economic development strategy, contact ETA to express interest in a future workshop.</p>
<p>Events are a tourist draw. Communities are encouraged to promote big events and to plan new ones, especially in 2017 – Canada’s 150th anniversary of Confederation.</p>	<p>Lots of places to visit and events to attend. See the following sites for more info or to post your event: http://www.eastmantourism.ca/ http://www.manitobahot.com/2016/12/150-things-to-do-in-mb-in-2017/#/gallery/popular</p>