

Eastern Manitoba

Stronger Economies Together

Strategies for Building New Economic Opportunities

Regional Economic Development Strategy & Action Plan

Progress Report

February to November 2017

Pinawa Channel Photo, Courtesy of Nancy Bremner

Contact...



Sharalyn Reitlo, Executive Director
Phone: 204.345.2514 Email: reitlo@cfwr.mb.ca

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 February and November 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>North Forge East (NFE) officially opened in the W.B. Lewis Center on January 12, 2016. North Forge is Western Canada's largest innovative based incubator program. NFE provide mentorship, training and support for entrepreneurs along with physical office space, meeting rooms and fabrication lab for entrepreneurs to access. Successful applicants embark on a three year Step Program that takes them from business concept to launch with support at every stage. See www.northforge.ca/east/ for more info.</p>	<p>There are 10 NFE projects to date. NFE held its first Ramp Up event in Pinawa in May. 20 participants received training and hands on practice were received in business concept development, market validation and marketing pitches. 2 Meet Up events were held in Pinawa and Lac du Bonnet offering business topics and networking for anyone interested. A one day high school education program was held in Pinawa on October 6th.</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. The Feasibility Study has been completed and the Public Report will be released soon.</p>
<p>The North Eastman Municipal Lobby Committee has been reactivated to advocate for common needs. 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, drainage and flood mitigation ○ Regional potable water strategy 	<p>12 municipalities are working together to address common infrastructure and service needs that 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 manufactures of small modular reactors. Pinawa is exploring the option to be SMR test site.</p>	<p>Numerous recruitment efforts have been led by Mayor Blair Skinner. There are 4 companies that are actively interested in the CNL site. Work continues with AECL to allow access to the land.</p>
<p>PCDC and CNL are working to develop a Socio-Economic Plan for the area.</p>	<p>Draft will be shared with the Whiteshell Laboratories Community Regeneration Partnership when ready.</p>
<p>Pinawa continues development activities.</p>	<p>PCDC is creating a plan to upgrade the downtown/marina area. Council has developed an incremental tax bylaw for business development to save funds in reserve for public development projects. International recruitment efforts with China continue and are resulting in growth of visitors, residents and potential business opportunities. Training is also being developed for an International Student Program.</p>
<p>Encourage entrepreneurship as a career option for youth through business programs in the schools.</p>	<p>Junior Achievement (JA) Module Economics for Success was held for grade 11 students at Lac du Bonnet Senior School in November. CFWR facilitated the training and will do this for other interested schools. JA is available for grades 3-12.</p>
<p>RM of Springfield is looking into forming a Community Development Corporation (CDC).</p>	<p>A local organization will be developed to focus on and lead economic development activities. The CDC will address challenges and explore opportunities.</p>
<p>The Reynolds/Whitemouth Chamber of Commerce has been established.</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>BBDC hosted a Foreign Direct Investment (Business Attraction) Workshop Part 2 at South Beach Casino on September 18 with 22 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>BBDC hosted a 1 Day Business Seminar in Beausejour on September 28th with 25 participants in attendance.</p>	<p>Participants gained knowledge in the following areas:</p> <ol style="list-style-type: none"> 1. How to start a business 2. Export and Import 3. 5C Business Panel – Targe Companies

<p>BBDC hosted a How to Start a Business Seminar for youth at EESS on November 8th with 25 students in attendance.</p>	<p>The goal of this seminar is to promote entrepreneurship among youth in the community.</p>
<p>Eastman Tourism Association (ETA) updated the strategic plan that guides future directions for tourism in the region for the next 3 years.</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>Events are a tourist draw. Numerous events took place in 2017 to celebrate Canada's 150th anniversary of Confederation.</p>	<p>Large events around the region included the 4P Festival in Pine Falls, Lac du Bonnet July 1st Celebrations, Boreal Shores Art Tour, Fire & Water Music Festival, Sagkeeng Treaty Days Celebration and the 55th Canadian Power Toboggan Championships in Beausejour.</p>
<p>Eastman Tourism Association received a marketing grant that groups could access funds to market events and festivals.</p>	<p>Communities were provided extra dollars to better market activities to draw increased participants and visitors.</p>
<p>A Forum was held in Brokenhead Ojibway Nation in October to gather regional information/inventory of existing and desired Indigenous tourism products.</p>	<p>The Province and Indigenous Tourism Association of Canada (ITAC) have an MOU to develop Indigenous tourism products/opportunities. A business grant is available for funding assistance.</p>
<p>Not enough interest to establish a North Eastman regional chapter with Business Network International (BNI) – Manitoba.</p>	<p>After extensive promotions to businesses, only a handful would participate in a formal business network. Time and travel logistics were barriers to participation. Chapters exist in Winnipeg and interested businesses are encouraged to contact the Manitoba office for more information. See http://www.bnicanada.ca/regions.</p>
<p>Economic Developers Association of Manitoba (EDAM) is establishing an 8-Module Community Economic Development (CED) Training Program for Manitoba and is expected to launch June 2018.</p>	<p>The training will benefit economic development practitioners and volunteers/boards, as well as council members and CAO's. Elements include planning, project management, community marketing, CED strategies, understanding the economy, etc. The training modules will be hosted in the North Eastman Region in the future.</p>
<p>Beausejour/Brokenhead continues development activities.</p>	<p>The Industrial Park has been expanded; housing developments continue; 2 new businesses have opened on Park Avenue; business expansion, succession and attraction efforts continue.</p>