



Year End Report

September 2009 to August 2010

Prepared by:

LONG RANGE REGIONAL ECONOMIC DEVELOPMENT BOARD

July 31, 2010





July 30, 2010

Mr. Manuel Hackett
Atlantic Canada Opportunities Agency
P.O. Box 1060, Station 'C'
St. John's, Newfoundland
A1C 5M5

Dear Mr. Hackett:

Enclosed is a brief report on our activities over the past eleven months.

Despite ongoing challenges, we feel that our area is moving in a positive direction and there is very little happening in our Zone that we are not involved with at some level.

We look forward to working with our funding partners and the community at large to grow our area in the months ahead.

Thank you for your continued support.

Yours very truly,

Anne Hart, Chairperson
Long Range RED Board

encl.





July 30, 2010

Ms. Sheila Earle
Department of Innovation, Trade and Rural Development
P.O. Box 2006, Mill Brook Mall
Corner Brook, NL
A2H 6J8

Dear Ms. Earle:

Enclosed is a brief report on our activities over the past eleven months.

Despite ongoing challenges, we feel that our area is moving in a positive direction and there is very little happening in our Zone that we are not involved with at some level.

We look forward to working with our funding partners and the community at large to grow our area in the months ahead.

Thank you for your continued support.

Yours very truly,

Anne Hart, Chairperson
Long Range RED Board

encl.

C.c. Mark Felix, INTRD



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I. Introduction

This report covers the time frame of September 2009 to the end of July 2010 which results in compressing the time we had allotted for various initiatives we had committed to carrying out over the term of our last contract which was September 2009 to August 2010. Our Board and staff were quite active over the past year, and we attempt in this report to give an overview of our activities for the past 10 months. Of course, we continue to work on initiatives on a daily basis.

We are moving to a new way of doing business – a Performance Measurement System. This has resulted in a significant amount of extra work outside our IBP. We will not spend time explaining this as readers of this report are more familiar with the process than we are. Meetings were held in Corner Brook in the fall where funders gave an overview of the proposed system. We held a Board retreat subsequently to share the information available with the Board and try and fine tune our IBP. We participated in the training in Deer Lake which was basically at best an introduction to Performance Based Management. We still have some concerns with the new system which may move us away from the community to some degree. However, we will be giving our best effort to make the system work. As always, our success depends a lot on external factors. Sometimes other partners are not as concerned with time frames and making the system work as we are. This may result in problems down the road. Any success we have had or will have is the result of partnerships. No doubt, the same holds true for failures.

Time constraints make it impossible for us to elaborate on our activities to the degree we would like. We have done our best under the circumstances to give the reader a good idea of our activities over the past 10 months.

II. Management and Operations

Board Members:

Name	Position	Geographical Area
Anne Hart	Chair	Aboriginal Representative
Cynthia Downey	Vice Chair	Stephenville Crossing, Mattis Point, Gallants & Black Duck Siding
Susan Fowlow	Secretary / Treasurer	Stephenville, Cold Brook, Noel's Pond & Gull Pond
George Lee	Director	St. George's, St. Theresa's, Flat Bay & Barachois Brook
Randy Lieb	Director	Burgeo, Ramea, Grey River & François
Catherine Fenwick	Director	French Culture Representative
Nathan Dennis	Director	Port au Port Peninsula
Cator Best	Director	Port au Port East, Point au Mal, Fox Island River & Kippens
Lloyd Harnum	Director	Bay St. George South, Fischells to Highlands

There were no new Board members elected to the board but there was a change in leadership. Anne Hart became the new Chair, Susan Fowlow was elected as the Secretary / Treasurer and George Lee was elected as a Director on the Executive.

Staff:

John MacPherson	Executive Director	Staff
Debra Coughlin	Economic Development Officer	Staff
Sheila Hawco	Administrative Assistant	Staff

Our Board has been very active in a hands-on way over the past year. Board members assisted with the arrangement of sub-zonal meetings and chaired the sessions in their particular areas. Board members attended meetings of municipalities and other development organizations to make their communities aware of Zone board activities and to bring information from their areas back to the Zone board table. Board members actually wrote up brief descriptions of potential activities from their areas for consideration as items to be included in the IBP.

III. CF1 Initiatives for 2009 - 2010

CF1 – Develop and coordinate the implementation of a SEP in the Zone supported by an IBP.

1) Assessment of the Agriculture sector for Zones 9 and 10

A consultant was engaged – AgraPoint from Nova Scotia. This was made possible by funding acquired through the Department of Natural Resources' Growing Forward program. The Long Range Regional Economic Development Board paid \$5325.29; the HST portion of the contract. There was a delay in the final report as the committee felt it was better to extend the time allocated the consultant to insure the best quality report possible. The Long Range Regional Economic Development Board applied for an amendment to the contract and this was approved. The final document has been presented and has been distributed to those interviewed during the process. There is no doubt that this document has the potential to guide the future growth of agriculture in our region and could be used in other parts of the province. Arrangements are being made to officially go public with the document in August. We are proud of this piece of work and the role we played. We compiled the original proposal; managed all financial aspects of the project, and liaised with the consultant. This meant numerous communications throughout the process. In order to conclude the project, we also contributed \$5325.29 in cash to resolve the GST issue. While we are proud of the work we did here, we were by no means alone. We had a very strong Steering Committee that was hands on from beginning to end. They also played a major role in the document that resulted. The document is currently available on our website at www.zone-9.com. To all who were involved, a sincere thanks.

Steering Committee members:

- Debbie Munden, MMZC
- Sheila Earle, INTRD
- Baster House, INTRD
- Sam Organ, Rural Secretariat
- Sonya Lane, ACOA
- Mike Fleming, Dept. of Natural Resources – Agriculture
- Otto Goulding, Dept. of Natural Resources – Agriculture
- Brent Howell – College of the North Atlantic

2) Building for Secondary Processing

We worked with the Bay St. George South Area Development Association to obtain funds and construct a building to be used for the secondary processing of meat products. We developed a proposal for funding and were successful in obtaining funds through Service Canada. We assisted with monitoring the construction phase of the project and the building is now ready for operation. We thank our partners in this project: the Bay St. George South Area Development Association; the Department of Natural Resources; Loch Leven Abattoir and Service Canada. Secondary processing will be a major boost to the beef and port industry in our area.

3) Pilot grow out of Dairy Calves

The end goal with this project is to take a product currently wasted, i.e.: put into garbage and turn it into a money maker for farmers. We spent the last year researching this potential both provincially, nationally and internationally. Bull calves from dairy operators are an issue world wide. However, it is no longer acceptable to kill these animals at birth. Our research indicates that properly managed, these animals can be grown out and be a money maker for the industry.

4) Oil and Gas Symposium

We worked with the Western NL Oil and Gas Committee to plan and deliver the symposium held in September of 2009. As part of this process, we had a section of road in the Ship Cove area upgraded to allow access by symposium participants to the fossil beds located in the area. This entailed a proposal to the Department of Natural Resources (Forestry), several meetings and monitoring of the road upgrade.

5) Three Phase Power

This project is complete! The positive results can be seen already as a major development for the area is moving forward due to three phase power being available. We managed all aspects of this project: proposal writing, meetings with NL Power, funders and private sector partners. The issue surrounding HST alone resulted in five meetings with funders and six with the private sector partners. Over the past year, this project took a significant portion of our time but we can

now say “time well spent.” It took the involvement of many to deliver this project. The support of ACOA and INTRD from a funding perspective and also for the human resource support; to New World Dairy and Bay St. George South Area Development Association also provided guidance and contributed greatly to the process.

6) Aboriginal Business Gala

We hosted a business gala in partnership with the Aboriginal Business Advisory Committee. Our role was to develop a proposal to Service Canada to acquire the Human Resource necessary to help with the organization of this Gala and also to help identify and contact local aboriginal businesses for the gala. The event was very successful. Some 64 aboriginal businesses were recognized at the event. As well, because of our activity with the aboriginal community in the Zone, the office of Ulnooweg, a funding agency for aboriginal businesses was set up in the area.

7) Develop a committee to prioritize tourism products.

The community of St. Georges was identified as an excellent site for tourism potential because of its unique history, numerous artisans and rich Aboriginal presence. A committee made up of local artisans, business people and interested individuals was formed and after several community meetings and one to one conversations it became evident that there was a limited knowledge with regards to the current trends in the tourism industry. As a result, we proceeded to hold training sessions to provide information to tourism operators.

8) Phase I - Develop an interconnecting walking trail system for Stephenville.

In 2008 the Long Range Regional Economic Development Board (LRREDB) was approached by members of the International Appalachian Trail with the idea of establishing a regional trail system. The LRREDB was asked to help organize and take an active position on the committee. After several community consultations it was decided to call the group the Walk -A-Ways Trail Committee. The Committee was made up of representatives from Stephenville, Kippens, Stephenville Crossing, Noels Pond, and Long Gull Pond established a working group and developed a presentation that outlined the proposed trail system and the assistance that was needed to make this a reality. Over several months each community was informed of the proposed plan. The only uptake, from the presentations, to develop an interconnected trail system, was from Stephenville.

In 2009 work began on the Walk-A-Ways Trail System in Stephenville. The system is made up five (5) separate trails with a total of 7.5km. The Walk-A-Ways main sign and start is located at the Kindale Library on Carolina Avenue. The trails include the WE Care Trail, Ned’s Pond Meander, Blanche Brook Fossil Trail, Seaside Stroll and Warm Brook Wander. The trail was made possible with the financial support of Service Canada, Town of Stephenville and local businesses. The LRREDB provided assistance by facilitating meetings, writing proposals, researching trail development, seeking expertise, maintaining connections with the Department of Tourism - Trails Division, ensuring community input, supervising and guiding the trail

supervisor, providing office support, creating the design of the trail signs, planning the official trail opening and organizing the media coverage.

Phase I of the project is 100% complete and Phase II should start August 2010.

9) Broadband Burgeo

We developed a proposal for the Burge Broadcasting Company for submission to Industry Canada under their latest round of funding to provide broadband service to rural and remote areas. This was a substantial proposal that took considerable time. Unfortunately, the proposal was not successful. However, the group has found another means to upgrade their system.

10) Broadband Ramea

We had a request from Ramea to do a proposal for them as well. Unfortunately the deadline had passed. We followed up with Industry Canada to see if there was going to be an extension; however, this was not going to happen. We also contacted Persona to see what their long term plans were for the area. At that time, they were awaiting government's decision. Since then, the decision has been made and it was not favorable for areas like Ramea.

11) Expansion of Veterinary service to Stephenville

We were approached by Dr. Lesley McGregor wanting assistance in possibly expanding her veterinary office into Stephenville. We identified several locations (properties) for her and worked with her on gathering information for a business plan. After doing a cost benefit analysis, Dr. McGregor has decided to expand her operation at her current location in Maidstone / St. Davids.

IV. CF2 Initiatives for 2009 - 2010

CF2 – Develop a strong partnership with municipalities in the Zone that incorporates the strategies and priorities of municipalities in the economic planning process.

12) Opportunity Awareness Sessions

We held opportunity awareness sessions in all our sub-zones. Board representatives in each of the seven (7) sub-zones assisted with setting up the meetings and chaired the meetings. Our Chairperson, Anne Hart attended most of the sessions as well. We presented the list of opportunities identified previously and gave a brief update on those that have been acted on. The main focus of our sessions was the emerging performance measurement way of doing business and based on what we had been told to date, the affect this would have on our traditional way of doing business. Our message was to get us their ideas by June if we were to have a chance of including them in our IBP. The result of the sessions of course, was for more ideas than we

could hope to work on in the next year. A funneling session was held on June 9th with participation from Board members, funding partners, the Stephenville Economic Development Committee, CBDC Long Range and the Bay St. George Chamber of Commerce. This process identified our priorities for the IPB in the coming year.

13) Economic Development Plan for the Town of Stephenville

The Town of Stephenville has its Economic Development Plan in place. Our role was one of facilitation. There were bi-weekly meetings of the committee leading up to the actual consultation piece. We arranged meetings and chaired two of the consultation sessions. We also wrote up a profile of the town and other communities in the Zone. We continue to work with the Town as we move to the implementation phase of the plan.

14) Development of the ICSP process for the Town of Kippens.

The Long Range Regional Economic Development Board was asked to sit on the Steering Committee for the Integrated Community Sustainability Plan (ICSP) for the town of Kippens. Our involvement included working with the consultant to develop a plan to engage community residents, attend community consultations, review resident input and develop a long term strategic plan.

Because of our many connections within the region we were able to build Committee awareness of some of the issues other communities in the area had and suggest partnerships as a way of resolving issues. During the process we continued to recommend partnerships wherever possible.

15) Park and Trail Development – Cape St. George

We worked with the Town of Cape St. George on this project. Other partners were the local recreation committee and the Francophone associations. A proposal was developed and submitted to ACOA to obtain funds for signage to promote the park. The historic bread oven and whale watching signage has been installed. An itinerary of attractions has been developed and the map of the peninsula has been updated. Funding for the Acadian monument is in place and the monument will be installed in the fall of 2010.

V. CF3 Initiatives for 2009 - 2010

CF3 – Develop partnerships in planning and implementation with Chamber of Commerce, Industry Associations, labour organizations, post secondary institutions, CBDC's and other Zones that advance and support the economic and entrepreneurial environment of a Zone.

16) Port au Port Fall Fair

We continue to support the Port au Port Fall Fair. We assisted with identifying vendors and were responsible for advertising / promoting the event which is growing annually.

17) Bay St. George South Farm Days

We supported farm days in Bay St. George South by assisting with the development of the agenda as well as printing and distribution. We are also responsible for the promotion of the event.

18) Oil and Gas opportunities identification session

We held an information session for business on May 4th, 2010 at the Holiday Inn. Jodi Brushett, an employee of ACOA, gave an overview of activities on the Burin Peninsula and opportunities that were missed. The session was well received and industry players in attendance supported Mr. Brushett's presentation and pointed out that if we continued on our present track, our area was in a position to capitalize on development when it comes.

19) Bay Expo

Each year the Long Range Regional Economic Development Board supports the Bay St. George Chamber of Commerce Bay Expo. This year we decided not to rent a booth that promotes the Long Range Regional Economic Development Board. Instead, we rented two booths; one for Hillview Nursery, a business in the Bay St. George South, and the other for Stephenville Theatre Festival. Our intention was to help grow business. This proved to be a good move as Hillview Nursery reported excellent sales during Bay Expo that has continued into the summer.

20) Small Business Week Activities

The Long Range Regional Economic Development Board is very active in the planning and execution of Small Business Week Activities. The full week of activities help increase the visibility and viability of local business. Our efforts not only focus on business around Stephenville but extend to the sub-regions in the area. Our participation includes sitting on various sub-committees like the Profile Selection Committee (Choose a business to profile during the week), the Marketing Committee and the Budget Committee. In addition, we planned a full day of activities that included, *How to Give an Effective Presentation; Occupational,*

Health and Safety; and Office Etiquette in Today's Workplace. These sessions were well attended.

21) Restructure Coastal Management.

The St. George/Port au Port Peninsula Marine and Coastal Resources Steering Committee formed in 2007, and as time passed the number of members on the committee began to dwindle. The Committee discussed restructuring and recruiting so that the committee would remain viable. The Long Range REDB agreed to undertake the capacity building, however, shortly afterward the Committee felt they could still carry out the mandate of the Committee with the existing members and recruit members while they were completing their projects.

Significant Coastal and Marine Areas Mapping Project

The Significant Coastal and Marine Areas Mapping Project was the first project undertaken by the Bay St. George/Port au Port Peninsula Marine and Coastal Resources Steering Committee for several reasons. From an educational perspective, the atlas can be used to create awareness about the marine and coastal areas within the geographic boundary. Through the collection of traditional knowledge, sensitive areas that require special attention can be identified; and combining the maps and database of information into an atlas, the committee will be creating a tangible product that can be of practical use for communities, municipalities, organizations and industry for long term planning. Further, residents can be better informed on the uses of the coastline in their areas.

The Long Range Regional Economic Development Board, led the project, and provided a dedicated resource person for the project. Community consultations were organized throughout the region, encouraging local individuals from a variety of interests to participate in the coastal planning process. The information collected was recorded directly onto resource based maps provided by the Department of Fisheries and Oceans, as well input into a database. The final next step involves bringing the information together to form an atlas which the Bay St. George/Port au Port Peninsula Marine and Coastal Resources Steering Committee will distribute.

22) Support the Southwest Coast Tourism Network (SWCTN)

Throughout the year the Long Range Regional Economic Development Board attended regular meetings of the SWCTN. In sitting on the committee as a resource person we were able to provide feedback on ideas, assist with travel and meeting expenses for other members, and dedicate staff time to plan and execute activities and events for the SWCTN.

23) Generate interest for a Business Network in Bay St. George South

Preliminary discussions have been held with businesses in the area but for a variety of reasons, the businesses have not met collectively. Initially the person from St. John's was not available and later community issues facing local businesses delayed the process. A meeting has been

scheduled for August 19, 2010. Based on discussions held to date, we are confident a strong network will emerge from this area.

24) Offer Business Builder Sessions identified in the BRE research.

Our objective for 2009 / 2010 was to offer three (3) Business Builder Sessions that focused on Business Recruitment, Business Retention and Skills Development. The well attended sessions, averaging 16 participants per session, were offered during lunch hour. The most successful part of the process was engaging different businesses.

The organizing committee, consisting of Innovation Trade Rural Development, Community Employment Readiness Centre, Human Resources Labour and Employment, Community Business Development Corporation Long Range and the College of the North Atlantic assisted in developing the format and providing expertise for each of the sessions.

- Business Recruitment - provided solutions to solving recruitment problem
- Business Retention - provided information on strategies to retain employees
- Skills Development - encouraged discussion amongst business owner and resource people on the skills employers that employers are looking for in an employee.

25) Promote Life long learning.

We continue to play an active role with the Community Education Network (CEN). The role of the Community Education Network is to promote and provide life long learning and early intervention services which is the important piece in our efforts. To do this, CEN currently employ's 225 people and are responsible for a four million dollar budget. A real benefit resulting from our involvement is the partnerships we build with others who are involved and whom we work with on a variety of other initiatives.

VI. CF4 Initiatives for 2009 - 2010

CF4 – Undertake capacity building and provide support to stakeholders to strengthen the economic environment of the Zone.

26) Experiential Tourism Workshop

The Long Range Regional Economic Development Board felt some basic research was required prior to moving forward with any tourism development plans. It was decided that a couple of focus groups sessions would provide knowledge on the tourism industry, as well as gain feedback on the current awareness level of the community and its tourism players regarding the global tourism market, the provincial direction and experiential tourism. It was felt that the sessions would allow participants to gain a common understanding of the industry, as well as provide an opportunity for a more focused direction in which to move forward. The existing and

potential tourism operators identified the need for more tools in order to better craft products / experiences for the tourism industry.

Past affiliations with Jonathan Foster, Executive Director of the Gros Morne Institute for Sustainable Tourism opened the door to discussions on the possibility of holding two focus group sessions. One, focusing on the community of St. Georges and the other, focusing on the players more closely connected to the Southwest Coast Tourism Network. All tourism operators in Zone 10 were invited to this session.

Jonathan facilitated both focus group sessions and spoke on the following topics: how to go about constructing authentic experiences; learn more about today's tourism market; how to go about packaging and selling product (experiences), and how to capitalize on the governments advertisements and marketing organizations.

The focus groups were well attended with a wide variety of interests represented. The update regarding the current trends in tourism sector, the knowledge and the direction of key players such as the Canadian Tourism Commission and the NL Department of Tourism helped participants understand the connection with the industry. The information also helped participants identify key gaps in their knowledge base and recognize that more training is needed for the area, particularly as it related to crafting tourism experiences. It was further identified that assistance in gaining this knowledge is required in order to move the sector forward.

27) Soaring to Excellence: One year pilot project offering regional training to front-line workers in the business sector.

The Soaring to Excellence project was designed to create a culture of quality customer service for the area. It proposed four (4) training sessions over a 12 month period with each session containing four (4) modules (a total of 16 available training sessions) to better prepare employees for work in the work place. The topics considered were Communication, Team Building, Leadership Motivation and Know Your Region.

The following partners were involved in the initial discussions, prior to approaching the businesses. The LRREDB wanted to know if the project would be of value to the partner organization and whether or not they would support the project. Preliminary discussions indicated that support was there and the concept was valid.

Partner organizations:

- Innovation Trade Rural Development - Capacity Building Program
- Human Resources Labour Employment
- Community Employment Readiness Centre
- Community Business Development Corporation
- Town of Stephenville
- Business Improvement Association (Stephenville)
- Bay St. George Chamber of Commerce

The next step of the project was to present the concept to the business community. There were a great number of businesses who supported this idea and welcomed training sessions for their employees. A couple of meetings were held to discuss the concept further and to determine how to move the initiative forward. As time went on, it became more and more difficult to get the business owners together; not due to lack of interest but because of conflicting schedules. There is still a significant interest in the business community to create some sort of customer service training. The Long Range Regional Economic Development Board has agreed to meet late summer of 2010 with the interested business and reevaluate the approach to meeting their training needs.

28) Support the Southwest Coast Tourism Network Annual General Meeting

In November 2010, the Southwest Coast Tourism Network (SWCTN) held their Annual General Meeting and planning session in Port aux Basques. The LRREDB spent quite a bit of time recruiting tourism operators to attend the AGM and also assisted in the planning and implementation of the workshop. During the AGM, the stakeholders broke into smaller discussion groups to identify projects that would build the tourism industry in Zones 9 and 10. The LRREDB has committed to growing the tourism industry by including some of these projects in the 2010-2011 IBP.

29) Capacity Building Modules for organizations / business groups.

Again, this year we promoted the Capacity Training program in our area. We sponsored sessions by:

- Aboriginal Business Advisory Committee
- Bay St. George Area Development Association
- Community Education Network
- NL Aboriginal Women's Network (NAWN)
- St. George's Indian Band

Our role was proposal writing and financial management of all these projects.

30) Capacity Building for Board: Two modules to be determined by Board.

The focus of the first retreat was the new Performance Measurement process and IBP review. While there were many questions still left on the table, the retreat did give the Board an understanding of the new process and the ability to structure the IBP to fit the new process that will be put in place in 2010 – 2011 realizing that the information available would probably change as the year progressed.

A joint meeting of CBDC Long Range and the Long Range Regional Economic Development Board was held on June 29th, 2010. This networking session is beneficial to both groups, in particular, new Board members who gain a better understanding of the partnership we have, and

while are roles are different; the work we do on a daily basis compliments both organizations making our community stronger.

VII. CF5 Initiatives for 2009 - 2010

CF5 – Coordinate and facilitate linkage with Federal / Provincial government departments and agencies in support of the SEP.

31) Present a rationale to Government regarding the need for an Agriculture field person for Zones 9 and 10.

We have developed the rationale for an agriculture field person for Zones 9 and 10. Due to delays in accessing programs for farmers, in particular new entrants, who as identified in the recently completed study are key to the long term growth of the sector; this, combined with the other issues that arise due to the present representative having to large an area to manage would seem to make filling the vacant position in our region a no brainer.

32) Information Sessions on Agriculture

Two sessions were held with farmers to get their views on the industry in general. One at the WE Cormack Centre as part of the Town of Stephenville's planning process and the other at the Holiday Inn where the report of the consultant was presented. This information provided for good discussion from the farmers in attendance from Zones 9 and 10. The next step is the implementation process in the coming year.

VIII. Operation Compliance for 2009 - 2010

Operation Compliance

33) NLREDA Support

We supported NLREDA over the past year by providing our financial contribution to the group as well as attending the annual meeting and assisting with the coordination of the Annual General Meeting which was held in Corner Brook. We also attended the session in St. John's in December to review the strategic plan of NLREDA and provide direction for the future. We sat on a provincial committee of NLREDA whose role was to obtain a consultant to gather information for a business plan for a "Cooperative Operational Support Services Co-op". This will provide the provincial not for profit sector with the ability to increase their buying power with items across the board in particular, things like insurance. The money was obtained and a consultant was hired and a draft business plan is being reviewed. Reaching this stage required four (4) meetings of the provincial group and interviews. Of course, the real day to day work required was done by Ted Lomond of NLREDA.

34) 3 Quarterly meetings – 1 Renewal Meeting

Three quarterly meeting were held and the renewal meeting is pending. The guidance provided by funders at the initial quarterly guided our IBP and made it more focused. Readers of this report will have to make the decision as to how successful we were over the past year.

35) Minimum of six (6) Board Meetings

The Board held six (6) regular board meetings over the past year; an annual general meeting; one (1) special meeting and five (5) executive meetings.

IX. Other Initiatives for 2009 - 2010

36) Community Radio – Multiculturalism Day

We partnered with the Rural Secretariat, the College of the North Atlantic, Communities in Schools and Human Resources, Labour and Employment the Office of Immigration and Multiculturalism to host a week long radio event using our own radio station. We broke the week up into theme days:

- 1. Community Engagement Day - Monday, March 22nd**
- 2. Multiculturalism Day - Tuesday, March 23rd**
- 3. Environment Day - Wednesday, March 24th**
- 4. Agriculture / Economy Day - Thursday, March 25th**
- 5. Lifelong Learning Day - Friday, March 26th**

The week was very successful! Some have difficulty tying this type of event to economic development but we don't. For example, one of the things that resulted from the day highlighting agriculture – we started the day with a breakfast of local product such as locally made sausage, bacon, free range eggs, partridge berry muffins, homemade jams, etc. and we invited those who supplied product to breakfast. Mr. Wade Alley of Loch Leven Slaughterhouse who supplied the sausage and bacon, met a chef who has his own restaurant, and that chef is now a customer the Slaughterhouse. As well, Mr. Alley did an interview over the air plus was covered in local print media. This has resulted in an increase in business for Loch Leven Slaughterhouse.

We tied our radio broadcast to Multiculturalism Day and worked with Human Resources, Labour and Employment along with partners previously mentioned to celebrate the diversity of our Zone. Interviews were done with immigrants getting their personal stories and entertainment was provided by various ethnic groups. This day and the whole week was a resounding success and did much to highlight some of the assets in our community both human and physical.

37) Stephenville Community Market

The LRREDB was asked by the Stephenville Sustainability Network to act as a resource for Stephenville Community Market Committee. The community market is a joint venture between the Stephenville Sustainability Network and the Lions Club that is open on Saturdays from June to September. The LRREDB sits in on meetings on a regular basis. We have assisted the Committee by writing a funding proposal, promoting vendors, and photo copy flyers.

38) Feather and Folk Festival

As part of a provincial tourism initiative the Southwest Coast Tourism Network (representing an area encompassing Cape St. George to Grand Bruit) in Partnership with the Western NL Destination Marketing Organization initiated 10 day festival of events and activities throughout the area.

The focus or main theme of the event is birds and birding. This takes advantage of varied species of birds located in the Codroy Valley and Stephenville Crossing Wetlands. The timing of this event coincided with the annual migration and nesting of many species.

In addition to the main theme, opportunities for hiking, cultural walking tours and musical entertainment were promoted to encourage visitors to explore many of our communities and attractions.

The LRREDB contacted business one by one and informed them of the opportunity to use this event as an income generator. Our efforts paid off because more than six (6) businesses, not directly related to tourism, became engaged. Some of our other involvement included organizing and executing the Opening Ceremonies and the Family Fun Day. The involvement of the Long Range Regional Economic Development Board is very much hands on position rather than merely an advisory position. It would extremely advantageous for the SWCTN have a dedicated tourism person to grow the industry.

X. Partnerships and third-party relationships

Partners:

- Town of Cape St. George
- Town of Stephenville
- Town of Kippens
- Town of Burgeo
- Town of Ramea
- Local Service District of Bay St. George South
- Town of Port au Port West
- Port au Port Economic Development Association
- Bay St. George South Area Development Association

- Tour de Port au Port Committee
- Walk-A-Ways Trails Committee
- Community Market Committee
- South West Coast Tourism Network
- Western NL Oil and Gas Committee
- Marine & Mountain Zone Corporation
- Community Education Network
- College of the North Atlantic
- Bay St. George Chamber of Commerce
- CDBC Long Range

Government Departments and Agencies:

- Atlantic Canada Opportunities Agency
- Department of Innovation, Trade and Rural Development
- Department of Natural Resources – Agriculture and Forestry
- Department of Fisheries and Aquaculture
- Department of Tourism
- Rural Secretariat
- Human Resources, Labour and Employment
- Department of Immigration
- Department of Fisheries and Oceans
- Canadian Food Inspection Agency
- Agriculture Canada

Businesses we worked with over the past year:

- New World Dairy
- Whitecliff Farms
- McGregor Veterinary Services
- Loch Leven Slaughterhouse
- Hillview Gardens
- Western College
- Romaine's Farm
- Indian Head Co-op
- Stephenville Hotel
- Danny's Bakery

New Businesses:

We worked with seven (7) new entrepreneurs over the past year. After initial meetings, three (3) of those were connected with our local CBDC. We assisted two (2) of these people develop

business plans. After several meetings, the others decided to defer their plan and possibly pursue some other enterprise.

XI. Conclusion

Writing this report highlighted for us the time we spend reporting on our activities to the general public, local media and funders. It encourages us to look at more effective ways of communicating. Just meeting with the communities took seven days out of our scheduled 247 to deliver on our IBP. Then take monthly reports, quarterly reports and 30+ more days out of the equation to deliver the IBP and the year end report plus staff holidays and sick time, though this was minimum, it becomes obvious that our three (3) staff people did not do it alone. The active support of the Board played a major role as did the staff working in excess of the traditional 7.5 hours a day. The support of our funders was also essential to our accomplishing what we did. When all factors are considered, we are proud of our accomplishments over the past year. It is now for others to determine our overall success. Regardless, we can hold our heads up and say we did our best and our communities are stronger economically due to our efforts.

X. Proposed Budget for September 2010 - 2011

**Long Range Regional Economic
Development Board
Proposed Budget
September 1, 2010 to August 31, 2011**

Expenses	Budget	Expended	Balance
Rent	14,000	0.00	14,000
Board Travel / Committee Travel / Meetings	12,000	0.00	12,000
Staff Travel	10,000	0.00	10,000
Telephone / Norstar / Cell	10,000	0.00	10,000
Photocopying / Facsimile	1,500	0.00	1,500
Postage / Courier	250	0.00	250
Workshops & Training	1,000	0.00	1,000
Annual General Meeting	750	0.00	750
Communications	6,000	0.00	6,000
Legal and Audit	2,100	0.00	2,100
Bank Charges	800	0.00	800
Website/Internet	600	0.00	600
Computer Hardware / Software	500	0.00	500
Insurance	1,550	0.00	1,550
Membership / Conference Registration	1,500	0.00	1,500
Pan Provincial Association Membership	1,750	0.00	1,750
Misc	104	0.00	104
Office Furniture / Supplies	1,400	0.00	1,400
Subtotal	\$65,804	\$0.00	\$65,804
Human Resources			
Executive Director	60,718	0.00	60,718
Executive Assistant	33,561	0.00	33,561
EDO	42,452	0.00	42,452
MERC / Employee Benefits	19,964	0.00	19,964
Subtotal	\$156,696	\$0.00	\$156,696
Total	\$222,500	0.00	\$222,500
Revenue			
ACOA	166,875	0.00	166,875
REDB PrePaid	125	0.00	125
DITRD	55,500	0.00	55,500
	\$222,500	0.00	\$222,500