

Corporation de
développement économique

Saint-Pierre en Boom

Community Development
Corporation



**Planification stratégique et plan d'action
2020 - 2023
Strategic Planning and Action Plan**

Animée et préparée par

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Prepared in July 2019

Revised in December 2021

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Role of the Association of Manitoba Bilingual Municipalities (AMBM)

Formed in 1989, the AMBM is the voice for those Manitoba municipalities which have adopted policies favouring the active offer of municipal services in both official languages to their population. The AMBM's bilingual municipalities regroup official language minority communities, where the use of French is recognized as an added value, both economically and culturally. Defending the interests of its members at the provincial and national levels, the AMBM includes, in addition to the City of Winnipeg, the fourteen rural bilingual municipalities in Manitoba. These are mainly distributed within a radius of about 100 kilometres from Winnipeg. AMBM's mandate is to:

- ✓ Bring together the bilingual municipalities of Manitoba
- ✓ Help municipalities adopt policies in favour of bilingualism
- ✓ Help municipalities offer municipal services in French
- ✓ Develop resources and services facilitating the offer of municipal services in French
- ✓ Ensure the promotion and development of bilingual municipalities
- ✓ Facilitate access to the resources required to ensure the implementation of bilingual municipal services

Role of the Economic Development Council for Manitoba Bilingual Municipalities (CDEM)

The CDEM has been a driving force behind economic development in Manitoba's bilingual communities since 1995. Our mission: stimulate, encourage, support and coordinate economic development in the communities that belong to the Association of Manitoba Bilingual Municipalities (AMBM). We thrive on the added value of bilingualism in our communities' economies.

Our activities in the area of economic development have two main bearings: we coordinate the implementation of major economic development projects, in close cooperation with bilingual municipalities and their community development corporations. These projects are often the product of Visions, i.e., medium to long-term plans established with the CDEM's support and available to all bilingual municipalities. We offer a wide range of services to start-ups, existing businesses and businesses looking to expand or export.

- ✓ We offer services in French to established businesses and start-ups.
- ✓ We offer French business development programs, many that are tailored to the needs of entrepreneurs.
- ✓ Our investment fund gives small businesses access to risk capital.
- ✓ We coordinate the implementation of major economic development projects.
- ✓ We work in the following sectors: tourism, rural development / small business support, green economy and youth financial literacy.

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Responsibilities of a Community Development Corporation (CDC)

Planning:

Elaborate and adopt a global economic development strategy focused on business, commerce and industry:

- ✓ Examine current situation and capacity of the region
- ✓ SWOT analysis and analysis of existing potential
- ✓ Must be compatible with current local actions plans – review past plans and update to current needs and aspirations
- ✓ Building capacity for investment readiness

Liaison:

Participate in the conception and coordination of economic activities undertaken by local stakeholders; show them how they can contribute to the economic development of the area. CDCs must have a good relationship and strong lines of communication with local governments as well as major stakeholders in order to avoid working in silos.

Prospecting:

Encourage businesses and industry to set up in the community, through research, promotional activities, personal contacts, etc. Work with community/entrepreneurs to develop new tourist attractions.

Business Support:

Encourage and facilitate tourism, business and industrial growth:

- ✓ Consulting services/ counselling (insight on a direction for business start-up and development)
- ✓ Promote local products
- ✓ Encourage the organization of workshops and seminars
- ✓ Provide guidance to businesses regarding access to financial support (i.e. BDC, CDEM, banks, credit unions)
- ✓ Business Counselling – insight on a direction for business start-up and business development

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Lobbying:

Intervene with the LUD and/or municipal council on questions of commercial land, zoning, industrial parks, regulations relative to sales, taxes, licenses, permits, etc.

Promotion:

Develop a local public relations campaign for internal and external use that is in sync with the community action plan, for example:

- ✓ Prepare documents, brochures, and promotional documents on tourism and industrial/commercial expansions;
- ✓ Undertake a public relations campaign in the community to explain the services offered by the CDC and their benefit to the community;
- ✓ Publish bulletins, press releases, etc., that provide a history of the community in terms of its population, economy, industries, businesses and that showcase their success stories.

Local Improvements:

Develop with community stakeholders a local improvement, beautification and embellishment strategy.

Research:

Undertake an economic analysis of the community for current and future investors.

- ✓ Provide an Economic Baseline Statistic for RM of Taché (Demographics & Population, Real Estate, health, Industry & Business, Transport, Public Sector & Taxation, Utility Rates, Employment, Building Permits Statistics and more)
- ✓ Researching and encouraging investment
- ✓ Leading and partnering on the development of identified economic opportunities for the private and public sectors within the region.

Vigilance:

Follow tourism, commercial and industrial trends. Keep well informed about local and regional projects, as well as other initiatives that may have an impact on economic growth in the community.

Miscellaneous:

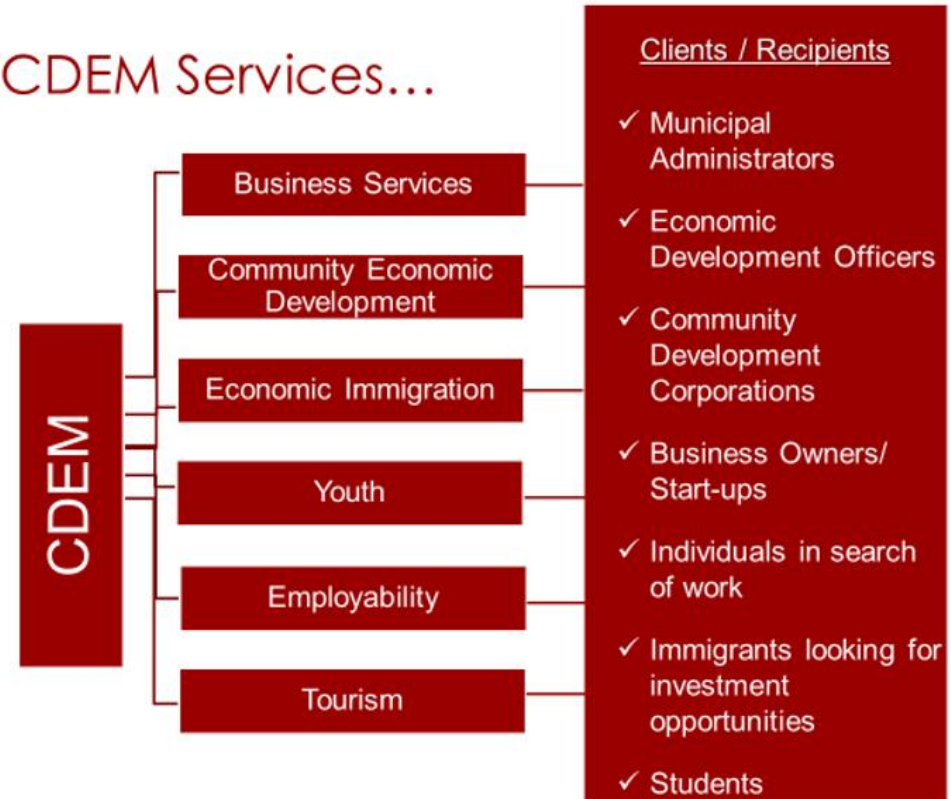
Take on other projects that can influence the economic growth of the community and that are in line with the CDC's mandate.

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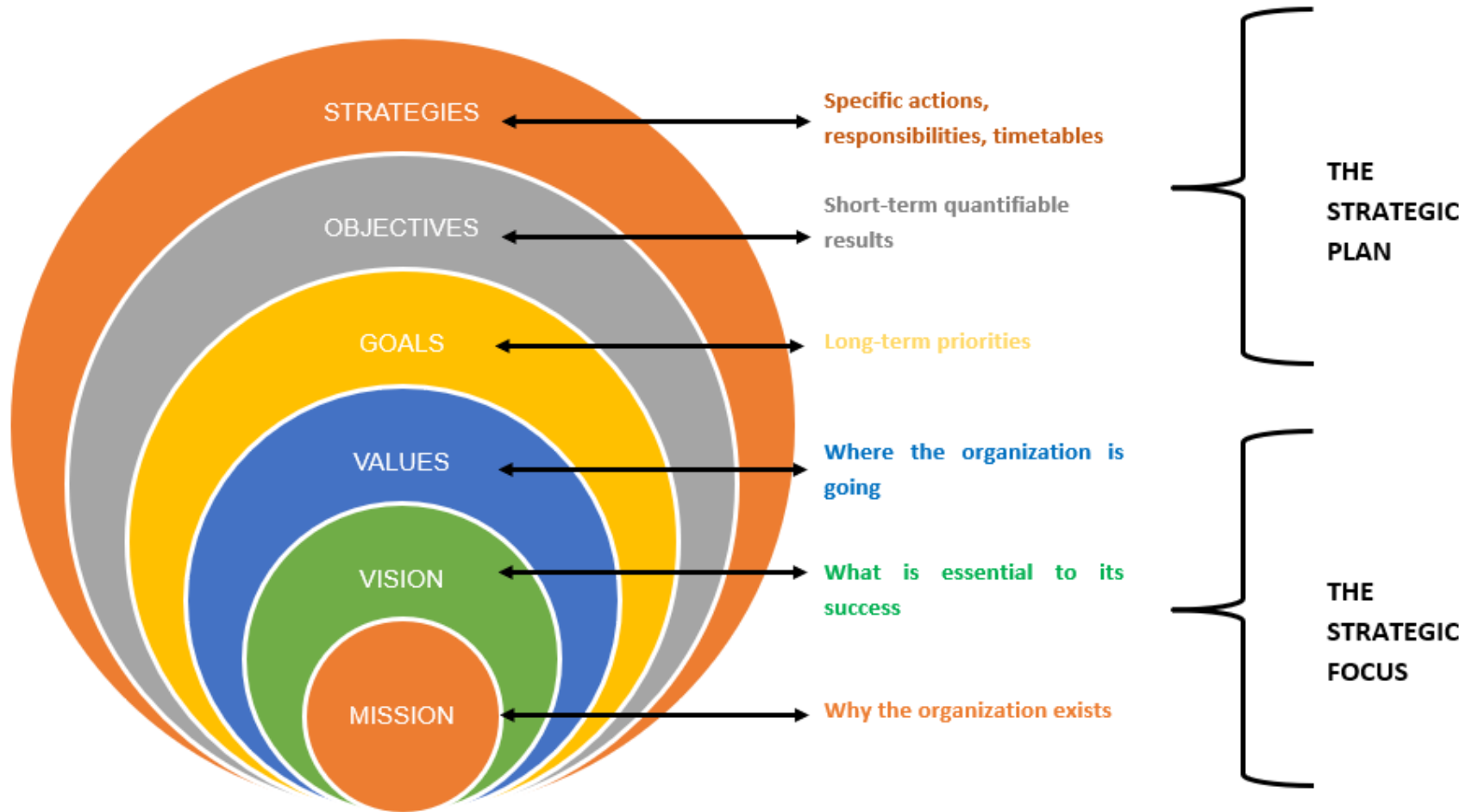
ORGANIZATIONAL STRUCTURE OF AMBM / CDEM AND THEIR LINKS



CDEM Services...



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CDC VISION STATEMENT

St. Pierre en Boom is the leading
Community Development Corporation
stimulating sustainable and continuous
growth in the region.

CDC MISSION STATEMENT

St. Pierre en Boom supports and promotes
community and economic development through
innovative leadership.

CDC VALUES

Innovative

We are forward
thinking, and we are not
afraid of change and
acting to implement
change

Integrity

We are accountable and
transparent in our
interactions and
communications, and in the
way we engage with each
other, with our clients and
stakeholders

Honesty

We foster a culture of
openness and
responsibility

Passion

We strive to initiate or
support economic
development by targeting
our efforts and aligning our
resources to promote
visiting, working and living
in Saint-Pierre-Jolys

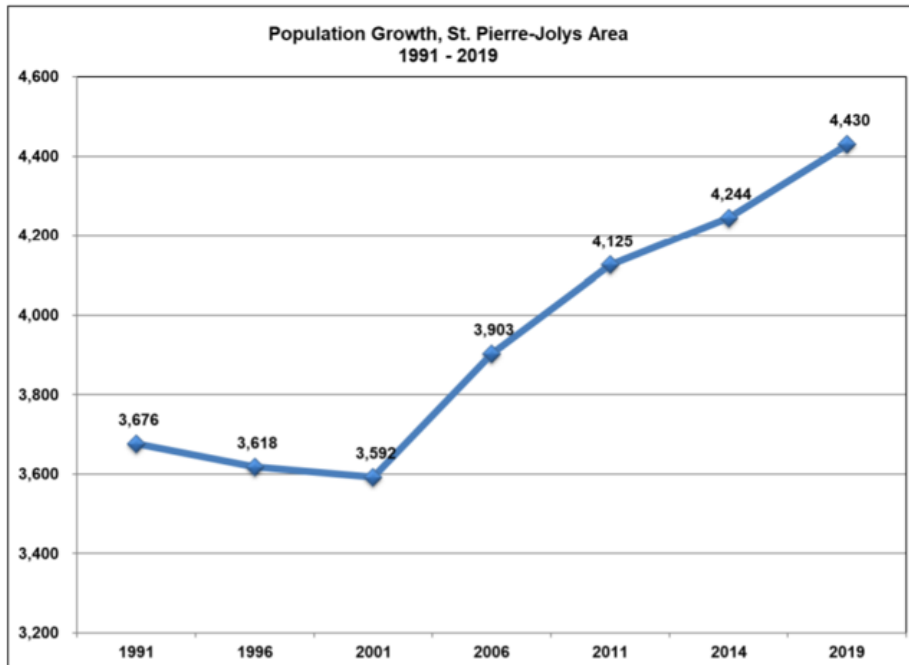
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Economic Analysis

Figure 1 shows that:

- According to the Manitoba Health Population Report (June 2020), there were 4,430 people living in this area in 2019.
- The population of the region increased by 754 (+20.5%) from 1991 to 2019.
- The population of the region increased by 186 (+4.4%) from 2014 to 2019.

For reference, in Manitoba, the overall population increase from 2014 to 2019 was 6.4%.



WOA Consulting Comments & Recommendations:

The Village of St Pierre & Region is growing at the rate at 4.4% that is below the Manitoba overall population.

The Community should focus on the population growth strategy to attract more residents to the area.

Developing an Immigration Strategy could be a good option. There are immigration organizations that have access to skilled immigrants that could help to fulfill a gap of labour force shortage (example: CDEM, Success Skills Centre, Manitoba Start and etc.)

- Attract a skilled labour force that aligns with the community labour needs
- Recruit entrepreneurs that encourage sustainable economic growth
- Create an environment where newcomers and their families can settle and succeed; and
- Engage community & region to foster a more diverse and welcoming province

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Figure 2: Population Growth in Region by Age 2014 and 2019; in Manitoba 2019

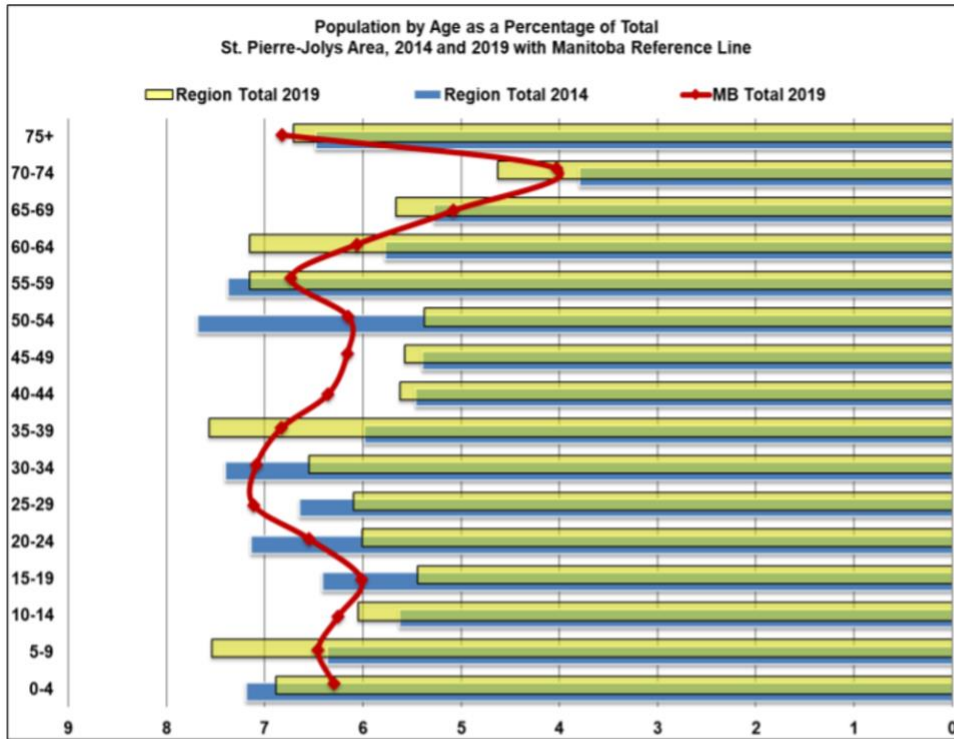


Figure 2 shows that the population by proportion in this region has increased in the 5 to 14, 35 to 49, and the 60 to 75+ age categories. The region has more people by proportion than the Manitoba average in the 0 to 9, 35 to 39 and the 55 to 74 age categories. The region has fewer people by proportion than the Manitoba average in the 10 to 34, 40 to 54 and 75+ age categories.

WOA Consulting Comments & Recommendations:

1. The Village of St Pierre & Region has increased their population in categories: 5 to 14; 35 to 49 and 60 to 75+ .
 - For categories 5 to 14: They will be a need for more day cares in the region. It is recommended to conduct a daycare needs survey to identify what is the demand in the area and have a 5 -10 year action plan.
 - For categories: 35 to 49: They need to increase the local services, commercial and retail base in the community. A conducted survey also had confirmed that there is not enough local services in the area. This category has the highest family income compared to the other categories.
 - For categories 60 to 75+ : There is an increased need for senior housing (different options) and senior services in the area. It is important to keep seniors in the community.
2. The region has fewer people by proportion than the Manitoba average in the 10-34, 40 -54 and 75+ age categories.
 - The community has lower population growth in certain age group that can be caused by many factors: lack of commercial services, lack of daycares, lack of housing, lack of employment and etc.
 - The community needs to have a variety of services for seniors and housing options so that seniors will not have to leave the community.
 - The community needs a good housing strategy to accommodate supply vs the demand in the area.
 - They need local incentives to build more housing accommodation.

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Figure 3: Educational Attainment Area and Manitoba 2016

WOA Consulting Comments & Recommendations:

- ❑ The #s indicate that there is a good opportunity to offer any vocational trainings and focus on business growth in the Trade Sector.
- ❑ MITT and RRC are open to offer several vocational trainings based on the community needs.
- ❑ It would be recommended to conduct a survey regarding the training needs in the area.

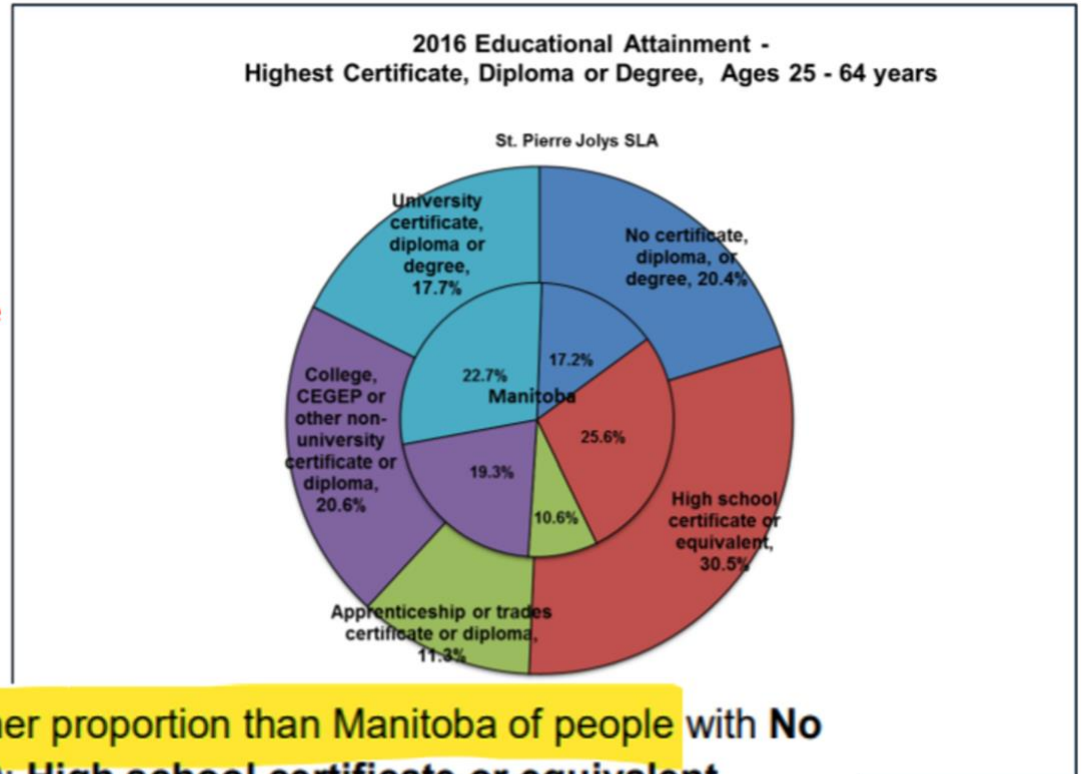


Figure 3 shows that this area has a higher proportion than Manitoba of people with **No certificate, diploma or degree (20.4%)**; **High school certificate or equivalent (30.5%)**; **Apprenticeship or trades certificate or diploma (11.3%)**; and **College, CEGEP or other non university certificate or diploma (20.6%)**.

It has a lower proportion than Manitoba of people with **University certificate, diploma or degree (17.7%)**.

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Figure 4: Household income Area and Manitoba 2005 and 2015

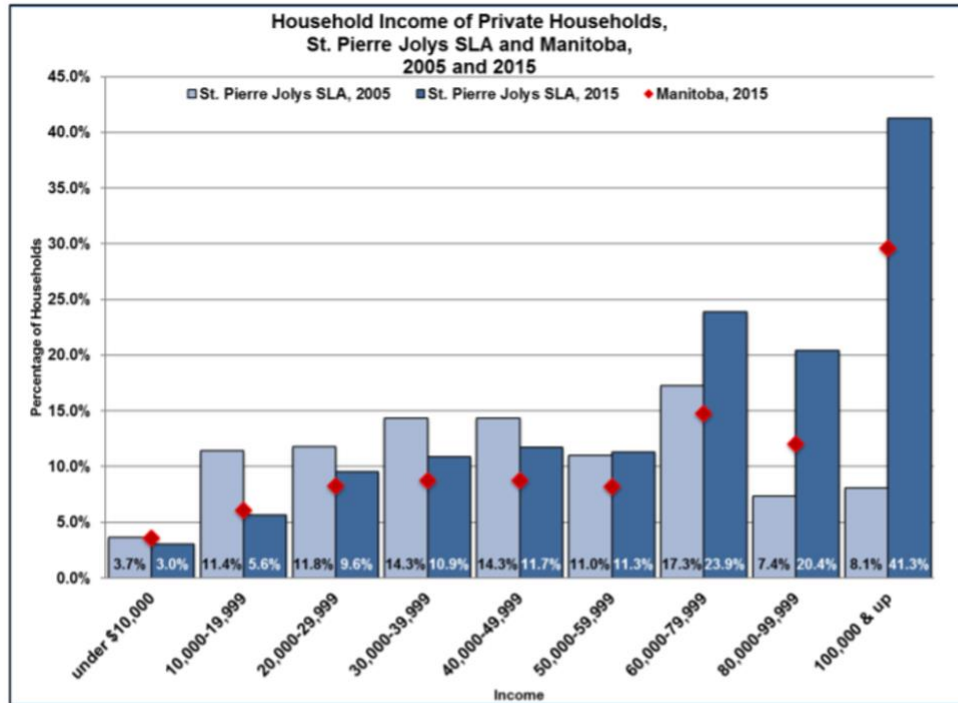


Figure 4 shows that the percentage of households in the lower income brackets has decreased, and is about the same as the provincial average. The percentage of households in the three highest income brackets has increased and are greater than the provincial average.

WOA Consulting Comments & Recommendations:

- ❑ The percentage of households in the lower income brackets has decreased. It means there is less people with low income live in the community. It is a positive sign in the community economic growth.
- ❑ The percentage of households in the three highest income brackets has increased and are greater than the MB Provincial Average.
- ❑ It shows that the Community is growing and have more people with higher income than MB average. As a result, more people have a financial capacity to shop locally.
- ❑ There is a need to increase the commercial services in the area to keep money in the community (Survey Results 2021)
- ❑ The three highest brackets has increased which means that more people will be looking for more housing options in the community.

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WOA Consulting Comments & Recommendations:

Major sectors: Construction, Healthcare and Education.

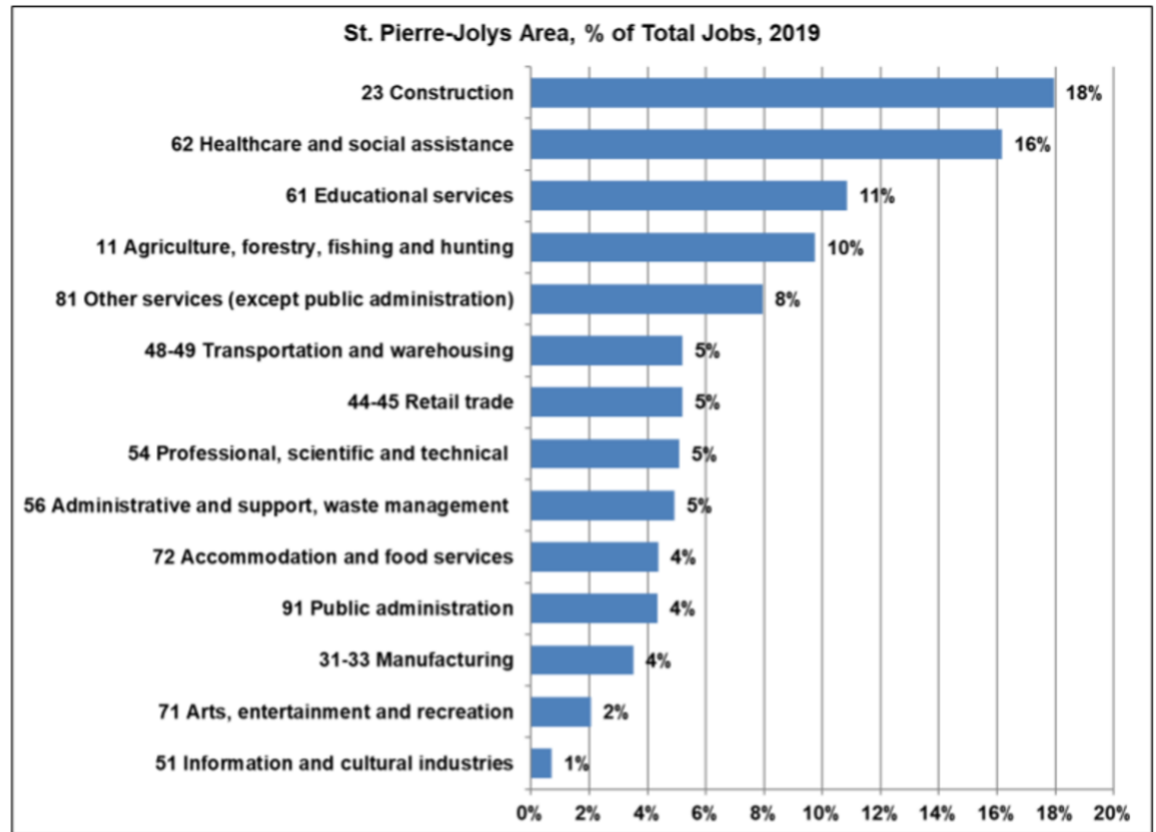
Construction: The sector has been increased by 18%. It is a positive sign for more housing development. Due to increase a demand on labour force it will need additional vocational trainings. There is high % of population only with High School Diploma in the area. Also, it would be good to look at the construction supply chain in the area and to identify businesses on demand that support construction sector to bring them to the community.

Healthcare and Social Assistance: Identify needs for health care services in the area for seniors population to stop seniors from leaving the community.

Education: To conduct a population growth strategy we need to know how many new students the school divisions are prepared to register.

Due to the high demand on the labour force in trade, it would be good to explore the area of any vocational trainings for grades 10-12 and have a job placement strategy which could help to keep youth in the community.

Figure 5: Jobs by Industry Sector, 2019



Data source: Emsi 2020.1

Note: This chart does not contain all jobs.

In 2019, there were 1,633 jobs in the St. Pierre-Jolys Area. (Emsi 2020.1)

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Figure 6: Job Change by Industry Sector, 2014 - 2019

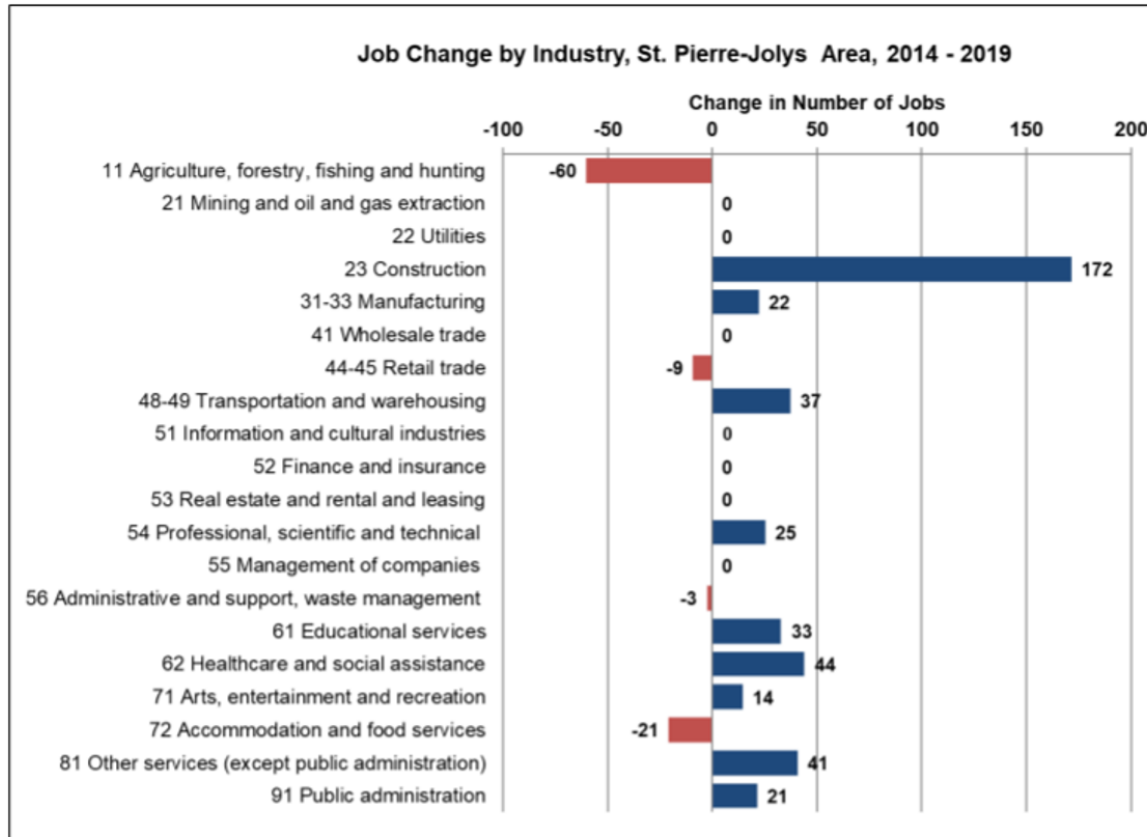


Figure 6 shows that the greatest job change was in the **Construction** sector with a gain of 172 jobs between 2014 and 2019. The sector with the greatest job loss was the **Agriculture, forestry, fishing and hunting** sector with a loss of 60 jobs between 2014 and 2019.

WOA Consulting Comments & Recommendations:

The jobs change by Industry sector chart shows us the gain and loss of jobs in the area during last 5 years (2014-2019).

Construction: This is the strongest sector with the highest gain of 172 jobs. It shows a huge demand on labour force in construction sector in the region

Agriculture, forestry, fishing and hunting: This sector lost over 60 jobs being the fourth strongest sector in the area. Several factors to take into consideration:

- ❑ Aging workforce: A lot of farmers are getting retired and looking for a place to live closer to areas that have more available health services for seniors
- ❑ According to the Labour Market Information, over 55% of Manitoba farmers were not able to find all the workers they needed in 2014, compared to 41% across Canada.

Please note that 69% of Manitoba farmers expect employment at their farm to rise over the next five years. While only 2% expect to see a decline, so it is a hope that numbers of jobs can increase within the next 5-10 years.

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Figure 7: Real and Percentage Job Change by Industry Sector, 2014 - 2019

Figure 7 shows that:

- In 2019, there were 1,645 jobs in the region, an increase of 314 jobs (+23.6%) from 2014. This compares to an increase of 5.2% for Manitoba.
- In the goods producing sectors, there were 514 jobs, an increase of 134 jobs (+35.1%) from 2014. In the **Agriculture, forestry, fishing and hunting** sector, there was a loss of 60 jobs (-27.3%). There were no jobs in the **Mining and oil and gas extraction** sector; and the **Utilities** sector. There were 295 jobs in the **Construction** sector, a gain of 172 jobs (+138.8%); and a gain 22 jobs (+61.7%) in the **Manufacturing** sector.
- In 2019, there were 1,100 jobs in the service sector, a gain of 168 jobs (+18.0%).

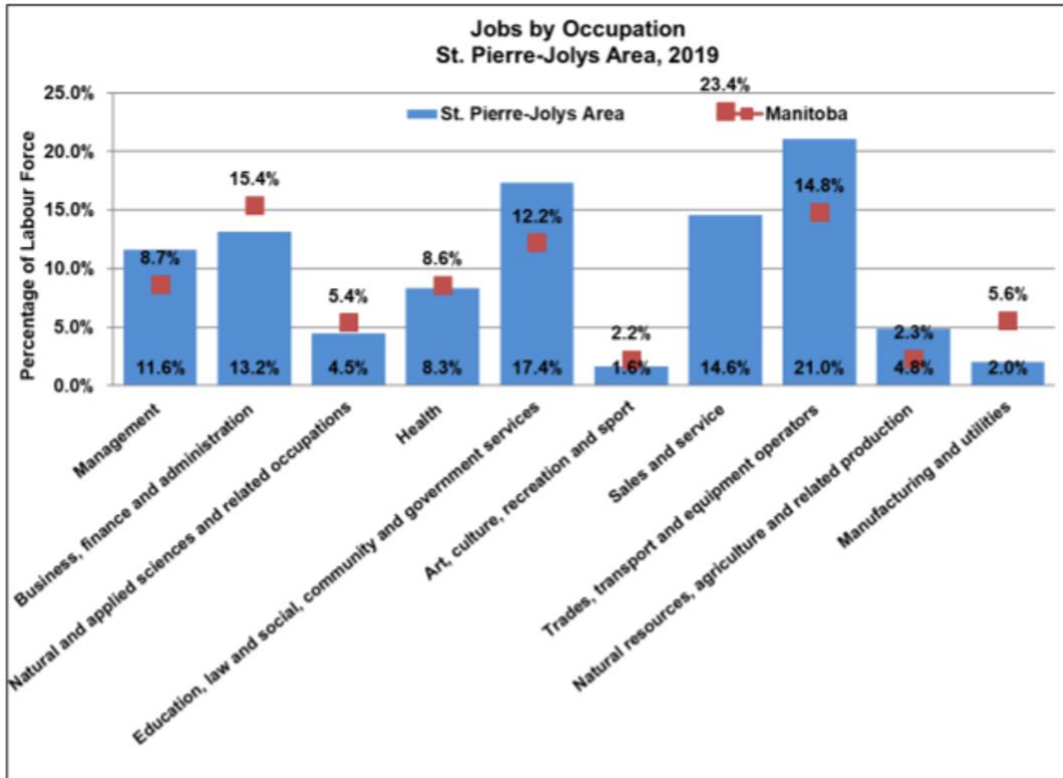
WOA Consulting Comments & Recommendations:

The Real and Percentage Job Change by Industry Sector chart shows an increase of 314 jobs (23.6%) during the last 5 years with compared to MB Provincial Average of 5.2.% and it shows that the region is growing, and local businesses are expanding. Furthermore, the service sector gain of 168 jobs during last 5 years shows that the region is increasing the number of local services in the area that is good for local economy growth.

	St. Pierre-Jolys Area			
	Number of Jobs 2014	Number of Jobs 2019	Real Change 2014 - 2019	% Change 2014 - 2019
ALL INDUSTRIES	1,331	1,645	314	23.6%
Goods Producing Industries	380	514	134	35.1%
11 Agriculture, forestry, fishing and hunting	221	160	-60	-27.3%
21 Mining and oil and gas extraction	0	0		
22 Utilities	0	0		
23 Construction	124	295	172	138.8%
31-33 Manufacturing	36	58	22	61.7%
Service Industries	932	1,100	168	18.0%
41 Wholesale trade	14	<10		
44-45 Retail trade	95	85	-9	-9.7%
48-49 Transportation and warehousing	48	86	37	77.2%
51 Information and cultural industries	<10	11		
52 Finance and insurance	13	<10		0.0%
53 Real estate and rental and leasing	<10	0		
54 Professional, scientific and technical	58	84	25	43.6%
55 Management of companies	0	0		
56 Administrative and support, waste management	84	81	-3	-3.0%
61 Educational services	146	179	33	22.5%
62 Healthcare and social assistance	222	266	44	19.8%
71 Arts, entertainment and recreation	19	34	14	74.4%
72 Accommodation and food services	93	72	-21	-22.5%
81 Other services (except public administration)	90	131	41	45.4%
91 Public administration	50	72	21	42.4%
Unclassified	<10	18		

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Figure 8: Labour by Occupation, 2019



Data source: Emsi 2020.1

WOA Consulting Comments & Recommendations:

1. The largest percentage of workers are in the field of Trades, Transport and Equipment Operators (21%) which confirms the strengths of the region in trade.
 - ❑ Focus on clusters (example construction sector cluster) to bring more businesses related with construction sector to help expand construction companies in the area.
2. There is a diversified labor force supply in education, law, community and government services and management occupations. The region has a higher % than MB provincial average. It shows that the community has a labour force capacity to expand.

Figure 8 shows that:

- The largest percentage of workers are in the field of **Trades, transport and equipment operators (21.0%)**, followed by **Occupations in education, law and social, community and government services (17.4%)**.
- In Manitoba, the largest percentage of workers are in the field of **Sales and service occupations (23.4%)**, followed by **Business, finance and administration occupations (15.4%)**.
- The region has a higher percentage than the average of Manitoba in the fields of **Trades, transport and equipment operators; Occupations in natural resources agriculture and related production; Occupations in education, law and social, community and government services and Occupations in management.**

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Figure 10 shows that:

- Most businesses were in the primary sector of **Agriculture, forestry, fishing and hunting** with 121 businesses followed by the secondary sector of **Construction** with 63 businesses.

Figure 10: Number of Business by Industry, 2019



Data source: Emsi 2020.1

Note: This chart does not include all businesses.

WOA Consulting Comments & Recommendations:

Agriculture Sector has the highest number businesses in the region and at the same time the highest job loss among all sectors.

- There is a potential to bring businesses to the area to support agriculture sector locally.

Construction Sector has the second the highest number of businesses in the area. The shortage of labour force in the construction sector limits businesses to grow and expand.

- There is a potential to bring businesses/ manufacturers to the area to support construction sector locally.

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Figure 11 shows that self-employed individuals operate most businesses in the area. The next common are businesses that employ 1 to 4 individuals.

WOA Consulting Comments & Recommendations:

Over 68.90% of businesses in the region are self employed businesses. The second the highest group of businesses are businesses with 1 to 4 employees (24.72%)

The statistics show a great potential to expand in both those groups.

Implement local incentives to support business start-up and expansion

Implement business incubators for local businesses

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Figure 11: Business by Size of Employment, 2019

Number of employees	Number of businesses
Indeterminate (self-employed)	267
1-4	66
5-9	37
10-19	12
20-49	13
50-99	3
100-199	1
200-499	0
500+	0
Total	399

Data source: Emsi 2020.1

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REVISED CDC SAINT-PIERRE EN BOOM

PRIORITIES 2021-2022

1. Strengthen Business Retention and Expansion
2. Strengthen the CDC
3. Enhance Community Focus on Economic Development

VILLAGE of ST-PIERRE-JOLYS PILLARS 2020-2025

1. Create the conditions to support coordinated economic development across all sectors
2. Promote a culture that generates and supports open communication and collaborative opportunities within the Village and broader region
3. Increase the Village tax base through responsible growth and tap into opportunities to develop and maintain amenities and infrastructure important to sustaining a high quality of life
4. Preserve our identity

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Revised Goals and Objectives/ December 2021	
GOALS	OBJECTIVES
1. Strengthen Business Retention and Expansion	1.1 Organize social media campaigns on a regular basis to highlight businesses in the community. 1.2 Increase economic diversification and stability by attracting more business, creating more jobs, and encouraging more local spending. 1.3 Develop tools and resources for local businesses
2. Strengthen the CDC	2.1 Implement a plan for a strong, functioning CDC by Spring 2022 2.2 Expand CDC capacity by working closely with a qualified EDO (Economic Development Officer). 2.3 Identify other funding streams in order to increase CDC income by 25% by Spring 2023. 2.4 Engage partnerships with all economic and community development organizations in the Village and RM De Salaberry by Spring 2022.
3. Enhance Community Focus on Economic Development	3.2 Collaborate and maintain communication with economic stakeholders (Village, RM De Salaberry, Cham. of Com.)

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1 Business Retention and Expansion	
OBJECTIVES	STRATEGIES
<p>1.1 Organize social media campaigns on a regular basis to highlight businesses in the community.</p>	<p>1.1.1 Have constant coverage of existing businesses.</p> <p>1.1.2 Promote the community as investment-ready.</p> <p>1.1.3 Offer business incubators for local home-based businesses to get on their feet.</p> <p>1.1.4 Develop a Marketing Social Media Campaign to attract targeted businesses on demand for the region.</p> <p>1.1.5 Work with Village to implement and promote Business Tax Incentives to attract target businesses and investment.</p> <p>1.1.6 Actively advertising empty lots.</p> <p>1.1.7 Promote Village brand to attract investors.</p> <p>1.1.8 Use available resources such : Travel Manitoba, Eastman Tourism, CDEM and other organizations to minimize the cost of social media campaign.</p>
<p>1.2 Increase economic diversification and stability by attracting more business, creating more jobs, and encouraging more local spending.</p>	<p>1.2.1 Develop a Local Tourism Strategy to determine needs, priorities, projects and activities.</p> <p>a) Focus on tourism attraction and position of the Village Saint-Pierre-Jolys.</p> <p>b) Partner with other agencies to provide training to entrepreneurs and workers employed within the tourism industry to improve their customer service.</p> <p>c) Complete a tourism asset inventory: tourism capital assets, community resources, Natural Resources & Outdoor Recreation, Unique Experiences, day tours for new immigrants, events promotions, tourism packages, identify cultural opportunities within the region and promote them and others.</p>

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- i. Getting started – set up a Tourism Sub-Committee
- ii. Assess the situation - Understand existing and potential traveller markets, review current marketing, Tourism SWOT – Strengths, Weaknesses, Opportunities & Threats
- iii. Develop a Vision, Goals & Objectives – Establish a vision, set goals, prepare SMART objectives (specific, measurable, achievable, relevant, timely).
- iv. Prepare the action plans - Experience and product development plan, marketing plan, plans for other elements.

1.2.2 Work closely with the Village to be familiarized with bylaws, policies, processes and initiatives that are in place to support and encourage business and residential development.

- a) Business Improvement Areas (BIA’s) should be linked to MDP’s land use by laws, community regulatory plans and statutory documents, and BIA activities should be linked to the Economic Development Plan (EDP).
- b) Any planning documents should be shared with CDC for review and this information will be taken into account prior to any planning going forward.

1.2.3 Work with the Village to develop a focused Investment Attraction Strategic Plan to attract investors.

- a) Develop an asset inventory of shovel-ready lands including a map of property and land ready for investment.
- b) Identify the various services or supply chain opportunities needed for an industrial/ commercial park. Proactively approach suitable businesses.
- c) Identify potential investors for commercial projects for Village.

1.2.4 Aggressively attract businesses

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	<ul style="list-style-type: none"> a) Host Business Workshops and work closely with the schools to deliver/educate entrepreneurs. b) Enhance a Business Visitation Program which involves working with businesses who have capacity and desire to expand. Conduct follow-up visits and determine if information provided was helpful. Invite businesses to discuss their needs. c) Work closely with business owners who want to sell their businesses, i.e., Business Matching. d) Work with Village of St- Pierre-Jolys Development Plan and Zoning Bylaws
<p>1.3 Develop tools and resources for local businesses</p>	<p>1.3.1 Help local entrepreneurs develop and grow their skills and businesses by providing support, training and tools.</p> <ul style="list-style-type: none"> a) Develop a special website for investors and business owners with available resources and businesses.

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2 Strengthen the CDC Committee

OBJECTIVES	STRATEGIES
2.1 Implement a plan for a strong, functioning CDC by Spring 2022	2.1.1 Implement procedures, criteria, and policies for funding requests from local organizations. 2.1.2 Implement a succession/recruitment plan for board turnover and an operations plan in order to ensure the continuity of the CDC. 2.1.3 Ensure that board members take economic development training. 2.1.4 Ensure that board members understand the planning and budgeting involved in the short term and long-term projects. 2.1.5 Ensure that planning and decision-making practises are based on complete information and thoughtful analysis to minimize risks. 2.1.6 Update the Procedure and Politics Plan
2.5 Expand CDC capacity by working closely with a qualified EDO (Economic Development Officer).	2.5.1 Work closely with Village EDO and invite him to sit on CDC board to provide required expertise and to help implement the strategic plan.
2.6 Identify other funding streams in order to increase CDC income by 25% by June 2022.	2.6.1 Explore what other CDCs are doing for assets and income. 2.6.2 Work with CDEM to find grants and other funding opportunities. 2.6.3 Source, develop, maintain and increase a variety of funding and revenue streams to support the operational expenses of the CDC.
2.7 Engage partnerships with all economic and community development organizations in the RM by Spring 2022.	2.7.1 Participate in community meetings to introduce our CDC.

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3 Enhance community focus on economic development

OBJECTIVES	STRATEGIES
3.2 Collaborate and maintain communication with economic stakeholders (Village, RM De Salaberry, Cham. of Com.)	3.2.1 Coordinate at least 2 EDAM/ Community Edge training sessions; <ul style="list-style-type: none"> <input type="checkbox"/> <i>Module 1 – An Introduction to Community Economic Development</i> <input type="checkbox"/> <i>Module 2 – Community Economics and Pre-Planning Analysis</i> <input type="checkbox"/> <i>Module 3 – CED Strategies</i> <input type="checkbox"/> <i>Module 7 – Marketing the Community</i> <input type="checkbox"/> <i>Module 9 – Attracting Investors (module in progress of being developed as of January 2022)</i>
	3.2.2 Coordinate quarterly partner meetings.
	3.2.3 Implement a shop-local campaign and identify strategies for encouraging residents to purchase locally.
	3.2.4 Promote strategic partnership initiatives.
	3.2.5 Work with the Village of Saint-Pierre to address red flags of BRE Survey to implement consultant’s recommendations.
	3.2.6 Work with local Chamber of commerce of Saint-Pierre to help strengthen their services and membership

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Corporation de
développement économique

Saint-Pierre en Boom

Community Development
Corporation



**Planification stratégique et plan d'action
2020 - 2023
Strategic Planning and Action Plan**

Animée et préparée par

Mariette Kirouac, conseillère en développement économique
Conseil de développement économique des municipalités bilingues du Manitoba (CDEM)

Prepared in July 2019

**ST. PIERRE EN BOOM INC. (CDC)
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Identified Goals and Objectives / July 2019	
GOALS	OBJECTIVES
Sustainable Economic Development	<ul style="list-style-type: none"> ✓ Purchase land for industrial/ commercial development ✓ Provide an industrial and/ or commercial park ✓ Maximize business initiatives and support
Tourism	<ul style="list-style-type: none"> ✓ Maximize branding, promoting and living the original founding cultures
Green Projects / Initiatives	<ul style="list-style-type: none"> ✓ Support new green initiatives and advanced green projects

1 SUSTAINABLE ECONOMIC DEVELOPMENT	1.1 Purchase Land for Industrial/ Commercial Development / Develop Industrial Park 1.2 Provide an Industrial and/or Commercial Park and Negotiate Land Purchase by Fall 2020 1.3 Maximize Business Initiatives and Support / Increase Chamber of Commerce Membership by 10% by Fall 2023
2 TOURISM	2.1 Maximize branding, promoting and protecting the original founding cultures/ Develop a professional marketing plan with local groups by January 2020
3 GREEN PROJECTS/ INITIATIVES	3.1 Support new green initiatives and advanced green projects/ Develop an action plan with the Village of St-Pierre-Jolys by 2021

CDC PRIORITIES 2019-2020

1. Repairs to Arena
2. Industrial Development
3. Attract New Businesses / Create Employment Opportunities

VILLAGE of ST-PIERRE-JOLYS PRIORITIES 2019-2020

1. Industrial Park
2. Multiplex Complex
3. Senior Moderate Care Housing Complex

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1 SUSTAINABLE ECONOMIC DEVELOPMENT	
OBJECTIVES	STRATEGIES
1.1 Purchase Land for Industrial/ Commercial Development / Develop Industrial Park	1.2.4 Research previous studies relating to annexation 1.2.5 Expand Village boundaries through annexation Get quotes from 2 consultants for feasibility study
1.2 Provide an Industrial and/or Commercial Park and Negotiate Land Purchase by Fall 2020	1.2.1 Get quotes from 2 consultants for feasibility study 1.2.3. Obtain and review existing or past Vision plans, development or secondary plans/strategies from CDEM, Village or others 1.2.3 Coordinate an industrial and/ or commercial park group of investors
1.3 Maximize Business Initiatives and Support / Increase Chamber of Commerce Membership by 10% by Fall 2023	1.3.1 Support and promote local businesses a) Post business opportunities b) Promote Chamber of Commerce activities 1.3.2 Communicate with businesses to assist with their needs a) Offer tailored workshops to meet their needs b) Implement a business marketing plan for individual businesses and the business community as a whole c) Continue to communicate with businesses to assess/ assist with ongoing needs 1.3.3 Initiate the interest of 3 new businesses a) Implement an action plan in partnership with Village 1.3.4 Develop a business development and opportunities strategy a) Complete and print Investment Package b) In partnership with Chamber of Commerce, create a marketing piece to showcase available inventory (existing buildings and land, site acquisition, infrastructure installation) for prospective businesses and community development projects c) Continue working with businesses to assess/ assist with business development and opportunities 1.3.5 Continue to increase visibility of businesses, community organizations and services through an effective communication strategy with a/an: a) Electronic messaging board b) Electronic business directory c) Community bulletin (BCR) d) Investment package (new community profile) to be posted on En Boom website e) Business and community services updates on social media f) Neighbour Welcome Package i. Approach & identify a welcome team of greeters with Chamber of Commerce ii. Support the Chamber of Commerce with welcome wagon initiative









ST. PIERRE EN BOOM INC. (CDC)
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	<ul style="list-style-type: none"> iii. Develop marketing plan to promote the community's businesses, activities and values 1.3.6 Electronic updates on services and opportunities for businesses and community organizations 1.3.7 Create and implement a communication plan that systematically communicates the CDC's activities to its stakeholders <ul style="list-style-type: none"> a) Update communication tools: web site, Facebook b) Increase communication between CDC and Village in order to partner with them in the development of projects and/or initiatives: <ul style="list-style-type: none"> i. Monthly reports sent to CAO ii. CEDO meet with CAO 1 X month iii. Quarterly presentations to Council
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2 TOURISM	
OBJECTIVES	STRATEGIES
<p>2.1 Maximize branding, promoting and protecting the original founding cultures/ Develop a professional marketing plan with local groups by January 2020</p>	<ul style="list-style-type: none"> 2.1.1 Identify, list and promote cultural activities and assets, tourist attractions in and around St-Pierre-Jolys 2.1.2 Support the creation of improved and new experiential tourism assets for the community (Folies Grenouilles, Cabane à sucre, Village's heritage, etc.) 2.1.3 Be a member of Eastman Tourism Association and attend tourism conferences/workshops put on by CDEM, Travel MB and Eastman Tourism

3 GREEN PROJECTS/ INITIATIVES	
OBJECTIVES	STRATEGIES
<p>3.1 Support new green initiatives and advanced green projects/ Develop an action plan with the Village of St-Pierre-Jolys by 2021</p>	<ul style="list-style-type: none"> 3.1.1 Continue working closely in supporting and promoting green initiatives








ST. PIERRE EN BOOM INC. (CDC)
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2019 Action Plan

Strategic Direction: SUSTAINABLE ECONOMIC DEVELOPMENT	Strategic Goal # 1: Purchase land for industrial/ commercial development		Strategic Target: <i>Voir Marcel et Denis....</i>			
Specific tasks to accomplish strategic target	Who Leads 	Start and End Dates 	Budget 	Partners / Support / Leaders 	Grants / Funding Canada  Manitoba 	Results – Successes– Adjustments - Celebrations 
Research previous studies relating to annexation	St.Pierre en Boom	October 2019 – December 2019	CDC Agent contract hours	<ul style="list-style-type: none"> ✓ Village of St-Pierre-Jolys ✓ RM of De Salaberry ✓ CDEM ✓ Other RMs that have done similar annexation 		
Expand Village boundaries through annexation	St.Pierre en Boom	September 2019 – January 2022	CDC Agent contract hours	<ul style="list-style-type: none"> ✓ Village of St-Pierre-Jolys ✓ RM of De Salaberry ✓ CDEM ✓ Intergovernmental Affairs ✓ Network with other RMs that have already succeeded with similar annexation projects 		








ST. PIERRE EN BOOM INC. (CDC)
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Strategic Direction: SUSTAINABLE ECONOMIC DEVELOPMENT	Strategic Goal # 3: Maximize business initiatives and support			Strategic Target: Increase Chamber of Commerce membership by 10 % by Fall 2023		
Specific tasks to accomplish strategic target	Who Leads 	Start and End Dates 	Budget 	Partners / Support / Leaders 	Grants / Funding Canada  Manitoba 	Results – Successes – Adjustments – Celebrations 
Support and promote local businesses a) Post business opportunities b) Promote Chamber of Commerce activities	St. Pierre en Boom	On going	CDC Agent contract hours	<ul style="list-style-type: none"> ✓ Village of St-Pierre-Jolys ✓ CDEM ✓ Chamber of Commerce ✓ EDAM ✓ MCC 		Ongoing
Communicate with businesses to assist with their needs a) Offer tailored workshops to meet their needs b) Implement a business marketing plan for individual businesses and the business community as a whole c) Continue to communicate with businesses to assess/ assist with ongoing needs.	St. Pierre en Boom	July 2019 – November 2019	CDC Agent contract hours + \$ 5,000	<ul style="list-style-type: none"> ✓ Village of St-Pierre-Jolys ✓ CDEM ✓ Chamber of Commerce ✓ EDAM ✓ MCC 	Community Futures – request made through Indigenous Business Development	In process
Initiate the interest of 3 new businesses a) Implement an action plan in partnership with Village	St. Pierre en Boom	September 2019 – July 2020	CDC Agent contract hours	<ul style="list-style-type: none"> ✓ Village of St-Pierre-Jolys ✓ CDEM 		








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Strategic Direction: SUSTAINABLE ECONOMIC DEVELOPMENT	Strategic Goal # 3 <i>(continued)</i> : Maximize business initiatives and support			Strategic Target: Increase Chamber of Commerce membership by 10 % by Fall 2023		
Specific tasks to accomplish strategic target	Who Leads 	Start and End Dates 	Budget 	 Partners / Support / Leaders	Grants / Funding  	 Results – Successes– Adjustments - Celebrations
Develop a business development and opportunities strategy a. Complete and print Investment Package b. In partnership with Chamber of Commerce, create a marketing piece to showcase available inventory (existing buildings and land, site acquisition, infrastructure installation) for prospective businesses and community development projects c. Continue working with businesses to assess/ assist with business development and opportunities	<ul style="list-style-type: none"> St. Pierre en Boom Consultant, Anna Mondor 	April 2018 – December 2019	CDC Agent contract hours	<ul style="list-style-type: none"> ✓ Chamber of Commerce ✓ Village of St-Pierre-Jolys ✓ CDEM 		In process of being completed
Continue to increase visibility of businesses, community organizations and services through an effective communication strategy with a/an: a) Electronic messaging board	St. Pierre en Boom	Ongoing	CDC Agent contract hours + \$30,500	<ul style="list-style-type: none"> ✓ Village of St-Pierre-Jolys ✓ Chamber of Commerce 		Ongoing
b) Electronic business directory	Chamber of Commerce	Ongoing	CDC Agent contract hours	<ul style="list-style-type: none"> ✓ Chamber of Commerce 	Province = \$10,000 Village Connection = \$2,500	Ongoing








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c) Community bulletin (BCR)	Chamber of Commerce	Ongoing for Chamber members who are active	CDC Agent contract hours	✓ Chamber of Commerce		Ongoing
Strategic Direction: SUSTAINABLE ECONOMIC DEVELOPMENT	Strategic Goal # 3 <i>(continued)</i> : Maximize business initiatives and support			Strategic Target: Increase Chamber of Commerce membership by 10 % by Fall 2023		
Specific tasks to accomplish strategic target	Who Leads 	Start and End Dates 	Budget 	 Partners / Support/ Leaders	Grants / Funding  	 Results – Successes– Adjustments – Celebrations
d) Investment package (new community profile) to be posted on En Boom website	St. Pierre en Boom	April 2018 to September 2019	CDC Agent contract hours	✓ Village of St-Pierre-Jolys ✓ CDEM ✓ WOA	CDEM = \$6,000 Province = \$6,000	In process of being completed
e) Hi Neighbour Welcome Package i. Approach & identify a welcome team of greeters with Chamber of Commerce ii. Support the Chamber of Commerce with welcome wagon initiative iii. Develop marketing plan to promote the community's businesses, activities and values	Chamber of Commerce	Ongoing	CDC Agent contract hours	✓ Village of St-Pierre-Jolys ✓ Chamber of Commerce		Ongoing Hi Neighbour pkg: 3 deliveries to date (since 2018)
g) Business and community services updates on social media	St. Pierre en Boom	Ongoing	CDC Agent contract hours	✓ Village of St-Pierre-Jolys ✓ CDEM ✓ Chamber of Commerce		Ongoing
Electronic updates on services and opportunities for businesses and community organizations	St. Pierre en Boom	Ongoing	CDC Agent contract hours	✓ Village of St-Pierre-Jolys ✓ CDEM ✓ Chamber of Commerce		Ongoing

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Strategic Direction: SUSTAINABLE ECONOMIC DEVELOPMENT	Strategic Goal # 3 (continued): Maximize business initiatives and support			Strategic Target: Increase Chamber of Commerce membership by 10 % by Fall 2023		
Specific tasks to accomplish strategic target	Who Leads 	Start and End Dates 	Budget 	Partners / Support / Leaders 	Grants / Funding Canada  Manitoba 	Results – Successes – Adjustments – Celebrations 
Create and implement a communication plan that systematically communicates the CDC's activities to its stakeholders <ul style="list-style-type: none"> a) Update communication tools: web site, Facebook b) Increase communication between CDC and Village in order to partner with them in the development of projects and/or initiatives: <ul style="list-style-type: none"> i. Monthly reports sent to CAO ii. CEDO meet with CAO 1 X month iii. Quarterly presentations to Council 	St. Pierre en Boom	Ongoing	CDC Agent contract hours	<ul style="list-style-type: none"> ✓ Village of St-Pierre-Jolys ✓ CDEM ✓ Chamber of Commerce 		Ongoing

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Strategic Direction: TOURISM	Goal Statement # 1: Maximize branding, promoting and protecting the original founding cultures			Strategic Target: Develop a professional marketing plan with local groups by January 2020		
Specific tasks to accomplish strategic target	Who Leads 	Start and End Dates 	Budget 	Partners / Support / Leaders 	Grants / Funding Canada  Manitoba 	Results – Successes– Adjustments - Celebrations 
Identify, list and promote cultural activities and assets, tourist attractions in and around St-Pierre-Jolys	St. Pierre en Boom CDEM - Lesley Gaudry	July – October 2019	CDC Agent contract hours	<ul style="list-style-type: none"> ✓ Rat River Rec. Commission ✓ CDEM ✓ Musée de St-Pierre-Jolys ✓ Village of St-Pierre-Jolys ✓ RM De Salaberry 	<ul style="list-style-type: none"> ✓ In- house ✓ CDEM ✓ Village 	In process
Support the creation of improved and new experiential tourism assets for the community (Folies Grenouilles, Cabane à sucre, Village's heritage, etc.)	St. Pierre en Boom	August 2019 to April 2020	CDC Agent contract hours	<ul style="list-style-type: none"> ✓ Musée de St-Pierre-Jolys ✓ Village of St-Pierre-Jolys ✓ Restaurant owners in STP ✓ Golf course ✓ Parc Carillon Park ✓ Frog Follies 		
Be a member of Eastman Tourism Association and attend tourism conferences/workshops put on by CDEM, Travel MB and Eastman Tourism	St. Pierre en Boom CDEM Village	Ongoing	CDC Agent contract hours	<ul style="list-style-type: none"> ✓ CDEM ✓ Village of St-Pierre-Jolys ✓ 		Ongoing

Strategic Direction: GREEN PROJECTS/ INITIATIVES	Strategic Goal # 1: Support new green initiatives and advanced green projects			Strategic Target: Develop an action plan with the Village of St-Pierre-Jolys by 2021		
Specific tasks to accomplish strategic target	Who Leads 	Start and End Dates 	Budget 	Partners / Support / Leaders 	Grants / Funding Canada  Manitoba 	Results – Successes– Adjustments - Celebrations 
Continue working closely in supporting and promoting green initiatives	✓ Village of St-Pierre-Jolys	Unknown	CDC Agent contract hours	<ul style="list-style-type: none"> ✓ Province of Manitoba ✓ Eco-West 	<ul style="list-style-type: none"> ✓ Eco-West ✓ Waste Wise-prov ✓ Village of St-Pierre-Jolys 	

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