

# DRAFT

<b>Call to Order</b>	18:00
<b>Present</b>	<b>Members:</b> Chair Michael Tompkins, Vice-Chair Councillor Holly Sanford, Mayor Amery Boyer (ex-officio), Connie Arnold, Teresa Carlisle, Sharon Hall, and Laura Robinson, <b>Additionally:</b> Councillor Power, Councillor Hafting, and one member of the Public <b>Administration:</b> CAO Sandi Millett Campbell, CDC Ken Knox
<b>Absent</b>	None
<b>Additions to the Agenda</b>	None
<b>Approval of the Agenda</b>	<b>MOTION #MEDC2021-2-9-01 Regularly moved and seconded. Motion Carried</b>
<b>Edits to the Minutes</b>	None
<b>Approval of the Minutes</b>	<b>MOTION #MEDC2021-2-9-02 Regularly moved and seconded. Motion Carried</b>

## 1. PUBLIC INPUT-NONE

## 2. PRESENTATIONS (see Attached Presentations)

- a. Representatives of each REN presented to the Committee, and members were able to ask questions.
  - i. Western REN
  - ii. Valley REN

**Action:** Set up AVCC presentation

**Responsibility:** CDC Knox

**Date:** 18:00 on 24FEB21 (via Zoom)

## 3. BUSINESS ARISING

- i. Beyond Oqwa'titek
  - a. Update- (See Attached Report)  
MEDC was briefed on the progress of the Beyond Oqwa'titek Working Group. This included the submission of a grant application and further refinement of the marketing plan. Also, 2 members of the public have joined the Working Group.
- ii. MEDC Mandate Sub-Committee
  - a. Update- Sub-Committee Chair (See Attached Report)  
A Sub-Committee member briefed MEDC on their progress. A working draft of a new mandate was presented.  
  
**Action:** Review draft mandate  
**Responsibility:** All Members  
**Date:** 18:00 on 9MAR21 (via Zoom)
- iii. Committee Projects
  - a. Updates- All Members  
This discussion was tabled until 24FEB21, when there will be an extraordinary meeting of the Committee to review member project proposals and set priorities.  
  
**Action:** Present project proposals along with projected (top-level) costs  
**Responsibility:** All Members  
**Date:** 18:00 on 24FEB21 (via Zoom)
- iv. Comfort Station
  - a. Data- CDC Knox

# DRAFT

Data on Comfort Station usage was presented. Briefly, the Comfort Station is being used even in the “low season”. Statistics will continue to be kept.

**Action:** Monitor Comfort Station usage

**Responsibility:** CDC Knox

**Date:** 18:00 on 9MAR21 (via Zoom)

v. Natal Day

a. Update-

The Natal Day Sub-Committee will continue planning for the event. A final decision will be made by 1MAY21. Currently, the monies for Natal Day fireworks remain in the budget.

4. **NEW BUSINESS**

i. Grants and Donations-

The committee review the applications for grants and donations. Tentative sums for each applicant were set. The Committee will finalize their recommendation at the meeting on 24FEB21

**Action:** Finalize grants and donations recommendation, along with committee projects.

**Responsibility:** All Members

**Date:** 18:00 on 24FEB21 (via Zoom)

ii. The Town’s role in renting spaces

The Town’s role as “landlord” was discussed by the Committee, notably with regard to commercial activities and whether the provision of commercial spaces is appropriate. The possible drafting of a policy was discussed. The Committee will continue to monitor this activity in light of current leases and make a later determination.

5. **TWINNING COMMITTEE MINUTES/REPORT**

i. NONE

6. **CORRESPONDENCE FOR INFORMATION**

i. NONE

7. **Next Meeting:** March 9, 2021 at 6:00 p.m.

8. **ADJOURNMENT**

**MOTION #MEDC2021-2-9-03** regularly moved to adjourn at 20:08



# Western Regional Enterprise Network

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Presentation to Town of Annapolis  
February 9<sup>th</sup>, 2021



NOVA SCOTIA REGIONAL  
ENTERPRISE NETWORKS

**PARTNERS**  
**for PROGRESS**

- Leadership in regional economic development
- Capitalize on our assets and advantages – including our people
- Provide business intelligence
  - Business information, trends and relationships
- Economic development outside the HRM
- Teams on the ground where rural business development happens
- Act as hub and connector for business inquiries

# Regional Enterprise Networks of Nova Scotia (RENs)



## Regional Enterprise Networks

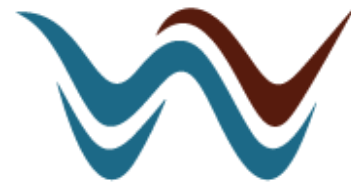
	Cape Breton REN		Truro Colchester REN
	CBRM REN		Valley REN
	CBC REN		Western REN
	Halifax Partnership		Not Participating
	Pictou County REN		

Prepared for Department of Municipal Affairs  
 Base Layers provided by GeoNova and GeoBase  
 Projection: NAD83 CSRS UTM Zone 20N, Datum: NAD83  
 This map is based on best available information at the time of its creation.  
 The Department of Municipal Affairs is not responsible for any  
 misinterpretations of this information.  
 Updated May 2019



RF: 1:2,200,000





**Western Regional**  
Enterprise Network

- Incorporated in 2014
- 7 units (5 Municipalities, 2 Towns)
- 5-year Intermunicipal Agreement
- 11 Board Members
- 6 core, 3 project staff

# *Economic Development Focus*

## **Economic Development is NOT**

- Job creation
- Ribbon cutting
- Easy/free money

## **Economic Development IS**

- Removing barriers to business success
- Long-term approach to competitiveness

## Critical elements to Economic Development



Talent retention and attraction



Broadband connectivity



Extending power grid capacity



Better transportation links



Western Regional  
Enterprise Network



# *Increasing investment through collaboration and engagement*



## **Private Sector**

BusinessNow  
Succession Matching  
Continuous Improvement  
Networking & Development



## **Public Sector**

Infrastructure action plan  
Regional value proposition  
Investment inquiry handling



## **Address Talent Needs**

Connector  
Atlantic Immigration Pilot

# *Tackling Labour Issue*

## **In House Efficiencies**

- Can employers get more productivity using only their existing workforce?

## **Locally Available Workforce**

- Are employers accessing all of the available workforce in the region?

## **Bringing in New People**

- Strategically target labour markets and bring new residents to region.



Western REN  
**BUSINESSNOW**  
Program



Western REN  
**CONNECTOR**  
Program



Western REN  
**Continuous Improvement**  
Program



Western REN  
**IMMIGRATION**  
Program



Western REN  
**SUCCESSION**  
Program

*Western REN Programs*

# Accomplishments

## Private Sector

- *BusinessNow* (568 companies touched; 552 actions taken)
- Continuous improvement (individual bottom-line impact)

## Public Sector

- Internet Collaboration (5 units partnering)
- Regional value proposition
- Investment inquiry handling

## Addressing Talent Needs

- Connector Program (175 Connectors; 150 Connectors; 63 known jobs found)
- Immigration (71 AIP companies designated, 57 positions endorsed, 14 known new families settled)

# Accomplishments

Operating budget \$555,000/yr

- Municipal portion \$277,500 x 5yrs
- Provincial portion leveraged: 277,500 x5yrs
- Project revenue leveraged:
  - 2016-17: \$284,000
  - 2017-18: \$340,000
  - 2018-19: \$240,000
  - 2019-20 – \$308,000
  - 2020-21 - \$433,000
- *Connector Program*
- *Atlantic Immigration Pilot*
- *Succession Program*
- *Continuous Improvement*
- *Lobster Bait Challenge*
- *Energy Planning*
- *Local Immigration Partnership*
- *Boomers Plus*



# Western Regional Enterprise Network

Thank you - Merci

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[www.westernren.ca](http://www.westernren.ca)



# **Town of Annapolis Royal: Marketing & Economic Development Committee– Valley REN Presentation**

*Jennifer Tufts*

Valley REN CEO



# Plan Inform Connect



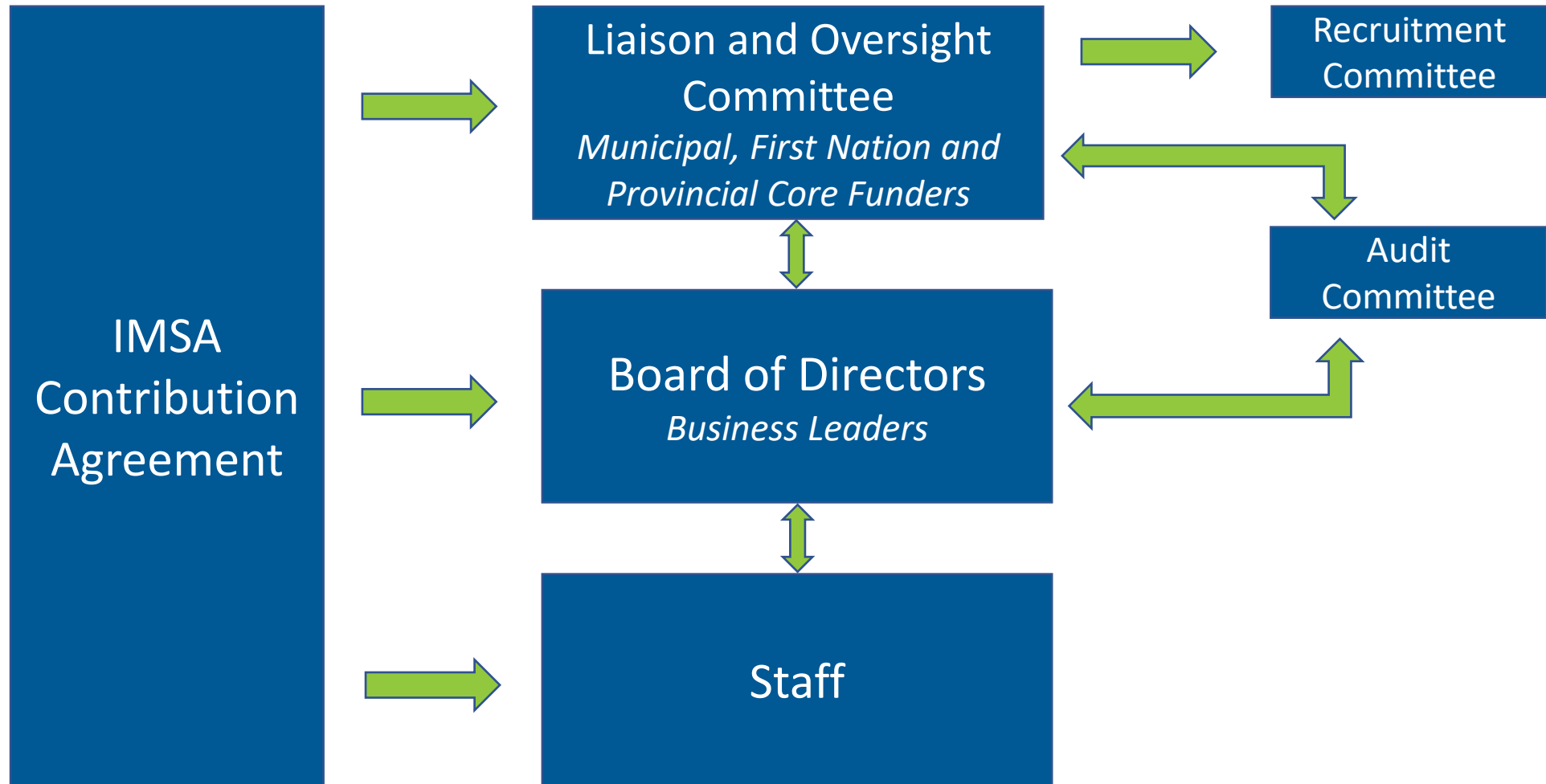
# Annapolis Valley Economic Zone

(excluding East Hants)



# Our Partners

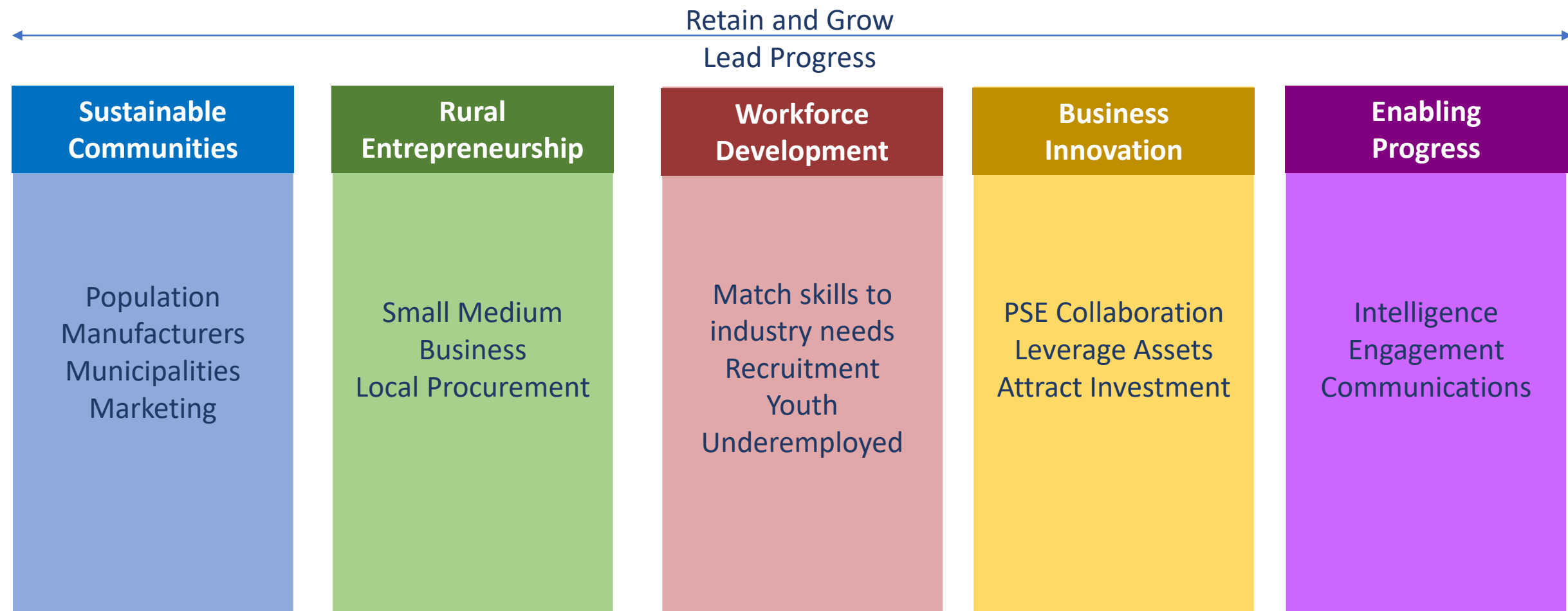




# 2018-2021 Strategic Framework

## Leaders and drivers of economic development

All about collaboration  
Move beyond municipal boundaries to link public and private sectors





# Programs and Services

1. BusinessNOW Program
2. Connector Program
3. Valley Manufacturing Taskforce
4. Regional Marketing
5. Regional Economic Recovery Taskforce
6. Opportunities Ahead





# BusinessNOW Program

- Providing one-on-one customized supports to businesses of all sizes across industries
- Helping businesses connect to opportunities
- Meeting businesses at their point of need
- Relationship management



**BusinessNOW**

## Supports Provided

- Program navigation
- Business to Business connecting
- Business growth/expansion support
- Location assistance
- Coaching
- Start-up support
- Patent and innovation information
- Business purchase and sale linking
- Staffing resources
- Market research
- Access to training.

# Connector Program

## Connectors

- Business and Community leaders
- Know large numbers of people through social, cultural, professional and economic circles
- Have a special gift for bringing people together

## Connectees

- Must be eligible to work in Canada
- Sufficient English (or French) language skills
- Recent graduate or graduating within 6 months
- Unemployed or Underemployed





# 3 Easy Steps

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MATCH



CONNECT



REFER



# Valley Manufacturing Taskforce

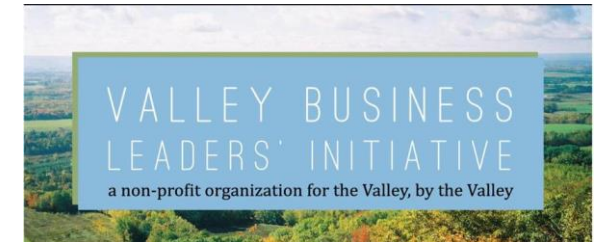
- Launched in Summer 2018
- Identify and gain consensus on top three challenges
- Collaborate on strategies and solutions
- Kick-Off – August 2018
- Quantitative and Qualitative Data – September and October 2018
- Summit – January 2019
- Action Teams formed and plans developed – February – April 2019
- Implementation 2019-2020
- Continuous Improvement Challenges



# Regional Marketing

- Same brand used in promotional efforts for all 3 organizations
- Promotion of the region:
  - Residential attraction
  - Tourism attraction
  - Business and labour force attraction

**HAVE IT ALL**



# Regional Economic Recovery Taskforce Structure

## Regional Economic Recovery Taskforce

*Local Leadership: Municipal, First Nation, Provincial and Federal Stakeholders*



### Business Support Response Team

*Business Supports  
Chambers  
Business Associations  
Post Secondary  
Municipal EDOs  
Sector Supports*



### Workforce Support Response Team

*Provincial Supports  
Local Workforce Supports  
Immigration Supports  
Post Secondary  
Sector Supports*

# Regional Economic Recovery Taskforce Activities

- 56 meetings to date, 47 organizations involved
- COVID-19 resources website
- Reopening the Annapolis Valley Guide for Businesses
- Finding Child Care Guide for Employers
- Recorded information sessions
- Taskforce Newsletter
- Valley Victories
- Connecting support organizations with information related to broadband/internet initiatives
- Act Local Campaign
- Online Directory
- Resiliency and preparedness tools for businesses



buy. live. grow

Supported by:





# Opportunities Ahead

1. Regional Workforce Strategy
2. Investment Readiness Tools
4. NS REAP – MIT Program
5. Strategic Plan
6. STAR Program



# Tourism Priorities and Strategies: STAR Program

1.
  - A Strategic Regional Tourism Plan with actionable and realistic recommendations for destination development over next three to five years
2.
  - A “statement” of the region’s current tourism baseline, including inventory of tourism assets
3.
  - A network of leaders and committed stakeholders to move the tourism process beyond the STAR plan development period
4.
  - Increased knowledge to create enticing experiential products where success can be measured over time
5.
  - A bank of training tools and resources to build capacity in the region
6.
  - Performance measures to monitor and measure the success of the plan

# Benefits for Annapolis Royal

1. Regional Cooperation
2. BusinessNOW
3. Competitiveness
4. Leverage Government Programs and Partnerships
5. Increase Influence
6. Access to Information
7. Collective Impact





# Thank you!



**Beyond Oqwa'titek  
Revisiting a Moment in Time  
Defining a Shared Future**

The following information is a summary of the work completed by the 400<sup>th</sup> Anniversary working group.

**Update:** The group continues to meet on a weekly basis to update, discuss and plan next steps. Overall planning of the event has been progressing with committee members working together to finalize the schedule, secure funding and engage the community. Several guests have joined the committee for various meetings in order to learn more about the event and their possible participation. We also welcomed a new member, John MacDonald, who is the local head of Clan MacDonald.

**Funding:**

- The application for federal funding under the Community Support, Multiculturalism, and Anti-Racism Initiatives Program from the Department of Canadian Heritage has been completed and submitted.
- The budget template that was completed will be used for all future funding applications as all associated and qualifying costs have been identified and included.
- Sponsorship letters will be sent out shortly once the letter has been approved by the committee.
- We have also identified several events that will not require financial support – these events include the events taking place at Fort Anne, the Kirkin of the Tartan and the posting of educational materials.

**Events:**

- The list of tentative events (pending funding) has been finalized by the committee.
- The first event was posted on social media for Robbie Burns Day and had a reach of 900 viewers.
- A list of virtual events has been developed with the committee actively seeking permission from various producers to post.
- Discussions continue with First Nations to ensure participation.

**Community Engagement:**

- As previously stated, we are engaging with First Nations to ensure their participation.
- John MacDonald has joined our committee and will be reaching out to various Gaelic Associations to encourage participation.
- We are planning to circulate a letter to small businesses in the area to outline the ways in which they can participate.
- MapAnnapolis has been actively engaged and has attended several of our meetings.

**Marketing:**

- The marketing plan has been revised and tasks assigned to committee members.
- Planning for the webpage as a link on the Town Website in in the development process
- We are in the process of reaching out to local graphic artists to design a logo for the event.
- An elevator pitch has been developed and is currently being reviewed by First Nations representatives prior to being used in any promotional materials or initiatives.



# Establishing the Marketing and Economic Development Committee

**Policy No.:**

**Supersedes:**

**Effective Date:**

**Approval By Council Motion No.:**

**Policy Statement:**

1. Council hereby establishes the Marketing and Economic Development Committee as a standing committee.
2. The mandate of the Marketing and Economic Development Committee is to provide a strategic planning function to Council by identifying and recommending options to market, promote, and (removal of community) development of all aspects of the Town of Annapolis Royal.
3. The mandate of the Marketing and Economic Development Committee also includes:
  - A. to gather information in order to identify and explore:
    - i. economic development opportunities
    - ii. community development opportunities
    - iii. ways to stimulate increased population; and
    - iv. promote commercial opportunities and land development.
  - B. to carry out public consultation and research in relation to development opportunities;
  - C. to take such other steps consistent with the Policy that the Committee deems reasonable and necessary to fulfill its mandate;
  - D. to receive submissions and bring forward to Council relevant to carrying out its mandate;
  - E. to review options, advise and make recommendations to Council;
  - F. to report monthly to Council;
  - G. to take action on such matters as are lawfully delegated to it by statute or by Council.
4. The Committee is authorized by Council to form sub-committees or task forces to work on a single defined task within the Committee's mandate.

5. *Sub-committee or task force be chaired by a member of the Marketing and Economic Development Committee.*
6. *The Marketing and Economic Development Committee shall be composed of two Councillors, two business representatives, and two residents or surrounding area – with the Mayor as ex officio member.*
7. *Members shall be appointed by Council in December of each year.*