

# **Exploits Valley Economic Development Corporation**

## **Overview:**

### *The Exploits Valley Economic Development Corporation*

Memorial Presents

Grand Falls-Windsor

November 23, 2007

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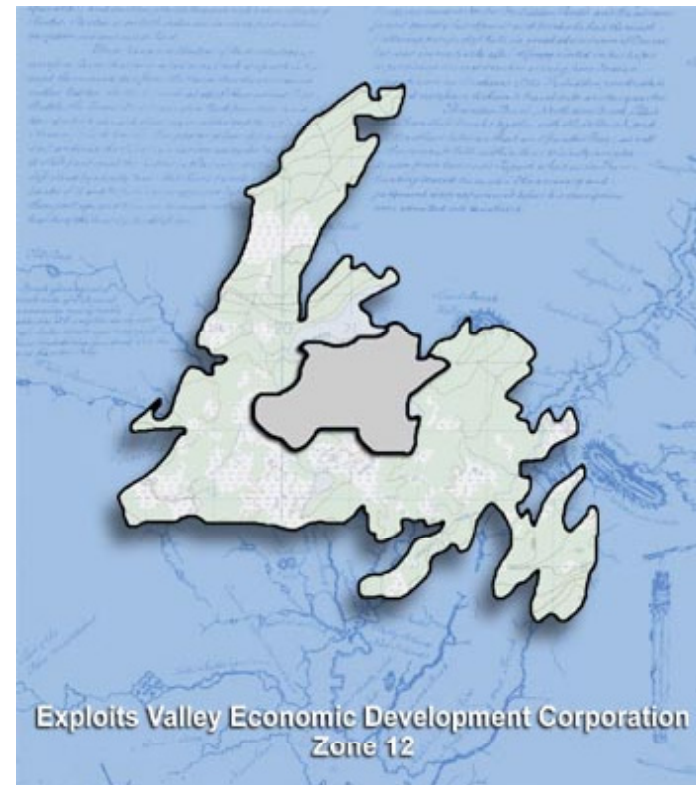


## Presentation Outline

- An Introduction to the EVEDC
  - Organizational Structure
  - Development & Planning: The Strategic Economic Plan
  - Strategic Economic Plan 2007 – 2010: An Overview of Opportunities and Actions
  - Questions and Comments
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## What is the EVEDC?

- Responsible for **planning, coordinating and facilitating** economic development in **Zone 12**, the Exploits Valley Region.
- Zone 12 includes communities from **Buchans to Norris Arm and Leading Tickles – Fortune Harbour.**





## Organizational Structure

- Diverse board of directors
  - Representation from an array of:
    - Sectors
    - Levels of government
    - Communities
    - Regional Organizations
  - Full-time staff of five
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## Organizational Structure - Board of Directors

|                               |   |
|-------------------------------|---|
| Gerald Thompson -Chairperson  | Chamber of Commerce                     |
| Geoff Kelly -Vice Chairperson | Education                               |
| Richard Cofone -Treasurer     | Exploits Valley Development Association |
| Scott Sceviour - Secretary    | Municipalities/Botwood                  |
| Jody Fancey                   | Municipalities/Bishop's Falls           |
| Paul Rose                     | Exploits Valley Tourism Association     |
| Cyril Langdon                 | Member-at-Large                         |
| Brian Caravan                 | Youth                                   |
| Jerome Moore                  | Red Indian Lake Development Association |
| Keith Courage                 | Buchans Development Corporation         |
| Fred Budgell                  | Municipalities/Eastern Subregion        |
| Harry Hallett                 | Member-at-Large                         |
| Janice Eisenhauer             | Municipalities/Grand Falls-Windsor      |
| Teresa Greene                 | Municipalities/Western Subregion        |
| Don Stuckless                 | Municipalities/Eastern Subregion        |
| Robert Cater                  | Labour                                  |
| Don Frampton -Ex-Officio      | INTRD                                   |
| Scott Dawe -Ex-Officio        | ACOA                                    |
| Karen Young - Ex-Officio      | Service Canada                          |
| Walwin Blackmore - Ex-Officio | CCDC                                    |
| Bernard Hoffe -Ex-Officio     | HRL&E                                   |



## Organizational Structure - Staff

- Full-time staff includes:
    - Rod French, Executive Director
    - Beverley Mercer, Administrative Assistant
    - Darren Finn, Economic Development Officer
    - Shirley Morrow, Receptionist & Communications Clerk
    - Joanne Sullivan, Labour Market Researcher/Analyst
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# Exploits Valley Economic Development Corporation

## Strategic Development & Planning

### ➤ Strategic Economic Plan (SEP):

- Developed via **stakeholder consultation**
  - Revised every **three** years
  - Identifies key **sectors of opportunity & actions required**
  - Guides the corporation's activities and focus; provides **work plan**
  - Outlines the corporation's management/operations, budget, policy and procedures
  - Latest SEP covers from **2007 - 2010**
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## Natural Resources/Agriculture

**Opportunity:** *To identify opportunities to expand the growth of the regional agriculture sector.*

### **Actions Required:**

- Work to address land issues
- Lobby province for policy in identified areas
- Promotion/education for local agriculture industry
- Assist industry in funding access
- Support local industry (i.e., facilitating links with government, identifying resource supports)





## Tourism, Culture & Heritage

**Opportunity 1:** *To implement the Regional Tourism Visitor Interception Master Plan developed by Tract Consulting.*

### **Actions Required:**

- Focus on outdoor adventure activities
  - Work with stakeholders to plan for heritage developments regarding the “Exploits Wilderness Drive Strategy”
  - Work with stakeholders to plan improvements to Snowmobile Trail system and canoeing and rafting experience
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# Exploits Valley Economic Development Corporation

## Tourism, Culture & Heritage

### Other opportunities for these sectors:

- Planning and implementation of recommendations made in the Western Zone Tourism Development Strategy
- Opportunities from the Flying Boat Festival International and Aviation Tourism Initiatives



## Manufacturing

**Opportunity:** *To support the efforts of the Manufacturing Sector Specialist (INTRD) and the Manufacturing Human Resource field worker (CME).*

### **Actions Required:**

- Reformation of the Manufacturing committee including the INTRD specialist and the CME HR field officer
  - Identification of opportunities for the local manufacturing sector
  - Identification of appropriate activities and role for the EVEDC
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## Education & Youth

**Opportunity 1:** *The formation of a regional Youth Council.*

**Actions Required:**

- Obtain funding to hire a Youth Development Officer (YDO)
- Hold strategic planning session to formalize Youth Council

**Opportunity 2:** *Completion and implementation of a Youth Attraction & Retention Strategy.*

**Actions Required:**

- Hire YDO and complete strategy and Youth Council formation
  - Establish/re-establish contacts with various stakeholders, implement strategy
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## Information Technology

**Opportunity 1:** *To promote a culture of innovation by encouraging businesses and Councils to adopt innovative practices by making them aware of opportunities for training & technology utilization.*

### **Actions Required:**

- Research innovative practices of municipalities/businesses in region/province
  - Form an Innovation Advisory Committee with regional partners
  - Promote regional examples of innovative practices
  - Research local training programs and associated government funding
  - Organize/promote training programs based on feedback from businesses/municipalities
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## Information Technology

**Other opportunities for this key sector include:**

- Promotion and facilitation of e-business within small businesses  
in the Exploits Valley
  - Exploration of the potential to continue and/or expand the  
computer recycling project
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## Other Areas of Opportunity & Support

- Mining, Aquaculture & Forestry
- Heritage, Archaeology
- Tourism Marketing
- Post-secondary education
- Labour market research
- Botwood Port





**Final Questions or Comments?**

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