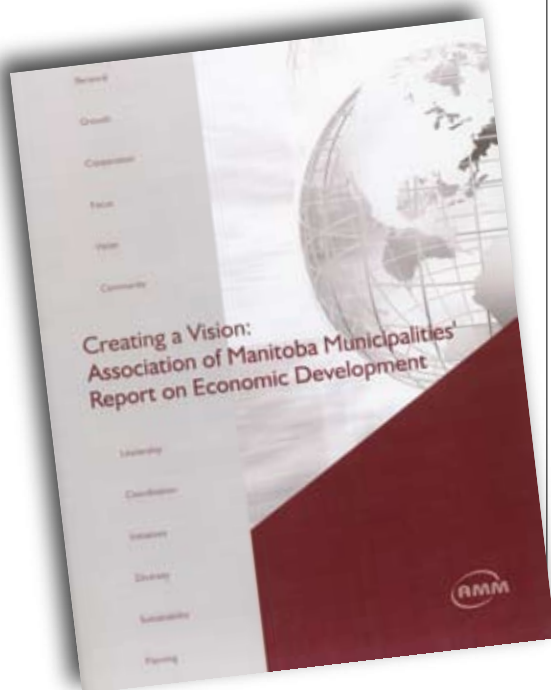


AMM proactive in economic development

Question: What has the AMM done to promote Community Economic Development?

Answer: Quite a lot, it seems. Here's a summary:

- During 2002 and 2003, the AMM struck a Task Force on Economic Development and held a number of consultative sessions with both economic development practitioners and municipalities to gain a better understanding of models now in place, and to specifically identify strengths and deficiencies.
- The Task Force was seeking to promote and encourage a coordinated, community-driven economic development strategy for Manitoba. The aim was to provide policy recommendations for the provincial and federal governments that would be compatible with municipal objectives.



- After extensive consultation, the AMM published the report *Creating a Vision: AMM's Report on Economic Development*. The report consolidated the participants' input into 12 recommendations that targeted the areas of organizational structure and planning; funding, and human resources.
- The discussion of the organizational structure and planning focused on the need for greater cooperation and coordination among governments, communities and organizations.
- Several concerns were raised regarding the adequacy of funding and the need to review governments' approaches to funding to create greater flexibility and more long-term mechanisms.
- In terms of human resources, participants discussed the need to attract and retain staff and volunteers that can lead and implement community economic development strategies.
- The consultation accomplished the task of identifying opportunities and formulating several objectives for governments and economic development organizations.
- Specific roles for the AMM focused on lobbying, leadership, communication and training.
- As a result, the AMM created a working group with the provincial and federal governments to build on the momentum from the *Creating A Vision* report. Representatives from the AMM began working with

Manitoba Agriculture, Food and Rural Initiatives and the Rural Secretariat and Western Economic Diversification (WD) at the Federal level.

- Since economic development stakeholders had identified gaps in service delivery, the working group wanted to return to the stakeholders to discuss how to move forward and address those gaps.
- The working group decided to host a session in the spring of 2005 to evaluate the level of support for the AMM recommendations and to seek input on how they could be implemented.
- This session assembled a list of strategies and demonstrated that each order of government will have a role in advancing economic development in Manitoba. The four key issues discussed were coordination, funding adequacy and responsibility, community leadership, and staffing.
- A complete session report is now available on the AMM website (www.amm.mb.ca), listing many ways economic development service delivery can be enhanced.
- Municipalities need to work with the Provincial and Federal Governments to address these issues in a coordinated manner.
- Specifically, the AMM was tasked with supporting the education demands of municipalities and stimulating discussion on the need for economic development and the local success stories that Manitoba has experienced.

Profit from our experience!

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