RURAL MANITOBA ECONOMIC DEVELOPMENT CORPORATION

Association of Manitoba Municipalities
June 2021 Regional Meetings
WHY RMED?

• Rural Manitoba has not had dedicated economic development resources in the recent past.

• AMM is a strong and vocal supporter of a rural agency to support
  • Strategic alignment
  • Coordinated service delivery
  • Rural data acquisition, analysis and context
  • Building capacity
  • Pre-investment support and readiness
  • Coordinated communications
  • Identification of issues and advocacy to find solutions
MANDATE

• Coordinate and collaborate:
  • With governments, economic development agencies, Indigenous, Metis & newcomer communities, funders, training partners, etc.
  • To grow local companies and industries, create jobs, attract talent & investment, increase competitiveness & prosperity.

• Develop clear pathways for business to access services.

• Support communities - capacity, strategies & investment ready plans.

• Expert for rural data.

• Represent rural Manitoba provincially, nationally & internationally.
THE ELEPHANT IN THE ROOM
RMED does/is not:

- Replace the incredibly important work that is done in community.
- Your local Economic Development Officer
- Participate in local decision making.
- A funder
- Replacing or duplicating programming.
Help rural Manitoba put its best foot forward:
  • Rural voice for Team Manitoba.
  • Tackling economic development issues together

Communicate and market rural Manitoba as a place where business succeeds.

Participate on provincial committees, round tables, and consultations.

Listen to your needs and invest time to cultivate relationships that lead to partnerships and solutions.
Support

• Help economic development offices, entrepreneurs and rural communities with support, strategies and planning.

• Develop programs and services that enable local and regional planning.

• Identify information gaps, the data sources or a research approach to fill those gaps and the appropriate means of communicating them effectively.

• Foster expertise in specialized skills that can supplement skills in community.
Connect

• Help rural communities connect and collaborate on projects and economic development issues.

• Track and support community initiatives and projects.

• Identify and develop shared opportunities.

• Support community and regional planning and collaboration to align development.

• Support innovative ways to connect within and between communities, across the province, the country and the globe.
Advise/Partner

- Provide tools and supports for growth and expansion:
- Learn about your communities and your plans to provide concierge services.
- Scan the globe for innovation and best practices that can be applied in Manitoba.
- Participate as requested to support your EDO’s.
- Identify barriers to economic development and develop ideas and recommendations to resolve them.
- Document “lessons learned” to ensure continual improvement.
Inform

• Trusted source for information
• Acquire data through purchase or primary sources.
• Hire and develop expert analysts to source and interpret economic data.
• Use innovative communication strategies and technologies to tell rural Manitoba’s story.
Areas of Exploration and Conversation

• Infrastructure and asset mapping
• Broadband connectivity
• Western Economic Diversification – understanding the changes
• Regional strategy development
• Business Retention and Expansion (BRE)
• Labour and workforce
Margot Cathcart, CEO

• 35 years private and public sector experience including:
  • Private sector: agriculture, food, bio-products, new media, communications, financial services, entertainment, IT, health services, hospitality.
    • Product Development
    • Front office and call center client service management
    • Marketing, communications, public relations.
    • Strategy development, implementation and change management
    • Process (re)engineering.
    • Governance
  • Personal Business Venture – Management Consulting
    • New media projects in North America and Europe.
    • Project partners included Fortune 500 companies.
    • Project and change management
  • Public Sector
    • Economic, industry and business development
    • Program development, administration, and assessment
    • Strategic planning and performance metrics
    • Process re-engineering
    • Enterprise IT projects
    • Knowledge and information management.
Next steps

• Phase 1
  • Immediate operational needs – computers, furniture, job descriptions, policies, procedures.
  • Meet, greet, listen
  • Select time sensitive projects

• Phase 2
  • Finalize funding, budgets, operational plans
  • Hire staff – policy, data, regional EDO’s.
  • Orientation, team planning, work plans.

• Phase 3
  • Begin project work.
  • Create multi-year strategy.
Contact Us:

- **Website**: www.remedcorp.ca
- **Facebook**: https://www.facebook.com/RMEDCorp
- **Instagram**: https://www.instagram.com/rmedcorp/
- **Twitter**: https://twitter.com/RMED_Corp
- **LinkedIn**: https://www.linkedin.com/company/rural-manitoba-economic-development-corporation/
- **YouTube**: https://www.youtube.com/channel/UCNjc7dMtZXq9bLRmWXM-MjQ

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