



Manitoba Agriculture, Food and Rural Development

GROWING **Opportunities**

# **C**ommunity **E**conomic **D**evelopment *for Municipal Councilors*



# Today, we will....

- Talk about your role in community economic development:
  - Provide you with the answers to your CED quiz.
  - Give you some quick short stories of how some communities have done CED.
- Provide you with resources tailored just for you.
- Get connected so we can keep in touch.

Community Economic Development combines community and economic development.

It is development of the community by the community.

Communities determine their own solutions to economic, social and environmental issues and opportunities – and act on them!

In other words: local communities choose deliberate actions to influence the local economy and to improve the quality of life for its residents.

# Community Economic Development

True or False

1. Only big centres can do it *False*
2. Most of the development occurs with outside dollars *False*
3. Local government is the main driver of economic development *True*
4. Most jobs in rural areas come from agriculture *False*

# Community Economic Development

True or False

- 5. Economic development is all about jobs.
- 6. CED is about creating what's possible rather than fixing what's wrong.
- 7. It helps if you know your strengths and assets.
- 8. There is no need for dedicated resources for economic development.

***False***

***True***

***True***

***False***

# Multiple Choice

- **A** - Raise your **Arm**
- **B** – Put your hands **behind** your ..... **back**.
- **C** - **Cross** your arms
- **D** - Sit **Down**

## Question 1

Data Collection and analysis can be valuable tools for identifying opportunities. **Most recently**, the City of Dauphin is experiencing success in encouraging new business by using what type of analysis?

- A. Retail Market Analysis      **A. Retail Market Analysis**
- B. Business retention and expansion survey
- C. Regional Economic Analysis Process
- D. Asset Inventory







## Question 2

The City of Portage la Prairie has been successful in attracting new industry. Which of the following strategies is **not** being used by the City?

A. develop a long term development and land use plan.



B. wait for inquiries before investing resources.

C. offer existing industrial land at no cost with stated conditions.

D. invest in infrastructure based on a long term industrial development plan.

# Portage la Prairie

*City of Possibilities*



### Question 3

Many communities struggle with labour shortages in certain sectors. Which of these strategies **has yet** to be tried in rural Manitoba?

- A. Build partnerships to provide training for specific job opportunities in the community. *Arborg*
- B. Provide settlement services to encourage immigrants to fill local job shortages *Roblin Cartwright*
- C. Work with local Community Foundations as an active participant in economic development planning
- D. contract with local youth. Financially support their post education on the condition they return home to work.

*Russell*

# Community Foundations



## Question 4

The Partner 4 Growth Program supports what steps in rural economic development?

- A. Planning
- B. Feasibility Studies
- C. Implementation
- D. All of the above

## ***Do you know.....***

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- your local economic competitive advantages?
- your economic development vision and plan?
- your economic development message?
- your community's interdependencies?
- your community's key economic development players?





# How we can help....

- Regional Economic Analysis Process
- Partner 4 Growth
- MAFRD Community Capacity Team
  - Resources -
  - Regular email contacts
  - Information
  - Facilitation

