

# 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.

# Representation

- 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.



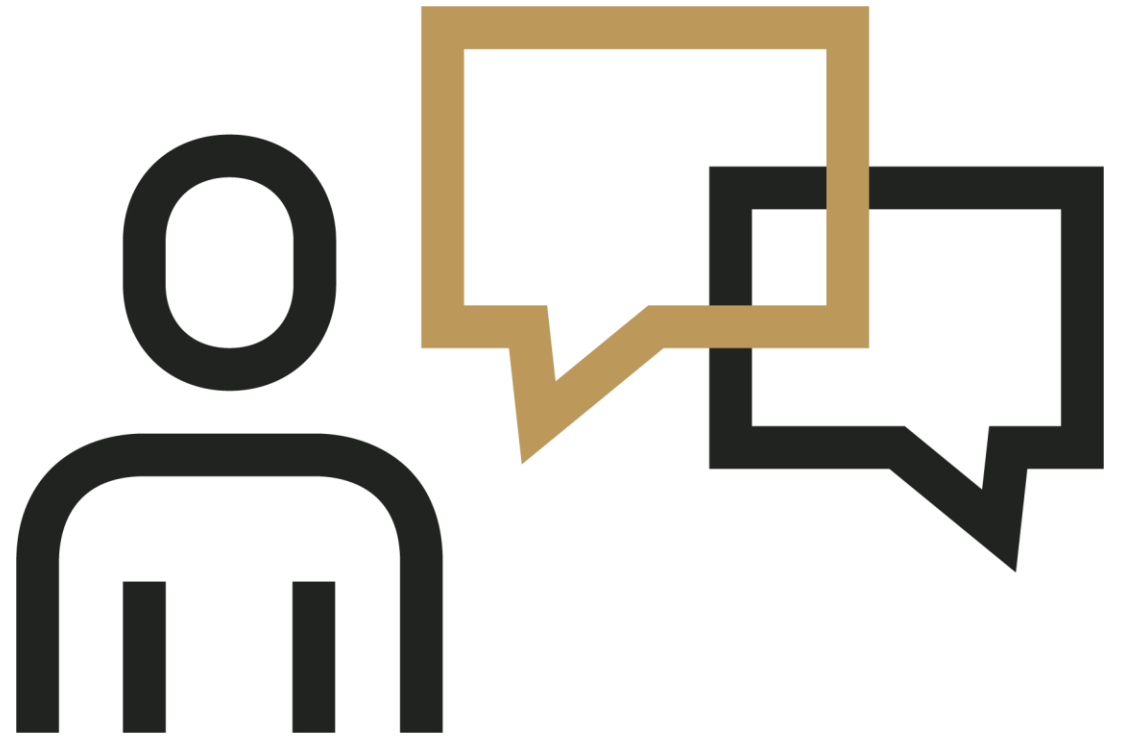
# Support



- 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.remecorp.ca](http://www.remecorp.ca)
- **Facebook:** <https://www.facebook.com/RMEDCorp>
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- **Twitter:** [https://twitter.com/RMED\\_Corp](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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