

Growing Western PEI Symposium
April, 2006

Growing Western PEI Symposium

*Canada's Leader in Rural Economic
Development*

Sponsored by
Resources West Inc. & West Prince Ventures

March 31, 2006 & April 1, 2006
Mill River, PEI



Growing Western PEI Symposium
April, 2006

Table of Contents

Executive Summaryi

1.0 Introduction 1

2.0 Symposium Goal & Objectives 1

 2.1 Goal..... 1

 2.2 Symposium Objectives 1

3.0 The Work of the Symposium 1

 3.1 Accomplishments Already Achieved 1

 3.2 Strategic Plan Feedback..... 1

 3.3 Taking Action on the Strategic Plan..... 2

 3.4 Community Action Commitments 3

4.0 Symposium Results..... 4

5.0 Next Steps 4

Appendices

- A- Participant List
- B- Symposium Agenda
- C- Strategic Plan- Executive Summary
- D- Western PEI -Accomplishments Already Achieved
- E- Feedback on Strategic Plan
- F- Taking Action on the Strategic Plan
- G- Community Action Commitments
- H- Participant Feedback/ Symposium Evaluation



Growing Western PEI Symposium
April, 2006

Executive Summary

It is amazing what can be accomplished in only six and a half hours. That's exactly what happened at the ***Growing Western PEI Symposium*** held March 31 and April 1, 2006 at Mill River Resort. Resources West Inc. and West Prince Ventures, the symposium hosts, wanted to engage people from all over the region to shape the future prosperity of Western PEI. The purpose of the event was to share the strategic plan with everyone, get their feedback and-together – develop actions to create a more prosperous future for the area. Forty-eight (48) people from Summerside to Tignish showed up. They shared success stories that are already contributing to economic development (Appendix D). They reviewed and provided feedback on the Strategic Plan for Western PEI. They studied the Gas Tax Transfer Program. They identified short term low cost actions that would move the strategic plan objectives forward. As well they met in small community groups and identified specific actions that their community/interest group could achieve. (Appendices E-F-G).

Following a review of the strategic plan the participants worked on developing a list of actions that would help the six Strategic Plan objectives: 1. *Grow the population*, 2. *Transition to an economy of year round employment*; 3. *Coordinate economic development strategy for the Western PEI region*, 4. *Redress the low level of educational attainment.*, 5. *Partner with Summerside and other communities to further shared objectives*; 6. *Be an innovator in rural economic development thinking, strategies and tactics*.

All during the conference people found ways to work together to build a better future for Western PEI- “Canada’s Leader in Rural Economic Development.” The symposium identified a number of projects that have benefits for everyone and require collaboration to complete. Some examples follow. Hire a regional urban planner to support better infrastructure planning; organize a rebar training course to support concrete work in the wind energy industry; restart the management trainee program to support leadership development and help small businesses; jointly plan and implement an International Alternative Energy Conference; develop a residential and commercial infrastructure program; develop a strategy to increase value added agriculture products. Some initiatives can be completed in six months; others take more time. However, all of them can be started- now.

Dr. Gary Morgan spoke at the evening meal. His own story showed how coming and staying in the region has been rewarding personally, professionally and as a business owner. He told the audience that far from being an obstacle; the area afforded him a rich and fulfilling personal life and career. He reminded everyone of the potential that lies within our communities and challenged the audience -“to know our limits-then ignore them”.

At the end of the symposium delegates gave the event very high ratings. They appreciated being engaged- involved with the challenges and opportunities – throughout the symposium. They

Growing Western PEI Symposium April, 2006

want to see another symposium next year and requested follow-up on all the action items identified.

What needs to be done to build on the work of the symposium? Consider the following suggestions. First, communicate the results of the symposium widely. Use all the media available to do this- print, radio, TV, the internet, etc and of course- word of mouth. Resources West Inc. can bring people together and get projects started. Assign staff to contact the communities/ interest groups and help them shape their action plans into concrete projects. With the encouragement and support of Resources West Inc. and other agencies next year's symposium will have another long list of accomplishments. The region will have taken many more steps to being, "Canada's Leader in Rural Economic Development".

Growing Western PEI Symposium April, 2006

1.0 Introduction

The symposium arose from a commitment by Resources West Inc. to consult with all community leaders regarding the 2005 Strategic Plan for Western PEI. They invited members of the business community, community leaders, council members from all municipalities and government officials. People came, worked hard and contributed their ideas on how to proceed and make the strategic plan a reality.

2.0 Symposium: Goal and Objectives

2.1 Goal

The goal of the symposium was to have each community informed and have action plans from the regional development strategy to work on- with support from Resources West Inc.

2.2 Objectives

There were five objectives established for this event.

- Participants gain an appreciation for existing accomplishments and work-in-progress.
- Participants are fully informed on the Strategic Plan for Economic Development.
- Participants have an opportunity to select areas for future action.
- Participants identify supports required to carry out identified actions.
- Participants engage in designing the future for Western PEI.

3.0 The Symposium Work

3.1 Accomplishments Already Achieved

The conference facilitator, Marie MacDonald of Paul Hickey & Associates Inc. used post-it notes to capture all the ideas and feedback from the delegates. They generated over 4 pages of accomplishments and initiatives in the region.

(See Appendix - D for full listing).

3.2 Feedback on Strategic Plan

Guided by the author of the Strategic Plan, David Campbell, people got a full appreciation of the documented challenges and opportunities that are open for Western PEI. This set the stage for thoughtful reflection, feedback and action thinking. The group acknowledged the need for an economic development strategy with strong leadership and sufficient resources to complete the work.

Growing Western PEI Symposium April, 2006

It became evident from the discussion that the strategic plan awakened a compelling desire for a better future for Western PEI. All parties from different communities worked together to align their hopes and dreams and commit to further actions. The great sense of partnership at the symposium allowed the delegates to work together and create a better new future for Western PEI- “Canada’s Leader in Rural Economic Development.”

3.3 Taking Action on the Strategic Plan

In a very short time, participants generated a long list of ideas which would further the implementation of the strategic plan. Ideas for expanding existing initiatives and getting the most out of possible spin-offs were tabled and posted. One example raised was a joint application under the Gas Tax Transfers. Another example was the Wind Energy Institute and how the region may expand any potential spin-offs, i.e. accommodations, food, education, recreation, childhood services, etc. and perhaps expanding to encompass biofuels. Participants identified 5 pages of actions that would further the strategic plan objectives. (See Appendix-F for complete listing) Some examples follow.

Objective # 1 - Grow the population.

Example: Highlight our quality of life in all regional advertising.

Objective #2 - Transition from an economy dominated by seasonality to one of year round employment.

Example: Add value to what we already produce i.e. fruit and vegetables; sustain historical businesses i.e. flour mill in Coleman.

Example: Develop a nationally recognized elite residential hockey school for girls.

Objective #3 - Develop a coordinated economic development strategy and efforts for the Western PEI region.

Example: Hire an urban planner to support and coordinate infrastructure planning.

Example: Use media to inform the region of the economic development strategy.

Objective #4 - Take serious steps to redress the low level of educational attainment.

Example: Respond quickly to employment opportunities. Organize a rebar training course to supply qualified labour for concrete construction in the wind energy industry.

Example: Build on the success of the CompuCollege Essential Business Skills program. Attract more educational institutions (both private and public) to offer programs in the region.

Growing Western PEI Symposium April, 2006

Example: Provide forgivable bursaries to students who work on PEI for a number of years after graduation.

Objective #5 - Partner with Summerside and other communities to further shared objectives.

Example: Jointly plan the 2007 “Growing Western PEI Symposium.”

Example: In 2007 host an International Conference on Alternative Energy: Earth, Wind and Fire.

Objective #6 - Be an innovator in rural economic development thinking, strategies and tactics.

Example: Attract one major employer to the region.

Example: Begin to find a solution to low and seasonal employment by doing research on best practices in other jurisdictions.

3.4 Community Action Items

All the communities represented at the symposium identified actions to strengthen their own community as well as Western PEI.

Some examples include:

- O’Leary will work to have the Manager Trainee Program reinstated.
- Tignish will reinstate the Planning Board and engage in an inclusive strategic planning exercise.
- Alberton will lead a joint meeting with Summerside and western municipalities to present a resolution for the equalization of property taxes- proportionate to services.
- Tyne Valley will continue ongoing initiatives around residential development, Business Park, etc. and look at the possibility of mosquito research.
- The agriculture group will initiate an International Alternative Energy Conference (Earth, Wind and Fire) for the fall of 2006

See Appendix - G for a complete listing of all the community action items.

Growing Western PEI Symposium
April 2006

4.0 Symposium Results:

If there was one overriding conclusion from the symposium it was partnership- working together to achieve common goals. The symposium created an overall commitment to develop a unified strategy to further the future viability of Western PEI (with leadership from Resources West). This event clearly identified the need for a common, unified brand that would create an inter-community collaborative spirit and contribute to a more visible western PEI economic presence.

The symposium identified a number of projects that require partnerships. To support better infrastructure planning hire a regional urban planner; organize a rebar training course to support concrete work in the wind energy industry; to support leadership development and help small businesses restart the management trainee program; jointly plan and implement an International Alternative Energy Conference; develop a residential and commercial infrastructure program; develop a strategy to increase value added agriculture products. Some initiatives can be completed in six months; others take more time. However, all of them can be started- now.

To further the work of the symposium participants requested Resources West to follow-up on all the actions identified. A forum in 2007 was suggested as a way to keep people informed and accountable.

5.0 What's next?

Here are a few suggestions that can build on what got started at the Symposium.

- Keep the Strategic Plan document front and centre.
- Get each community involved in at least one project right away.
- Start a few projects that require partnering among the region's municipalities.
- Communicate this report widely. Use free media extensively.
- Pick 4-5 small projects that can be done within six months.
- Assign Resources West Inc. staff to contact the individuals and communities and help them shape their action plans into concrete projects- immediately.

With the encouragement and support of Resources West Inc. and other agencies next year's symposium will have another long list of new accomplishments. The region will have taken many more steps to being, "Canada's Leader in Rural Economic Development".

Growing Western PEI Symposium
April 2006

Appendix A- Symposium Participants

<u>Name</u>	<u>Organization</u>
1. Jim Bertling	Pioneer Farms
2. David Dalton	South Shore Seafoods
3. Sharon O'Halloran	Accountant
4. Elizabeth Pederson	CompuCollege
5. Alan Curtis	Town of Alberton
6. Shirley Betts	Credit Union O'Leary
7. Carol Livingstone	Light House Lovers Vacation Home
8. Debbie Horne	Journal-Pioneer
9. Errki Pohjolainen	Resources West Inc.
10. David Anderson	Resources West Inc.
11. Chad Smallman	Resources West Inc.
12. Marie MacDonald	Consultant
13. Shane MacDougall	Central Development Corporation Ltd.
14. Kevin Porter	Community Inclusions
15. Elizabeth Noonan	PEI Business Women's Assoc.
16. Cletus Dunn	House Leader & Chairman of Caucus
17. Natasha Gilks	West Prince Clubhouse CMHA
18. Susan Wallace-Flynn	Town of Alberton
19. Cathy MacAusland	O'Leary Representative
20. Matthew McGuire	Tyne Valley Chairman
21. David Gamble	Resources West Inc.
22. Brenda Profit	Community Development
23. Lisa Poultney	Prince County Hospital Foundation
24. Elmer Arsenault	Community of Tignish
25. Jonathan Riley	West Prince Graphic
26. Brian Keefe	PEIBDI
27. Dr. Gary Morgan	West Prince Veterinary Service
28. Giselle Bernard	Wellington Development Corp.
29. Emmerson MacMillan	WPCC/Graymont
30. Anne Arsenault	Tignish Initiatives Corp.
31. Norma MacNeill	West Prince Ventures
32. Mike Thususka	Summerside Economic Development

Growing Western PEI Symposium
April 2006

Appendix A- Symposium Participants (continued)

<u>Name</u>	<u>Organization</u>
33. John Griffin	W.P. Griffin Inc.
34. Scott Harper	ACOA
35. Nan Ferrier	Chair of Ellerslie, Bideford Community
36. Gail Shea	Minister of Transportation & Public Works
37. Andrew Ramsay	Lennox Island
38. Dean Getson	Career Development Services
39. Steve Reaman	BDI
40. John Arsenault	Manager, Canada / PEI Infrastructure Program
41. David Campbell	Shift Central
42. Wilfred Arsenault	MLA Evangeline
43. Eva Rodgerson	MLA West Point Bloomfield
44. Joe McGuire	MP
45. Billy MacKendrick	Agricultural Sector
46. Brent Gallant	City of Summerside
47. Scott Dawson	HI Construction
48. Robert Hitchcock	

Growing Western PEI Symposium
April 2006

Appendix B-Symposium Agenda

“Growing Western P.E.I. Symposium” ***Canada’s Future Leader in Rural Economic Development***

Rodd Mill River Resort, Woodstock, P.E.I.

Friday, March 31st

- 12:00 - 1:00** → Registration
- 1:00 - 1:30** → Welcome and Introductions
→ Overview of Program
- 1:30 - 2:45** → Celebrating Accomplishments:
What is already happening in Western P.E.I.?
Wind Energy Project
 - Gas Tax Transfers
 - Summerside Market Research
 - Other Accomplishments, etc.
- 2:45 - 3:00** → Networking Break
- 3:00 - 3:45** → Overview of Strategic Plan for Economic Development with David Campbell
- 3:45 - 4:45** → Our Response to Strategic Plan
 - Group Discussion/Feedback
- 4:45 - 5:00** → Wrap-up for the Afternoon
- 5:00 - 5:30** → Social mixer
- 5:30 - 7:00** → Dinner

Growing Western PEI Symposium
April 2006

Appendix B- Agenda (continued)

Saturday, April 1st

- 8:15 - 9:00** → Networking Continental Breakfast
- 9:00 - 9:45** → A deeper look into the Strategic Plan with David Campbell
- 9:45 - 10:30** → Identification of low-cost, immediate actions to move forward
- 10:30 - 10:45** → Networking Break
- 10:45 - 12:00** → Respective communities select 3-5 areas for action
- 12:00 - 12:15** → Feedback from community groups
- 12:15 - 12:30** → Wrap-up
→ What was helpful?
→ What's next?
- 12:30** → Closing

Appendix C-Strategic Plan Executive Summary

**Transitioning Towards a Sustainable Economy
2006-2010**

**A Strategic Plan for Economic Development in
Western PEI**

Executive Summary

March 2006

Appendix C Executive Summary

Western Prince Edward Island (from Miscouche to Tignish) has been an important part of the PEI economy for over 200 years from the thriving shipbuilding industry in the mid 19th century to the establishment of the first fisherman’s co-operative in Canada. However, as with many rural communities in Canada, Western PEI has been declining in population and economic influence for a number of years. Now a number of factors are combining to threaten the future economic viability of the region. The time is now to take specific steps to redress the economic challenges facing Western PEI and to put in place a plan that will begin the process of transitioning the economy from one reliant on seasonal industries with limited growth potential to one that is more diversified, offering year round jobs and careers for the residents of the region.

A formal economic development strategy can play a highly beneficial role in a community’s overall growth and development. It can identify key challenges and potential opportunities that may not be addressed without a formalized plan. It can mobilize the various stakeholders toward a coordinated vision for the community. It can lead to significant economic and social benefits for the community.

At the core of the strategic plan is the vision for the economic development of the Western PEI region. Based on the public consultations, interviews with key business, government and community leaders, it is clear that the stakeholders want Western PEI to transition its

economy to one that is more sustainable, less dependent on government transfers and that is biased toward growth. In addition, it was also clear that Western PEI should not sacrifice its high quality of life to achieve its economic goals.

The Vision is to achieve strong population and economic growth by establishing Western PEI as a leader in Canada for rural economic development.

Rationale for an Economic Development Strategy

- The region is facing significant challenges such as high unemployment, low business investment, lack of industry diversification, increasing educational attainment gap, and the out-migration of youth.
- Conversely, Prince Edward Island as a whole is arguably in the middle of an economic revival. The past few years have seen strong employment growth, increasing exports and the emergence of new economic sectors.
- There is currently no economic development strategy for West Prince and the stakeholders have identified this as a major impediment to

The Six Pillars of Growth

Government:

- Reduce dependency
- Financial support
- Increase collaboration

Human Resources:

- Foster ‘career’ mentality
- Raise education levels
- Recruit talent into region

Leadership:

- Coordination
- Develop champions
- Innovative thinking

Diversify Traditional Sectors:

- Fisheries ⇨ value add
- Agriculture ⇨ organics
- Forestry ⇨ manufacturing

Nurture Emerging Sectors:

- Tourism
- Transportation
- Wood products

Pursue New Sectors:

- Alternate energy/wind power
- ICT/Telework
- Retirement Living

Objectives:

1. Grow the population.
2. Transition from an economy dominated by seasonality to one of year round employment.
3. Have a coordinated economic development strategy and efforts for the Western PEI region.
4. Take serious steps to redress the low level of educational attainment.
5. Partner with Summerside and other communities to further shared objectives.
6. Be an innovator in rural economic development thinking, strategies and tactics.

Priority Industry Sectors:

Energy	Western PEI is ideally positioned to leverage the province's strategy to develop the renewable energy industry (see section 4.5.1 below).
Manufacturing	Manufacturing is becoming a vital component of the Western PEI economy. Four sectors have significant potential for growth: wind energy-related, aerospace/transportation, agri-food (incl. fish) and wood products.
Tourism	The tourism sector is an important economic driver in Western PEI and the local stakeholders agree there is more room for growth. Tourism infrastructure benefits the quality of life for local residents as well.
Transportation	The North American transportation sector will require an estimated 240,000 truckers in the next decade offering salaries of up to \$90,000/year. These individuals can be based anywhere. There are an increasing number of truckers in West Prince already. There were 125 more truckers based in rural Prince County in 2001 than in 1991 – a 35% increase.
ICT (Information & Communications Technologies)	The province has made this sector a key priority area for growth and funding support. In addition, it is expected that hundreds of thousands of new ICT jobs will be created in Canada over the next ten years. The new wireless broadband network means that these jobs could be located in West Prince.
Retirement Living	It is estimated that some 400,000 people retire in Canada each year and that will rise to almost 700,000 by 2009. This has given rise to retirement community initiatives all over Canada. West Prince has many of the intrinsic elements needed for a successful Retirement Community program
Agriculture	This sector will remain one of West Prince's most important economic drivers well into the future. Additional economic activity can be had in this sector by increasing value added activities.
Fisheries	This sector is also a very important driver of the West Prince economy and will continue to be into the future.

Specific Tactics (selected):

Tactic:	
Establish a ‘West Prince’ economic development presence.	With a unified brand.
Deliberate population growth activities.	Retirement community strategy, attracting skilled labour for the Canadian Wind Energy Institute and other organizations.
Attract a major, anchor employer(s).	Key element of many successful, rural communities.
Reduce dependency on EI.	Look for ‘off season’ job sharing opportunities. Look for ways to overcome the EI ‘premium’ by encouraging higher wages, benefit packages and other employee incentives.
Make the concept of having a ‘career’ attractive again.	Among both employers, employees and the youth (next generation of workforce).
Develop community-specific strategies.	Work with local communities within West Prince (i.e. Wellington, Tignish, etc.) on specific economic development activities for their communities.
Deploy a Web-based GIS system for West Prince.	Allows potential investors and partners to view the region in its entirety and then zoom in on specific communities, business parks, economic assets, etc.
Secure the Canadian Wind Energy Institute.	Also secondary benefits such as manufacturing opportunities and the potential of exporting expertise.
Leverage the rural broadband network.	Set up a committee to evaluate the potential business opportunities arising from the creation of the broadband wireless network in the region.
Evaluate the potential of telework in West Prince.	Set up a committee to explore the potential of telework in West Prince. Assess public interest, capacity, etc.

Growing Western PE I Symposium

April, 2006

Appendix D-Western PEI- Accomplishments Already Achieved

This is a short list of accomplishments identified by the delegates.

- Tyne Valley Restoration:
 - Library
 - Village offices
 - Britannia Hall
 - Forbes House-Music Museum Upgrade Parking

- Lennox Island:
 - Interpretive & Conference Centre

- Pioneer Farm:
 - Off Grid
 - Animals
 - Helping Handicapped

- Revitalization of Main St. Alberton

- Community of Tignish was very lucky to have the well established local Co-op take over the facilities of a Building Supply Business that had to close.

- CompuCollege is offering a 30-week training program in Small Business Essentials at Future Tech West. There are 13 students presently taking the training.

- Tim Horton's Opening:
 - Jobs
 - Corporate Sponsorships
 - Inclusive Employment

- New building in Alberton called Alberton Business Centre, owned by West Prince Ventures. Resources West Inc. also has their offices there.

- P4G- Planning for Growth program with 10 local businesses on board to explore and implement growth.

- Senior's College Summerside
 - Drawing & Painting
 - French
 - Computer-1, 2 &3 (Summerside & Tyne Valley)
 - Several Health Related Courses

Growing Western PE I Symposium
April, 2006

- Parker's Potato
- O'Leary cracks Hockeyville's Top 50
- Move of Holland College automotive & carpentry programs to Slemon Park.
- Wind generation in Summerside
- Inclusive employment in the region, process needs to continue.
- Trout River Industries
- Ventus Energy Inc.
- Ravenwood Carpentry
- Central Development Corp. Summerside (SCN), Wellington & Tignish Initiatives worked together on the Broadband Projects which made wireless high speed available to customers from Cavendish West.
- Tignish Initiatives Corp. Sustainability Project:
Initiative to increase the long term sustainability of the non profit community development corporation.
- The three regional tourism associations have worked together to redevelop & rebrand the coastal drive in '05 and continue to work together on joint initiatives to promote the entire Western Region of PEI.
- Community Accounts Study starting in Lots 11-14 as PEI P/A involving inter-municipal cooperation.
- What is happening in Western PEI?
Streetscape Projects in each of the main communities: Tignish, Alberton, Lennox Island, Tyne Valley Summerside & O'Leary has a proposal in.
- Municipalities becoming more active in economic growth.
- Emergence of the first nation as a player in the economy.
- Expansion in Seafood Processing in the Bloomfield Area.
- Organic farming- farmers market

Growing Western PE I Symposium
April, 2006

- Sassy's in O'Leary
- Chamber of Commerce resuming its role in community
- Community-wide group laying foundation for public transportation in area.
- Population Strategy for West Prince.
- New Federal Building in O'Leary
- Honing Human Resources:
 Working with local businesses to improve HR practices and identify shortfalls.
- New construction in Alberton & O'Leary
- Expansion of Industrial Park in Bloomfield
- Public Transit
- Community interest in value added opportunities with sustainable forest resources.
- Alberton downtown enhancement project
- Traditional basket weaving is back from the brink with new weavers in the wings ready to take over.
- New businesses opened in Alberton during last 12 months.
- Refurbishing of O'Leary co-op store has brought in more customers.
- West Cape Wind Farm proposal will hopefully create numerous jobs in the area.
- "Alberton Project" is proceeding to open community and to make it a retirement destination.
- Marketing Manoeuvres program to help local businesses devise marketing plans.
- Formed a group of development organizations to work on regional projects or initiatives.

Growing Western PE I Symposium
April, 2006

Appendix E- Feedback on Strategic Plan

- Blueberry or Cranberry processing line at fish plant
- Create education modules that will focus on community economic needs
- Working as a unit i.e.: figuring out what we each strategically want to achieve and sell the brand
- Retirees should be considered an industry, year round work no need for EI, good volunteer base
- Rural working with the Urban will make the difference
- Telework could work in our region
- Post secondary geared to our local economy
- Overall strategy working in same direction
- Communities working together and networking, we have seen great things happen when we work together
- We are seeing the benefit of working together
- We are realizing we are not competition for each other, if we come together we can have a greater voice and direction
- Can people outside West Prince help West Prince?
- Team members missing: Province Department of Education, Post Secondary Institutions (private and public)
- Senior citizens used as a resource for experience, expertise, and help to develop the economy. "They are a wasted resource"
- Need to use the internet to market products or the region itself
- Tie education programs to job creation & entrepreneurship
- Focus on economic class of network
- Immigration and further community inclusion and needs
- Too often re-active try to salvage what we have
- How will primary sectors (agri / fish) benefit by turning seasonal workforce into fulltime, who will do the seasonal work.
- Team member missing: Prov. Dept. of Health
- How do we make the telework system a reality
- Address education levels
- Maybe with higher education we could entice better paying jobs
- Establishment of a soybean extraction plant at grain elevator in Elmsdale
- Although some Islanders move away for work and thereby do not provide a tax base for the island, many come back to the island to retire and use their buying power to boost the Island's economy
- A "Unified Brand" may also help overcome unproductive inter-community competition-which is happening (getting past inter-community competition)
- An additional "level" looking at the individual communities, assessing strengths & weaknesses as a step toward refining those local plans could be a good "next step."
- Take exception and demand correct reference not say "out here"
- Environmental Tourism for North Cape Coastal Drive. "World kite flying championship", Alternative energy conference entitled: "Earth, Wind, & Fire."

Growing Western PE I Symposium

April, 2006

- With 4.5 million dollars for organic farming announced in last night's budget work towards establishment of organic farming.
- "Web Info" is overrated. An attractive web site says more about the web designer than the produce offered. More research needed on this!
- Attain their education training more livable wages. EI dependency issue being addressed is imperative to sustainable growth & development.
- The "growth" of I.C.T. companies and jobs is a myth. As technology advances the "human" jobs in this field decrease. (Large amounts of unemployed ICT personnel)
- Holland College- Trades, Computer skills
- Nurses need their tuition paid if they work on the Island after graduating.
- Assist the grass roots (the people) to find the solutions! 20x1yr contracts VS consultant
- Industry is attracted to West Prince at least in part by low wages. So they are offering low-paying jobs. Alberta is perceived as offering high wages.
- Literacy & Numeracy are still issues that need addressing.
- Little or no post-secondary education available in the area.
- Is rural living healthy living?
- Retirees need more health care
- Here is the chicken & egg question: Which comes first education and training or jobs?
- Clean province good for tourism. Clean water, clean air, make it easy to come and work here.
- This year we have Licensed Practical Nursing program in the area
- Nothing changes if nothing changes
- Plans need to include vehicles to make sure all residents can participate in the model, i.e.: persons with disabilities
- Wages need to go up,
- Taxes need to go down so we can go forward to improve people skills.
- Sense of unified voice in essence 45,000 compare to our world, competing is not much
- Create your own major anchor employer(s)
- Create more spaces for doctors and nurses
- Important Branding, We need signage identifying West Prince, similar to that used in the Evangeline region.
- Get feedback from past call centre employees and use that in setting criteria for selecting future call centre operators.
- Simplify & improve the immigration policy
- WEICAN should be expanded to encompass biofuels, energy conserving construction
- Remove the word "Harsh" from the presentation
- No easy solutions: Build on what we have collectively
- Need to focus more strategically

Appendix F – Taking Action on the Strategic Plan

1. Grow the Population:

- Cottagers. They use out of province health care & education to buy locally.
- Property tax incentives.
- Highlight our quality of life and develop residential & commercial infrastructure strategy.
- No cost health/fitness program's to create healthy populations to help invest into the future.

2. Economy Dominated By Year Round Development:

- Taken details look at the skill sets or “unemployed” workers- Focus on Indian Crafts
- Management Training Program.
- Reorganize HRSDC programs to allow for employed to upgrade skills. Try Pilot program on EI- must work or upgrade skills.
- Telework from home.
- Create a two season economy to reduce dependency on EI- Fabrication / export / welding / construction / non-profit / provide jobs.
- We have one of the last flour mills in the region. This mill is owned by a respected senior citizen in Coleman. However, when he passes on, no-one knows how to operate the mill. There is an organic flour mill in Vermont that sells, 2lbs bags of flour online for \$2.95-\$3.95 in a 2 lb bag. This is a tourism opportunity as you could have an interactive tow that ends in a store where you could also sell product.
- Add value to agriculture products. Currently a family wants to spend 15 minutes to prepare dinner. By 2011 that time will decrease to 10 minutes or less. The fastest growth in consumer foods in Canada is cut up fruit and vegetables.
- Food Tech Center & Culinary Institute. Need feed freight assistance in order for table stock potato market to realize profitable proven for potato farmer.
- Use a convent in the province in a very small town that has been converted to a residence for elite hockey girl players who participate in an elite program and go to school in that hometown. This town was facing having to shut down their school due to

Growing Western PE I Symposium

April, 2006

declining enrollment and they took a stand to strengthen their community. Many volunteer hours were used to fix up their arena and restore the convent.

-What about establishing a fishing and agriculture college or university in the region. This could include counting on processing and marketing along with conservation on species.

-Rhubarb Custard- Organically grown rhubarb made with organically produced milk. Rhubarb has proven health benefits particularly with serious as it has been proven to improve swallowing. With aging demographics this product could be developed for senior health care homes.

-Create more Business Parks

-Coordinate with companies in Slemon Park

3. Coordinated Economic Dev. Strategy:

-Action Items:

Use media to inform the region of the Development Strategy and the actions we want to achieve.

-Communication Plan- report on web site, get community involved.

-Unified Focus- Prince County has 40,000 people

-What is the leadership team accomplishing?

-Resources West

-Futures

-ACOA

-Tax incentives for commercial industrial development within incorporated communities.

-Community leaders on board but general public still not on board.

-Task Resources West to form a committee representing every concerned party in West Prince to implement the Strategic Plan.

-Enhance the profile our regional development groups demonstrate & thought progress.

4. Redress Education Levels:

-Survey the population as to what they want as far as studies.

-Lobby Holland College for a bigger presence.



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April, 2006

- More Post Secondary Education offering relevant courses:
 - Electrical
 - Plumbing
 - Heating
 - Machinist
 - Electro-Mechanical

- Make it more difficult for school age people to get work where they should still be in school working towards graduation

- Decentralize provinces government/civil service beginning with new departments and divisions.

- Pay off education debts for those who will stay on-island to work

- Maybe we need to scare people “Parents” of the awareness / consequences of lower education levels.

- Scholarships for students

- Decentralize Government

- Give kids more options as to their type of educations they receive, academic and vocational.

- Career Focus- Highlight people who have begun a “career”

- Reconsider the inclusion program in our schools. It isn’t helping the ones it was meant to and others are losing out as well.
- Provide forgivable bursaries for students who work on PEI a specific period of years after graduation.

- Balance with increase percentage population

5. Partner With Others:

- Continue West Prince Development Groups

- Chamber of Commerce

- Western PEI Tourism Assoc.
- Resources West PEIBDI

- ACOA RCLI HRSDC

Growing Western PE I Symposium
April, 2006

- West Prince Ventures
- Dept. Development & Technology
- Good sense planning for individual communities
- Look to best practices in comparable regions.
- Municipalities partner with surrounding areas:
 - O'Leary
 - Alberton
 - Tignish
 - Tyne Valley
 - Evangeline
 - City of Summerside
 - Lennox Island
- Continue Tourism
 - WPEITA - Evangeline, Summerside
- Identify what products are needed in Alberta
- West Prince Inc., new name

6. Innovator in Rural Economic Development:

- Attract one major employer
- With this conference you get lenders in Alternative Energy to connect with for Future Endeavors. We must develop an Eco-Tourism industry on North Cape Coastal Drive
- Earth, wind & fire. Alternative Energy conference. A North American Conference to be held at the Rodd Mill River Resort.
- Equalize gas prices across the Island
- Compare what other rural areas have done-Ireland, Caribbean
- Assess the potential for telework and if it makes sense, develop a strategy & pursue it.
- Remove bridge tolls. It's part of the Trans Canada.

Growing Western PE I Symposium

April, 2006

Appendix G- COMMUNITY ACTION ITEMS

O'Leary/ West Point Area:

Reinstate the Manager Trainee Program/ Recent college or university grads/ Businesses willing to accept & help trainees- letters of support from community groups and businesses.

Extend a loop of the Confederation Trail to West Point via Brae, Hebron, etc, along old shore road when possible/ Leard's Pond Dev. Council/ Cedar Dunes Park Improvement.

Work with the West Cape Wind Test project/ Ventus- / providers of accommodations, food, education, recreation, childhood services.

Inventory of land rentals, etc. for potential growth, investment/ summer student to Resources West achieved material.

Expand the boundaries of O'Leary/ Council/ Prov. Parks, West Point Dev. Corp. Western PEI Tourist Assoc.

Tignish:

Reinstate the planning board/ community council/ ASAP

Look at making serviced lot available lots for development/ planning board/ spring/ gas tax/ capacity planning/ municipal planning.

Build the business case for living in municipality/ summer

Strategic planning session/ Planning board & community leaders/ ASAP/ Resources West to present regional strategy- consultant to facilitate/ To generate report which would justify action plan and 5 year strategy.

Look at what could be done with Post Office/ Letter to Board chair of Holland College from Community/ Community council/ during spring

Have meeting with Rory Herget, Holland College Board/ Tignish group/ ASAP

Tignish Group/ Later in spring/ rationale to Tignish- is we are farthest from major centre- have to investment in Dalton Centre.

Growing Western PE I Symposium
April, 2006

Agriculture Community:

Development of Earth, wind & fire- alternative energy conference/ West Prince Inc./ Autumn 2006/ Seed money \$250,000 with input from agric. Community.

Development of PEI (West) agriculture marketing program/ Resources West, CASP/ Today/ \$250,000 yr over 5 yrs.

Discovery of Food Tech or Ag Community (culinary institute)/ PEIDSFA / Spring '06/ \$1000.00

Biofuel Development & alternate energy/ West Prince Inc, Resources West/ Staff & seed money

“Real Food” Processing in West Prince/ West Prince Inc, Future Farmer group/ Resources West. / “Rainy Day” demonstrations of agriculture.

Alberton:

Equalization of property taxes proportionate to services/ take to joint meeting with Summerside & western municipalities & then to Federation of PEI Municipalities & have resolution adopted & presented to the government/ April 12th start process at the joint meeting/ Resources West facilities.

Promote existing tax incentives given to new construction in Alberton/ add to web site, brochures, and construction companies.

Regional Government

Tyne Valley/ Ellerslie:

Population Strategy History community account/ Local committee/ May '06 ongoing/ Resources West

Residential Development/ Tyne Valley/ Gov't

Soccer Field/ Ellerslie/ Gov't

Business Park/ Tyne Valley/

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April, 2006

Appendix H-Symposium Feedback & Evaluation

1. What were you hoping to accomplish by attending the symposium? In what ways did the symposium meet or fail to meet your expectations?

- To get a greater idea of what is or might be going to happen in this area. To learn what info has been collected, etc. Symposium met my expectations.
- Connect with others interested in growing our communities
- Just to become a part of the larger region of movement. Learn and share ideas and feel some momentum upon departure.
- Networking, to see the strategic plan.
- Find out what opportunities are available. It showed there is a willingness to cooperate.
- The symposium helped to stimulate & generate new ideas & ways to work together to strengthen the area.
- Get ideas to advance economic development sustainability of West Prince.
- Hoping to find how the Community of Tignish can help and/or proceed with growing Western PEI.
- Interested in seeing the growth and development of our area. Report information was very informative.
- Learn more about what is happening in the community. Successful from that point of view.
- Develop a unified strategy to improve financial capabilities of West Prince.
- Observe the consultation process met expectations.
- Learn more about the strategy-met expectations
- Learn of specific initiatives to be implement- did not meet expectations, actions were general not specific.
- See what communities are working on, Met who is working on economic development.
- Hoping to learn! Can always learn more. Hoping to be energized- met
- To gain insight into the future viability of West Prince. Definitely worthwhile exercise. Downside, Suspect statistics in report.

2. What are two things you liked most about the symposium?

- Speakers- down to earth (know the area)
- Good variety of people (need more)
- Networking
- Data/ statistics
- Overall participation by community groups and individuals
- Positive attitude of group to work together
- David Campbell presentation
- Well organized with a document to work from
- Discovery of background situations
- Brainstorming of ideas
- Presentation of strategic plan

Growing Western PE I Symposium

April, 2006

- Synergy generated between all of the interested groups
- Individual input
- Topics were very informative & current
- Informal work groups good way to get ideas flowing
- Viewing the actual plan
- Ideas for each community
- Networking, hearing about successful initiatives
- It wasn't too congested with agenda items
- Direct information/ Casual approach
- The information was well organized and presented at the session & in the report which we will be able to refer to in the future.
- Networking opportunities were great
- The opportunity to interact with forward thinking people.

3. What was missing from the symposium?

- Thought there would be more people here
- Entertainment
- Feedback on strategy should have been done following the in depth review
- All in all it was good
- Updated information (2006)
- Direction on where to go as a group
- Maybe one full day
- Nothing, it was very well prepared-excellent
- A follow-up on who will do what
- Would have been nice to have somebody from the Western school board and the formal health system
- About half of the participants who should have attended

4. What topics would you like to hear addressed at future symposiums?

- Mandate of Resources West and other support groups
- Info on what other areas of the world are doing
- An overall hit list of initiatives currently underway. Some best practice used by other areas to address similar challenges
- Education & fitness
- Review of what has transpired since this meeting
- A continuation of these ideas
- Residential development
- Possible solution, ideas from other jurisdictions for discussion
- Need more ways to promote West Prince and get development, industry & jobs to the area
- A talk on what specifically lack community. Will work on to compliment the plan
- If a plan is developed, follow-up information on successes, challenges as a result

Growing Western PE I Symposium

April, 2006

- I would like to see an addition level given to the study that breaks down different community strategies
- Small businesses getting started
- Success stories from similar areas
- How to develop a workable action plan for specific goals

5. Does this type of venue support our efforts in growing Western P.E.I.?

- Starts but needs to follow through
- Yes
- Absolutely, this should be an annual event similar to the tourism conference which used to be held. A review of accomplishment and presentation / preparation of work plan would be the outcomes.
- Have facilities for each group to help keep discussion on topic
- It is definitely a beginning
- Yes, it brings together all the people that are committed to help grow Western PEI
- Yes, keep it in forefront
- Very important to get people from different groups working together
- Yes it does, hearing others ideas and experiences generates ideas
- Yes, let's have more