



Coastal Connection

Coast of Bays Corporation

www.coastofbays.nf.ca

December, 2000



Merry Christmas
and Best Wishes for a
Happy, Prosperous
New Year!

*From the Board of Directors of
the Coast of Bays Corporation*

WELCOME!

The Corporation would like to
welcome its new directors and staff:

George Loveless - Director
(Bay d'Espoir Business)

Richard Ingram - Director
(Bay d'Espoir Municipalities)

Stephen Green - Youth*

Vanessa MacDonald - Youth*

John Evely - Staff
(Aquaculture Development Officer)

Stephen Crewe - Staff
(CAP Site Co-ordinator)

**The youth directors are non-voting
positions that allow youth to
participate in Board meeting
discussions, present issues of concern
to youth and to see the economic
development process in action.*

IMPORTANT NOTICE LETTERS OF SUPPORT

The Coast of Bays Corporation
regularly meets the first Tuesday
of each month. Requests for
Letters of Support must include a
copy of the proposal, and be
submitted at least 10 days prior to
the meeting for review by the
planning and priorities committee.
Letters received after the deadline
will be deferred to the following
month's meeting.

Coast of Bays Website Wins a Marketing Canada Award

The region's website received second place in the Information Technology category of the Marketing Canada Awards sponsored by EDAC (Economic Developers Association of Canada). The website is used by the Corporation as a promotional and investment prospecting tool. Besides containing general information, it also has a regional profile, news of regional interest and a quick list to frequently used sites. Feedback received from our viewers also indicates that many expatriates use it to keep in touch with happenings here at home. This website ensures that the Coast of Bays region is being marketed to the world twenty four hours a day, year round, as a good place to live, invest and to do business. You can visit the Coast of Bays website at www.coastofbays.nf.ca.



Coast of Bays Releases Aquaculture CD-ROM

The Coast of Bays Education Sub-committee recently completed a high school aquaculture curriculum, including a CD-ROM. This was funded by ACOA through Regional Economic Development and Schools (REDAS), a program designed to allow teachers and students to explore career opportunities and acquire skills related to a growth sector of the local economy. On October 2, a CD-ROM release was held at the Regional Resource Centre in St. Alban's. In attendance were Minister Efford of the Department of Fisheries and Aquaculture (DFA) along with Mr. Jerry Ward, Assistant Deputy Minister, principals and teachers, CAP site administrators, librarians, Board Directors and Education sub-committee members.

Tracey Perry, Executive Director, welcomed everyone to the event and pointed out the importance of education in the economic development process. Conrad Collier then gave an overview of the CD which includes a virtual dissection of an Atlantic salmon, a pictorial tour of a processing plant and an overview of the life cycle of a farmed salmonid. Minister Efford then pressed the button to make the CD contents available on the Internet. He addressed the gathering saying how pleased he was about this initiative. He said, "we are on the right track and have to do more, as Newfoundlanders, to get the message out about the good things that are happening here in various sectors such as aquaculture". Following this, Tracey presented Minister Efford with the first CD while others were presented to each school, library and CAP site in the region. The contents of the CD can be viewed by logging on to the Coast of Bays website.

NOTICE

The Coast of Bays Corporation is assessing interest in a regional Fishery Forum to provide future direction for this industry and to explore new opportunities. Interested persons are asked to contact Conrad Collier by January 15th.

Marketing and Promotion

Since completing the Strategic Plan, the Corporation has placed an emphasis on creating a climate in which economic development is encouraged and supported. To date, we have:

- ✓developed a regional logo signifying our bright outlook on the future
- ✓prepared a promotional brochure (and won two Marketing Canada awards!)
- ✓designed a webpage (and won one Marketing Canada award!)
- ✓developed a ten minute video
- ✓prepared a regional tourism brochure
- ✓developed a directory of accommodations & attractions for tourism
- ✓placed various ads about our aquaculture and tourism potential
- ✓compiled a database of regional businesses and organizations
- ✓completed a Regional Profile and collected zonal data for Success Works
- ✓attended various trade shows to develop relations with potential investors

CONTACT US!

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Fax: (709) 538-3627

Toll Free: 1-800-205-0799

Tourism Office: (709) 538-3401

Aquaculture Office: (709) 885-2875

CAP Co-ordinator : (709) 885-2727

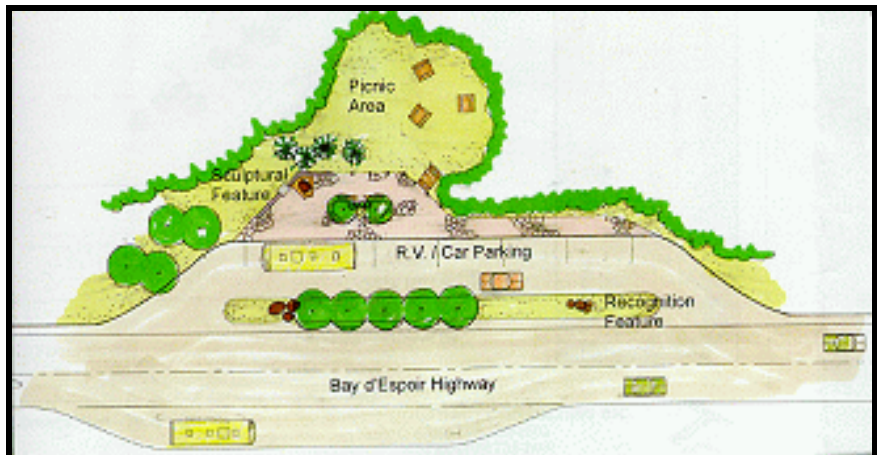
ADVANCES IN THE STRATEGIC ECONOMIC PLAN....

ConAqua Establishing a Processing Plant for Mussels

ConAqua, which operates three mussel farming sites on the Connaigre Peninsula, will soon begin primary production operations at its processing facility currently under construction at Harbour Breton. The company has in place an agreement with Bantry Bay Mussels of Ireland to market value added products to the food service industry in the United States, with future plans to perform secondary processing at the Harbour Breton plant. In the long term, this arrangement offers encouragement to entrepreneurs in the Coast of Bays region who would like to grow mussels by offering reliable markets and minimizing high costs and losses historically incurred in transportation. The Coast of Bays Corporation would like to congratulate ConAqua and the many others who have worked diligently to bring this partnership together for the prosperity of the region.

Developing the Coast of Bays as a Tourist Destination

Attracting tourists requires a collection of complementary attractions and services designed with similar key features. This has been started with signage containing the regional logo for each community. As well, an Information Kiosk has been installed at the Trans Canada Highway, providing an overview of the region and what it has to offer. The next part of the plan requires major infrastructure development. Two key regional projects being pursued will serve as the thread connecting the whole area. These include Pull-offs, located throughout the zone to entice travelers further into the region, by acting as mini attractions. The other is the Bay du Nord Wilderness Interpretation Centre. This concept is currently being studied and will act as the centerpiece by offering a world class interpretive program showcasing the interrelationship of the region's history, culture and nature.



These infrastructure developments will provide communities and businesses with the opportunity to develop tourism products that build upon what they offer. However, for this process to be successful, it is important that we work together to ensure a consistent approach is pursued when seeking to develop a particular product (either at the community or business level). Basically, we need to be in touch with what others are doing, build upon it and incorporate it into the entire picture. For example, in Conne River, the Band Council has developed a Tourism Strategy that complements the region. This year, through Eagle Quest Adventure Tours, they are offering canoeing, kayaking, hiking, etc. In Harbour Breton, there is a focus on Deadman's Cove and Sunny Cottage. These are just two examples of the exiting developments taking place, with more to come.

Developing Leadership

One of the short-term goals set by the Board for 2000/2001 is that of Community Capacity Building. Just recently, the Town of Harbour Breton held a successful forum for volunteerism as part of their overall strategic planning process.

The Board is now involved in assisting the Economic Development Committee of Fortune Bay North Shore in preparing a Workshop for this spring entitled "Bringing Communities Together". All interested residents of the region will be welcome to attend. Watch for more information after Christmas.



Working With Municipalities

With a mandate to co-ordinate and facilitate implementation of the SEP, the Board will be working actively with councils to develop economic activities this year. In addition to assisting with research and format for proposals, we will be helping develop municipal action plans linked to the region's overall strategy.

The Board is also involved in lobbying government on issues affecting job creation in the region. This summer, we assisted the Bay d'Espoir Joint Councils in a lobby to Hydro to access the Granite Canal project via Bay d'Espoir. Our role was in researching background information and delivering presentations to Hydro's CEO Mr. Bill Wells, Minister Langdon, Bill Matthews, Minister Beaton Tulk, Minister Kevin Alyward and Minister Paul Dicks. For more information, contact the councils in St. Alban's, Milltown - Head Bay d'Espoir, Morrisville or St. Joseph's - St. Veronica's.

Agriculture

We are involved with three initiatives in this sector which can be of significant benefit for the region. These include:

- participation in the Blueberry Farming Corporation (a pan-zonal effort of six development boards in central Newfoundland)
- a study of the development of a medicinal herb industry in the region and
- the organization of a regional fruit tree workshop.

If you or someone you know is interested in the growing of fruit trees, please contact our office by January 15. This workshop will not happen unless there are sufficient numbers showing interest.

Over the past year, the Coast of Bays Forestry Subcommittee has had a study commissioned to determine how to obtain maximum utilization of our forestry resources. The report suggested that an integrated sawmill operation would be beneficial for achieving a long term sustainable industry, along with future expansion into value-added products. A proposal has been submitted to the FRAM-ED program for funding to develop a feasibility study/business plan.

The local Department of Forest Resources and Agrifoods has also applied for funding to construct forest access roads in support of the industry. The Department's resource access road plan is already more than three years behind schedule, and access roads are vital for sustaining employment in this sector. The Corporation has not yet received any notification of the status of these proposals.

Education

The education sub-committee is sponsoring an essay contest open to students of Levels I - III in all high schools in the region, with the topic: "The Future of the Coast of Bays As I See It". We are offering a first prize of \$200, a second prize of \$150 and a third prize of \$100. This will provide our youth with an opportunity to voice their opinions and visions.

In addition, the committee is investigating the possibility of offering a SuperHost training seminar to the school students in preparation for employment. Following their efforts to establish CAP sites through the region, we have now received funding from Industry Canada to hire a CAP site co-ordinator for six months. Stephen Crewe will be working with CAP Site committees to promote usage of these centers.



Cell Phone Service

For the past two years, the Board has been lobbying NewTel Mobility for local cell phone service. We are pleased to report that cell phone service is now available in Bay d'Espoir, while the Connaigre Peninsula is expected to have the service by spring 2001.

NOTICE OF ELECTIONS

During the months of March to May, the Coast of Bays Corporation will be conducting its annual elections. The five rotations for this year are:

- 1) *FBNS Development Association*, 2) *Connaigre Business*, 3) *Bay d'Espoir Municipality*, 4) *Education*, and 5) *Organized Labour*.

If you are interested in becoming a Director, call us for more information!

Finfish Aquaculture in the Coast of Bays Is Growing Stronger

Finfish aquaculture has been a developing industry in Bay d'Espoir over the past fifteen years. In 1999, there were approximately 2500 metric tonnes produced here with the potential of four times that amount. There are currently six fish farming operations with approximately 650,000 Atlantic Salmon and 2.4 million Steelhead in the water. The last two years have seen some remarkable changes that have improved sustainability. Most notable of these has been the introduction of new strains - the all female diploid and the Silver Bullet triploid. These fish are showing feed conversion ratios that have never been experienced before. They grow faster, are more resistant to disease, experience low mortality rates and overall, are a hardier fish. They are now put into the water as 100g smolt in the spring and are ready for market by December at a weight of 3-4 kg. The farmers have adopted a Code of Containment that minimizes the risk of escapes. Nets over three years old are subjected to a four-point stress test and mooring systems are checked every two years. With future investments in hatchery, farming and processing operations, aquaculture is poised to become the "reason for being" in this part of the Coast of Bays region.

Youth Ventures Project Receives 2000 Newfoundland & Labrador Arts Council Award for High Artistic Achievement



During the summer of 2000, approximately 390 young people were involved in 260 Youth Venture businesses. The Youth Ventures Program has grown tremendously since it started in 1992 with 3 students involved in 3 businesses. Locally, this year was the biggest and most successful to date, with 30 youth participating in 14 businesses. Ventures included lawn care, odd jobs, hotdog stands, Wash and Wax, plastic canvas crafts, and homemade ice. All proved to be fairly successful with profits raging from \$100 to \$2000. The biggest success of all was enjoyed by Busta Jigs, who was awarded the 2000 Newfoundland and Labrador Arts Council Award for High Artistic Achievement for their CD production "Busta Jigs - Rocks the Boat." *Pictured: Alan Hoskins, Michael Barnes, Gwen Mahaney, Dylan Pack, Christopher Bennett, and Terry Garland*

Hanging on to our Youth

A community is made up of all types of individuals-toddlers, teens, young adults, middle age, seniors-everyone with a significant contribution and our youth are no exception. Having youth in the community provides energy, new ideas, hopes and dreams. However, our young people need a reason to stay and the SEED Capital and Counseling Program offered by ACOA could be just what they need. Youth between the ages of 18 and 29 are able to access financing up to \$15,000 to start their own business. Assistance with their business plan development and payment of \$2000 for training is also provided. If you would like more information on how you can become your own boss contact Una Walsh at the SCCDC at 538-3846 or 1-888-303-2232.



MERRY CHRISTMAS !

From the Coast of Bays Corporation, the Department of Development & Rural Renewal & the South Coast Community Development Corporation

