



Coastal Connection

Coast of Bays Corporation

www.coastofbays.nf.ca

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Input Wanted!

To help us plan for next years tourism season, we would like to know what you thought of this past summer, in particular any interaction you may have had with tourists visiting the region.

What did they like and dislike about the area, where they were from, why have they come here, etc...? Please send any comments to Baxter House.

Coast of Bays Corporation Wins National Award



At the Economic Developers Association of Canada's (EDAC) 31st Professional Development Conference held in Hamilton, Ontario from September 11-14, the Coast of Bays Corporation was awarded two national awards for marketing. Of 323 submissions from across Canada in each of thirteen categories, the Coast of Bays' brochure, "The Natural Way to Do Business", took first place in the Special Purpose Brochures for a Project/Theme/Topic, under \$250,000 budget category, and took second place in the Direct mailing pieces, under \$250,000 budget category. These promotional materials were developed as a joint effort of the Coast of Bays Corporation and the Connaigre Industrial Adjustment Service (IAS) committee in 1998. A promotional committee of the two organizations included Tracey Perry, Churence Rogers, Kim Drake, Bridget Kelly and Jeff Gillam. This committee was given the task of developing a logo for the Coast of Bays Region, determining the marketable features of the region, acquiring suitable photography and formulating an attractive, informative marketing package. In addition to the printed materials, the Coast of Bays Corporation has also developed a website to profile the region and local events.

NLFM Workshop

The Newfoundland and Labrador Federation of Municipalities (NLFM) recently held a series of meetings around the province to provide municipalities with a stronger understanding of Regional Economic Development Boards (REDB's), to emphasize the important role of municipalities in economic development, and to encourage them to build partnerships with the various agencies that could assist in achieving their goals.

On Saturday, September 18, stakeholders from the Coast of Bays and the Exploits Valley met to discuss the opportunities, ongoing economic activity, and the plans of each REDB. A panel discussion followed with presentations by various business owners. Ms. Marilyn Butland emphasized the importance of a good marketing strategy in promoting a region or event while Mr. Harry Harding talked about Beothic Fisheries and the transitions they have made over the years to remain competitive. Mr. Winston Jennings then gave an overview of his experiences in setting up a business in the province - "not for the faint of heart and you must be committed!" He operates Weil Winery Ltd. in Twillingate which produces wines made from blueberry, dogberry, damson, partridgeberry/apple, rhubarb, strawberry and strawberry/rhubarb.

The afternoon consisted of break-out sessions followed by reporting of the points/issues raised. The meeting concluded with remarks from Mr. Carl Tessier who commented that there is much to be done in economic development, that municipalities have an important role to play, and that partnerships are key to success.

Board of Directors (1999-2000)

- Conher Business - *Don Stewart*
- Bay d'Espoir Business - *Gordon Kearley*
- FBNS Business - *Cyril Brown*
- FBNS Dev. Assoc. - *Steward May*
- Conher Dev. Assoc. - *Berkley Loveless*
- Bay d'Espoir Geographic - *Clyde Collier*
- Conher Municipality - *Lloyd Jensen*
- Bay d'Espoir Municipality - *David Parsons*
- FBNS Municipality - *Lenus Lawrence*
- Conne River Band Council - *Gerard Joe*
- Special Interest (SCCDC) - *Max Taylor*
- At-Large - *Churence Rogers*
- At-Large - *Muriel Marks*
- Education - *Bridget Kelly*
- Labour - *Clarence Kelly*
- Youth - *Johnny D. Roberts*
Charlene Tibbo

We would like to welcome the new and returning directors to the Corporation. The Board would also like to thank all the members previously serving in these stakeholder seats. Their dedication and helpful input around the Board table was greatly appreciated.



Contact Us !

Administration Office:

Tracey Perry - Executive Director
Sharon Murray - Administrative Assistant
Geraldine Caines - Projects Clerk
Tel: 538-3552; Fax: 538-3627

Resource Staff:

Sam Organ - Economic Dev. Officer
Tel: 538-3552 or 888-3130
Conrad Collier - IT Facilitator
Tel: 538-3980; Fax: 538-3627
Baxter House - Tourism Coordinator
Tel: 538-3401; Fax: 538-3627
Harold Murphy - Aquaculture Dev. Officer
Tel: 885-2875; Fax: 885-2834

Industry Highlights...

Information Technology

The “Coast to Coast with the Coast of Bays” initiative is continuing. This is an Internet marketing tool to showcase the opportunities and businesses of the Coast of Bays region by collecting e-mail addresses of former residents to whom will be sent a periodic electronic message featuring local products. So, the next time you speak to relatives, friends and others, ask for their e-mail address and send it along to us so that we can promote this region around the world!

We now have two additional *Community Access Sites* - Rencontre East and Belleoram - bringing the total in the Coast of Bays to seven. These CAP sites, funded through a federal/provincial agreement, allow public access to computers and the Internet for a variety of uses including research, communication promoting your business, etc. During the summer, local students were hired to work in Bay d'Espoir, Rencontre East, Belleoram, Harbour Breton, Hermitage and Gaultois. These students facilitated computer camps and developed web pages for the CAP sites.

Forestry - Woods Production Analysis

The Coast of Bays Corporation, in partnership with Human Resources Development Canada, contracted Mr. Warren Strong to prepare a “Study of the Best Opportunity for an Integrated Sawmill and Secondary/Value-added Wood Products Operation in Bay d'Espoir”. The analysis considered existing forest resource, local capabilities, an integrated sawmill approach, individual integrated sawmill operations approach, value-added processing opportunities, market identification and distribution.

Only five years ago, secondary/value added processing was basically non-existent in Newfoundland. However, due to softwood resource constraints, an underutilized hardwood resource, and a new understanding of the value of secondary processing, it has become an area that is now receiving much attention. From a job creation perspective, secondary/value added processing is very labour intensive and provides an excellent opportunity to create some long-term employment. It is said that the raw material requirement to support one job in the primary forest sector can support ten in the secondary/value added sector. An article in the Telegram in June stated that “*integrated sawmills are creating employment opportunities to replace jobs lost due the groundfish crisis in Newfoundland and Labrador. These mills are much more efficient and because of state of the art technologies, have the flexibility to consider many other products*”.

Tourism in the Coast of Bays

The summer of 1999 is over, and what a summer it was! The province of Newfoundland experienced record numbers of tourists and many of these discovered the Coast of Bays for the first time. The Tourism Association (COBTA) hosted a Familiarization Tour for staff of the Provincial Visitor Information Centres and they were definitely impressed with what the area has to offer.

Highway Signage: The Coast of Bays has received a themed touring route status (similar to the Viking Trail, Heritage Run, Kittiwake Coast, etc). The route will be called the “Coast of Bays Passage,” and will result in improved signage on the Trans Canada Highway. Signs are currently being installed in each community throughout the region. Consultants have also been hired to prepare a plan to develop ten pull-off sites located throughout the region.

AGM: The Coast of Bays Tourism Association hosted its first Annual General Meeting. The Board of Directors was selected and includes: Stan Hill, John Barnes, Elaine Williams, Boyce Stewart, Audrey Wells, Phoebe Keeping, Wes Harris, Steward May, Chris Perry, and Clarence Kelly. Some initiatives identified for the upcoming year include a vacation planner, exploring the Bay du Nord Wilderness Interpretation Centre concept to act as an anchor attraction for the region, work with communities to develop infrastructure and identify product opportunities, and be more visible and accessible to its membership. Any business, organization, municipality or individual wishing to become a member of the tourism association can call Baxter House.

Come Home Year 2000: Bay d'Espoir communities (July 14 to 30) and McCallum (August 16 to 20). Please inform all your friends and relatives who are living away of these dates.

Youth

- On November 1 and 2, *Youth Info Fair '99* was held in Grand Falls-Windsor. This event, co-sponsored by the Coast of Bays, Exploits Valley and the Emerald Zone, gave senior students and young people up to 30 years old a chance to see a wide selection of career opportunities available to them.
- The *Youth Council for Economic Development* will be starting soon. Interested youth are asked to contact Conrad Collier.



CEDTAP

The Community Economic Development Technical Assistance Program (CEDTAP) is a nation-wide initiative to broaden and strengthen the performance of community economic development within local organizations and among professionals. It was designed to address the urgent need for capacity development by supporting technical assistance; training; documentation of CED experiences; and replication of successful approaches.

Communities are expected to act as full partners in planning, implementing and evaluating their technical assistance assignments. These initiatives may range from small neighbourhood projects to large-scale integrated economic development strategies. A commitment to match costs is required **in cash**, up to 20% of the technical assistance fees. In kind contributions will be considered in exceptional cases.

Community proposals are accepted throughout the year. Successful applicants show strong potential for job creation and other economic or social benefits in regions that have traditionally found themselves on the margins of Canada's economy. Other key criteria include community participation, as well as the ability of the proponent to make a financial contribution to the project. For more information visit the CEDTAP website at www.carleton.ca/cedtap or contact Conrad Collier.

Agrifoods

Medicinal Herbs - Pilot Project Update: Three members of the Coast of Bays' Agriculture Sub-Committee are participating in a pilot project growing medicinal herbs which include crops such as Echinacea; St. John's Wort; Valerian; Buffalo Berry; Ginseng; and Feverfew. At this stage, a considerable amount of on-farm testing and research is required to determine the following conditions: site selection, seedbed preparation, seeding methods, fertility, weed control, disease and pest control, harvesting, storage and processing. The crops were planted in Bay d'Espoir around early July with advice provided by Mr. Doug Cudmore and Mr. Dick Oram of Department of Forest Resources and Agrifoods. Upon Mr. Cudmore's last visit he was very impressed with the overall growth rate of the crops.

The next critical issue for the Bay d'Espoir project is to monitor the overwintering of these crops. This is extremely important since most herbs are not harvested until the second year of growth. Anyone interested in attaining more information on the project or herbs in general, the committee will be meeting in the very near future. Our office also has copies of a report that details opportunities for medicinal herbs and pharmaceutical crops in Atlantic Canada.

Aquaculture

Mussel Culture: Mussels are considered the best shellfish species to commercially culture under cold water conditions due to various biological factors, including its ability to grow and reproduce under a broad range of environmental conditions. The Blue Mussel is the largest shellfish cultured product in Newfoundland. The production in 1998 was 1.4 million lbs.; it is increasing annually and is projected to reach 5000 tonnes over the next few years. Presently, there are 2400 hectares of water leased to mussel growers throughout the province.

The Coast of Bays Region is becoming an important mussel growing area of the province. Development work over the last four - five years has been effective in generating local interest, attaining the aquaculture skills and identifying suitable sites for commercial activity. There are now 578 hectares licensed here, comprising 18 sites of various sizes. The activity ranges from part to full time operations and a production of 2 - 3 million lbs. is anticipated over the next 2 - 3 years. This volume and the potential for increasing capacity will lead the way for mussel processing in the near future.



The Coast of Bays Aquaculture office provides a wide range of support to this developing industry including working directly with the mussel growers in dealing with licensing and all other government issues. It also offers technology, biological, and business support/referrals. Given the commercial potential; the site and environment advantages; current investor participants and the supporting agencies; mussel farming on this south coast can look forward to continued growth and commercial success.

Investment Prospecting

Over the past few months, the Coast of Bays Corporation has begun its investment prospecting initiatives to attract new businesses to the region. We have had investors from North Carolina visit twice. The Prefect of Sainte Pierre et Miquelon has toured the region and expressed an interest in developing educational and trade ties with the Coast of Bays. A representative attended the Economic Developers Association of Canada conference in Hamilton, Ontario and met with the Canadian Trade Commissioners to five European countries to discuss the potential we have to offer.

The provincial Investment Prospecting Officer, Mr. Perry Canning will be visiting soon. The Executive Director participated in a Trade Team Canada Mission to Japan to identify global business opportunities and promote the region's advantages. Over the winter, we will be taking part in a series of trade shows and conferences to market the Coast of Bays region to the rest of North America and the world.

South Coast Community Development Corporation

An ACOA Partner, Serving Rural Atlantic Canada



We believe in You.

Investment in the Region

The South Coast Community Development Corporation continues to be an integral player of the investment community within the Coast of Bays region, providing financing to small and medium sized enterprises. The loans have provided entrepreneurs with the necessary funds for start-up and expansion activities. To date, the SCCDC has approved a total of fifty-six loans equaling \$1,646,982.00. This represents a significant investment into the region, and further proof that individuals living in the Coast of Bays have confidence in their enterprises and the economy as a whole on the South Coast is improving.

Youth Ventures Program

We once again sponsored the Youth Ventures Program this summer, Ms. Cynthia Kelly was hired as program coordinator. Ms. Kelly had a busy summer helping students with many facets of running a business including: developing entrepreneurial skills, promoting self employment, developing management skills and helping students create their own employment. The program was very successful with twelve youth involved and nine businesses established. We look forward to working with our partner agencies in 2000 in developing more and more youth enterprises.

Provincial Conference

The Newfoundland and Labrador Association of CBDC's annual conference held in the Coast of Bays region this past June was a huge success. Delegates attended from the entire province, in addition to representatives from ACOA Newfoundland and Moncton. Participants were impressed with the natural beauty of the region and commented that the hospitality was second to none and look forward to future events within the region.

New Executive Director

The South Coast Community Development Corporation just welcomed a new Executive Director, Verdun Noel. Verdun, originally from Port au Choix, on the northwest coast of the island, comes to the SCCDC from the Capital Coast Development Alliance, REDB for Zone 19. He replaces the previous Executive Director, Mr. Jeff Gillam. Jeff has taken a position with the Economic Development Corporation of the City of Corner Brook. If Jeff demonstrates the same commitment, hard work and dedication with his new employer that he demonstrated with the SCCDC, the city will benefit. We want to personally thank Jeff for his many years of loyal service to our Corporation and wish him luck in his future endeavors.



Small Business Week 1999

As a part of Small Business Week, the South Coast Community Development Corporation in partnership with the Coast of Bays Corporation, Department of Development and Rural Renewal and Human Resources Development Canada hosted an open house at the Regional Resource Centre followed by a presentation by Mr. Kirk Tilley, Executive Director of the Ireland Business Partnership. Mr. Tilley provided the audience with a background on the Ireland Business Partnership and how it can benefit local companies. The IBP primary goals are to: identify regional common interests and complimentary skills; increase cooperation and awareness among business, industry and cultural agencies; develop linkages between the public and private sector in both Newfoundland and Labrador and the Republic of Ireland; follow up opportunities stemming from the April 1999 trade mission to Ireland; identify joint venture business opportunities; and heighten the awareness of the opportunities the IBP can offer Newfoundland and Irish companies. To receive more information on the IBP, contact Mr. Kirk Tilley at (709) 739-3614 or our office at 1-888-303-2232.

Canada/Newfoundland and Labrador Business Service Centre

The Business Service Centre for the Coast of Bays region is housed in the Regional Resource Centre, St. Alban's. The network is operated by the South Coast Community Development Corporation, and the Department of Development and Rural Renewal. Partners include Human Resources Development Canada and the Coast of Bays Corporation. The Business Service Centre is designed to allow small business support throughout the province by providing a single point of access to business information and research, business counseling and financial assistance. The Business Service Centre provides a variety of options at each site including: **service on the web; service by telephone; service in person; and info-guides.** For information call 1-888-303-2232.

Student Employment Program

Mr. Michael Bennett and Ms. Gail Parly were employed as Student Employment Officers. Both Michael and Gail were very busy during their tenure, helping students with resume writing, interview techniques, job search skills, and cover letter writing. Many activities were initiated and coordinated by the officers to help students find summer employment including: Hire A Student Week; Group Information Sessions and Odd Job Squad. The Student Employment Officers worked closely with the Youth Ventures Coordinator, this cooperation proved to be a success and led to excellent results from both programs.

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