



# NORTH END COMMUNITY RENEWAL CORPORATION

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## ECONOMIC DEVELOPMENT

### ANNUAL WORKPLAN – APRIL 1, 2011- MARCH 31, 2012

**VISION:** The North End of Winnipeg is a safe, healthy vibrant community for individuals to live, work and visit.

**MANDATE:** NECRC's mission is to promote the social, economic and cultural renewal of the north end of Winnipeg. In achieving this mandate, NECRC's role is to facilitate, act as an organizer and coordinator; and to promote increased communication and sharing of information among stakeholders, towards renewal within the north end.

*Building Engagement. "The overall goal of building engagement is to ... build a continuous cycle of people talking with one another, agreeing to work together, creating ideas together, and then working together to ensure that these ideas achieve their intended result" ( Community Conversations, Paul Born, 2008,)*

#### **FIVE YEAR GOALS- ECONOMIC DEVELOPMENT**

- 1. To develop and support long term solutions that are developed locally to address issues facing business growth, such as government policy, security and realistic financial incentives.**
- 2. To work to establish a strong mix of businesses that is capable of serving a greater range of local needs and works to become a destination.**
- 3. To continue to work with financial institutions to promote local business investment and supports for local residents.**

**North End Community Renewal Corporation (NECRC)**

**ECONOMIC DEVELOPMENT**

**2011-2012 Annual Operations Work Plan (April 1<sup>st</sup>, 2011 to March 31<sup>st</sup>, 2012)**

**Annual Operational Goals:**

1. A coordinated economic development strategy that is inclusive of employment and business development actions;
2. Businesses working together to promote the north end;
3. Better financial services for residents;
4. Local strategies such as hired local residents or community owned businesses.

Initiatives	Annual Outputs (Targets)	Partnerships	Strategies	Implementation Tasks	Measurements	Outcomes
<p><b>1.1 North End Business Development Strategy Which Addresses:</b></p> <p><b>-Issues That Limit Business Development In The North End</b></p> <p><b>-Identifying Factors That Will Enhance Business Creation</b></p>	<ul style="list-style-type: none"> <li>• Find funding to hire a Business Development Coordinator to support business development (hired within 6 months)</li> <li>• YEAR 1- Development of a strategy that addresses local situations and opportunities</li> <li>• YEAR 2- Create a Promotion &amp; Incentive package for new/ re locating businesses</li> <li>• By YEAR 5- the addition of a further 10 businesses along Main St. and /or Selkirk Ave.</li> </ul>	<ul style="list-style-type: none"> <li>• Province of Manitoba</li> <li>• City of Winnipeg</li> <li>• Government of Canada</li> <li>• Business/ economic development partnerships to create programming to assist with strategy development &amp; direct resources</li> <li>• BIZ Associations</li> <li>• Business partnerships, friends of the North End</li> <li>• Existing businesses in the North End</li> </ul>	<ul style="list-style-type: none"> <li>• Obtain resources for an economic development coordinator (who will undertake research and development of local strategies)</li> <li>• Consider and investigate alternatives such as:                             <ul style="list-style-type: none"> <li>○ Business Incubator</li> <li>○ Tax of financial incentives</li> <li>○ Centre Venture North</li> <li>○ Aboriginal themed destination</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• NECRC Board and Executive Director to develop plans for, and negotiation for resources for key staff position</li> <li>• Development of joint working group of NECRC economic development committee and Selkirk Ave, Mosaic BIZs to develop terms of strategy</li> <li>• Economic development coordinator to investigate and design strategy in collaboration with working group</li> </ul>	<ul style="list-style-type: none"> <li>• Presence of an economic development coordinator within six months</li> <li>• Creation of a working group by Sept 1, 2011</li> <li>• Investigations on-going and strategy in place by Sept 1, 2012</li> <li>• Implementation of elements within strategy- on going</li> </ul>	<ul style="list-style-type: none"> <li>• North End has a defined business development strategy that is working to reduce barriers to business, resulting in new businesses that serve a grown local population and act as a destination for non local residents</li> <li>• Business areas are showing signs of vitality and growth</li> <li>• A coordinated economic development strategy being implemented and show signs of success</li> </ul>
<p><b>1.2 Open The North End Business Development Centre And House Business Development Initiatives In The Building (At 607 Selkirk Avenue)</b></p>	<ul style="list-style-type: none"> <li>• Obtain Occupancy Permit</li> <li>• Furnish the building</li> <li>• Partner with the Selkirk Avenue BIZ</li> <li>• Hire a manager for the Centre</li> </ul>	<ul style="list-style-type: none"> <li>• City of Winnipeg</li> <li>• Province of Manitoba</li> <li>• City of Winnipeg</li> <li>• Government of Canada</li> <li>• BIZ Associations</li> <li>• Business partnerships, friends of the North End</li> <li>• Existing businesses in NE</li> </ul>	<p>Building is a location to:</p> <ul style="list-style-type: none"> <li>• Strengthen existing businesses /local business retention</li> <li>• Attract new businesses</li> <li>• Create new business opportunities (private and or social enterprise)</li> <li>• Create a vibrant business environment</li> </ul>	<ul style="list-style-type: none"> <li>• Contact City BIZ Dev't Officer</li> <li>• Place a new sign on the building on the corner of McGregor and Selkirk</li> <li>• Find other Partner tenants supporting business development to occupy the building with NECRC</li> </ul>	<ul style="list-style-type: none"> <li>• Internal Evaluation</li> <li>• Reports and Feedback to the Steering Committee and BIZ Associations</li> <li>• Reports and feedback from the NECRC Board of Directors</li> </ul>	<ul style="list-style-type: none"> <li>• The Centre will be operational within six months.</li> <li>• Ambassadors and green teams operate out of the building</li> <li>• The Selkirk Avenue BIZ partners with NECRC and occupies the building</li> <li>• The storefront and sign on the building catch attention</li> </ul>
<p><b>1.2 Storefront Enhancement Grant (Seg)</b></p>	<ul style="list-style-type: none"> <li>• Steering committee meets a min of 2 times per year</li> <li>• 4-8 representatives sit on the Steering Committee</li> <li>• Review SEG criteria.</li> <li>• SEG will receive \$60,000 from NA! for the program</li> <li>• SEG will be advertised in 5 NA! communities</li> <li>• Up to 20 storefront enhancement</li> </ul>	<p>SEG Program Steering Committee:</p> <ul style="list-style-type: none"> <li>• Selkirk Avenue BIZ</li> <li>• Mosaic Market BIZ</li> <li>• Between the Parks Business Association</li> <li>• North End non-profit agencies and organizations</li> <li>• NECRC</li> <li>• Neighbourhoods Alive!</li> </ul>	<ul style="list-style-type: none"> <li>• Support the SEG Steering Committee to oversee the coordination and delivery of the project</li> <li>• Carry out the administration of the project creating files for each grant.</li> <li>• Report progress to funders at midpoint and organize a second Intake by mid summer</li> </ul>	<ul style="list-style-type: none"> <li>• Plan and organize steering committee meetings</li> <li>• Conduct two intakes per year to receive applications</li> <li>• Advertise the SEG on the NERI website, newsletters, and through NECRC programs</li> <li>• Screen applicants</li> <li>• Monitor projects</li> </ul>	<ul style="list-style-type: none"> <li>• "Before" and "After" photographs will be taken of the premises of successful grant recipients as a visual record</li> <li>• Survey and focus group sessions to provide input and feedback regarding the efficacy of the program/process, and to make recommendations for possible future Storefront Enhancement Grant projects</li> </ul>	<ul style="list-style-type: none"> <li>• Main streets in 5 north end neighbourhoods are aesthetically appealing to the public</li> <li>• Increased perception of safety on the streets</li> <li>• Increased traffic by the public to shop at north end businesses</li> </ul>

grants approved

**North End Community Renewal Corporation (Necrc)**

**Economic Development**

**2011-2012 Annual Operations Work Plan (April 1<sup>st</sup>, 2011 To March 31<sup>st</sup>, 2012)**

**Annual Operational Goals:**

1. A Coordinated Economic Development Strategy That Is Inclusive Of Employment And Business Development Actions;
2. Businesses Working Together To Promote The North End;
3. Better Financial Services For Residents;
4. Local Strategies Such As Hired Local Residents Or Community Owned Businesses.

Initiatives	Annual Outputs (Targets)	Partnerships	Strategies	Implementation Tasks	Measurements	Outcomes
<b>2.1 Support The Selkirk Avenue BIZ Promote Business Development And Revitalize On Selkirk Ave And Across The North End</b>	<ul style="list-style-type: none"> <li>• Regular &amp; productive BIZ meetings and tangible business support actions</li> <li>• Support SAB management of a Summer Green Teams</li> <li>• Provide link to the Ambassadors Program</li> <li>• Provide Storefront</li> </ul>	<ul style="list-style-type: none"> <li>• BIZ and local business owners</li> <li>• Ambassadors</li> <li>• Other BIZ associations</li> <li>• City of Winnipeg</li> <li>• Aboriginal Chamber of Commerce</li> <li>• NECRC Business Development Centre opened at 607 Selkirk</li> </ul>	<ul style="list-style-type: none"> <li>• Collective business and area promotions</li> <li>• Maintain Database of Business on Selkirk Avenue</li> <li>• Use experience and records created with the SEG Program</li> <li>• Run operations out of Business Development Centre</li> </ul>	<ul style="list-style-type: none"> <li>• NECRC Executive Director and BIZ , and local businesses develop a strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Feedback from local businesses</li> <li>• Business Development operations pole the business community</li> </ul>	<ul style="list-style-type: none"> <li>• Selkirk Avenue BIZ is active and supported by NECRC and the business community</li> <li>• Business Development Centre supports the BIZ Associations</li> </ul>
<b>2.2 Work With Other North End BIZ Groups To Organize/Create An Association To Test A Vision For A North End BIZ Association Or Collaborative To Strengthen Business</b>	<ul style="list-style-type: none"> <li>• Spark interest in the goal</li> <li>• Create a terms of Reference (TOR) for mandate and identify initiatives</li> <li>• 2 strategic planning meetings per year to exchange ideas</li> <li>• 2 business events</li> <li>• Create an association of the BIZ associations of the North End</li> </ul>	<ul style="list-style-type: none"> <li>• Mosaic Market BIZ</li> <li>• Selkirk Ave. BIZ</li> <li>• Between the Parks Association</li> <li>• Other interested business contacts</li> </ul>	<ul style="list-style-type: none"> <li>• Outreach to leaders in each BIZ</li> <li>• Organize meetings</li> <li>• Create TOR if interest spikes</li> <li>• Organize events</li> </ul>	<ul style="list-style-type: none"> <li>• Phone calls, visits</li> <li>• Encourage those interested to champion the cause</li> <li>• Hold stakeholders conversation</li> </ul>	<ul style="list-style-type: none"> <li>• Feedback from Local business</li> <li>• Feedback from the City of Winnipeg Business Development coordinator</li> </ul>	<ul style="list-style-type: none"> <li>• There is interest in the BIZes working together</li> <li>• Mandate and TOR is created</li> <li>• Planning meetings take place and events are organized to meet the mandate</li> <li>• Collaboration is strengthened between BIZes and NECRC supports the cause</li> </ul>
<b>3.Community Financial Services Centre (Cfsc)</b>	<ul style="list-style-type: none"> <li>• SEE SEPARATE PLAN</li> </ul>		•	•	•	•
<b>4.Encourage Local Hiring And Purchasing</b>	<ul style="list-style-type: none"> <li>• Create BIZ Card Flyer and distribute to businesses to know goods/services</li> <li>• Distribution through the SEG and Ambassadors Program</li> </ul>	<ul style="list-style-type: none"> <li>• BIZ Associations</li> <li>• Local Businesses</li> <li>• SPARK (CEDNET)</li> <li>• LITE &amp; SEED Winnipeg</li> <li>• Social Services</li> <li>•Residents</li> </ul>	<ul style="list-style-type: none"> <li>• Business Development Centre opens and uses SPARK and LITE Resources</li> <li>• Food Security Program partnerships support local purchasing</li> </ul>	<ul style="list-style-type: none"> <li>• Business Development Coordinator organizes strategies</li> <li>• Connections made and partnerships formed</li> </ul>	<ul style="list-style-type: none"> <li>• Internal evaluation</li> <li>• Steering committee feedback</li> </ul>	<ul style="list-style-type: none"> <li>• Local purchasing increases by 10 percent in the first year and much more thereafter</li> </ul>