



LAC DU BONNET COMMUNITY DEVELOPMENT CORPORATION STRATEGIC PLAN

PREPARED BY THE LAC DU BONNET COMMUNITY DEVELOPMENT CORPORATION

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INTRODUCTION

The Strategic Plan is a roadmap to guide the Lac du Bonnet Community Development Corporation (CDC) through the overall priorities, goals, and actions for economic development of the Rural Municipality of Lac du Bonnet.

The Strategic Plan is just one piece of the planning and operations material for the CDC. Additional planning documents will be needed to realize the priorities and goals as set out in the Strategic Plan. These documents are identified throughout this document, and action plans to complete the identified actions will be developed.

STRATEGIC PLAN OPERATIONS

The priorities, goals, and actions summarized in the Strategic Plan are stated in broad terms and can be defined as follows:

Priorities are the identified focal points of the CDC under which primary goals and actions are listed. The priorities reflect the significant issues, opportunities, and primary focus areas that, when addressed, will allow the CDC to realize its goals and drive the community forward.

Goals are the general statements that describe the desired outcomes the CDC wants to accomplish.

Actions are the steps that the CDC will take to help reach the desired outcomes of the goals presented. The hours allocated are per year for the duration of the action.

Goals and actions have been documented for each of the identified priorities and support the mission, values and core functions of the CDC. Further goals and actions will be added to the strategic plan as identified by the shareholder, stakeholders, partners, CDC Board of Directors, and further strategic planning development. The timelines assigned within this plan are subject to change based on the recommendation of the Board of Directors of the CDC or to take advantage of economic development opportunities that are presently unidentified.

As the CDC and its identified priorities are in their infancy, a Strategic Plan Review strategy should be followed, committing to the following cycle:

First Review – 6 Months from the start of the project.

Second Review – 6 Months following the first review.

Yearly Review – to commence 1 year after the second review and to occur yearly for perpetuity.

LOCAL ECONOMIC DEVELOPMENT PLANNING OVERVIEW

Working with its Shareholder, and with the best interests of the community in mind, the CDC will work to position the Rural Municipality of Lac du Bonnet as the leaders of Economic and Tourism growth and development in the area.

The CDC will develop projects and programs to encourage business development and support the RM of Lac du Bonnet; undertake marketing and branding initiatives to attract and retain residents, investors, and tourists to the area; and collaborate with its partners to develop and execute the future vision for the RM of Lac du Bonnet.

The value of the CDC is to market the community to attract new investment and jobs, help new and existing businesses develop their companies for competitiveness and growth, and increase tourism and visitors to the RM of Lac du Bonnet.

VISION FOR THE RM OF LAC DU BONNET ECONOMIC ENVIRONMENT

The Rural Municipality of Lac du Bonnet is a diverse and welcoming community that invites people to explore, visit, and shop all while enjoying a relaxing lifestyle set in natural beauty. The RM of Lac du Bonnet offers lots to see and do in every season including some of the best golf courses in Manitoba, countless miles of waterways and groomed snowmobile trails. Our friendly businesses feature locally made products and a wide selection of goods and services.

Assets, such as, hydroelectricity, a regional airport, high-quality water and the proximity to major cities make the RM of Lac du Bonnet the perfect place to start a business and live an affordable lake-life lifestyle. The strength of the local economy comes from positive business partnerships, supportive residents and visitors. Come for the Weekend, Stay for Life!

CDC MISSION STATEMENT

The CDC exists to foster social, environmental, and economic development within the Rural Municipality of Lac du Bonnet by diversifying and growing the local economy; creating employment opportunities; increasing tourism, and improving services.

CDC VISION STATEMENT

The CDC is a leader in local economic development and strives to make the Rural Municipality of Lac du Bonnet a highly desired place to Live, Work, Play, and Invest.

VALUES AND GUIDING PRINCIPLES OF THE CDC

The CDC believes in the following values and will use them to guide the decisions and actions of the Committee:

BUILD ON LOCAL STRENGTHS

We believe that existing businesses and agencies represent our local strengths. By enhancing and supporting what we have, we make our community and economy stronger.

GROW LOCAL ENTREPRENEURS

We believe that encouraging and supporting residents to develop new businesses is smart business.

BUSINESS ATTRACTION

We will attract businesses from outside areas if we cannot address product and service needs locally.

COMMUNITY COLLABORATIVE EFFORTS

We will work with existing businesses, government, agencies, and community members to reach our vision, mission, and goals because we are more effective together.

OPEN MINDED

We will be open-minded, creative and progressive in determining our strategies and directions.

ACCOUNTABLE

We will be diligent in assessing all potential risks and rewards before a decision is made.

CORE FUNCTIONS/SERVICES OF THE CDC

Core functions and services of the CDC include:

- ✓ **LEADERSHIP & ADVOCACY:** To provide clear leadership in addressing local economic development needs and to advocate to governments for desired solutions.
- ✓ **RESEARCH & PLANNING:** To develop community economic development plans that address issues/opportunities, and coincide with related local, regional and provincial strategies.
- ✓ **COLLABORATION:** To communicate, coordinate and work with local, regional and provincial agencies to establish strong networks to achieve mutual goals.
- ✓ **MARKETING:** To promote the area and its assets to existing and potential businesses, residents and visitors.
- ✓ **BUSINESS RETENTION, EXPANSION & ATTRACTION:** To seek and attract new businesses while helping to keep and grow existing businesses to ensure continued growth and diversity of the local area.
- ✓ **BUSINESS SUPPORT:** To support local businesses by encouraging local spending, marketing, making connections, and informing of available resources.

PRIORITY #1 MARKETING AND BRANDING THE RURAL MUNICIPALITY OF LAC DU BONNET

GOAL 1: PROMOTE THE RM OF LAC DU BONNET AS A PLACE TO LIVE, WORK, AND PLAY

Goal 1.1 The CDC promotes the community as a place to Live, Work, and Play by branding and marketing the impressive diversity of living assets; the diverse job market with a high quality of life and opportunities; and the multitude of events, activities and recreational experiences in the community. The Town assets will be included here, but only where it can complement and enhance the quality of life and recreation opportunities for the residents, visitors, and investors of the RM.

GOAL 2: PROMOTE THE RM OF LAC DU BONNET AS A PLACE TO INVEST.

Goal 1.2 The CDC promotes the community as a place to Invest by marketing personal and commercial investment opportunities in the area.

PRIORITY #2 INCREASE TOURISM VISITORS AND OPPORTUNITIES IN THE RM OF LAC DU BONNET

GOAL 1: DEVELOP RM OF LAC DU BONNET TOURISM BRAND

Goal 2.1 Develop and monitor a RM of Lac du Bonnet Tourism Brand to attract new, and increase the number of, visitors to the community that will encompass the opportunities and experiences provided in all four seasons.

GOAL 2: DEVELOP TOURISM PRODUCTS BASED ON LOCAL ASSETS

Goal 2.2 Develop, monitor, and market tourism products and assets within and outside of the community, including recreational opportunities, events, activities, local attractions, accommodations, and restaurants.

GOAL 3: BUSINESS DEVELOPMENT WITHIN THE TOURISM INDUSTRY

Goal 2.3 Work with aspiring entrepreneurs, business owners, and non-profit organizations to develop businesses that fill the Tourism Asset Gaps in the RM of Lac du Bonnet.

GOAL 4: SUPPORT FOR NON-PROFIT ORGANIZATIONS THAT OPERATE THE EVENTS AND TOURISM ASSETS

Goal 2.4 Realize that community volunteers are the driving force behind a significant portion of Tourism Assets for the RM of Lac du Bonnet and provide them with the strategic support needed for development, branding, marketing and sustainability.

PRIORITY #3 MARKET RETENTION AND EXPANSION

GOAL 1: DEVELOP A 10 YEAR ECONOMIC PLAN FOR THE RM OF LAC DU BONNET

Goal 3.1 Work with the RM of Lac du Bonnet and its Administration to develop a long-term, focused Economic Development Plan that extends past the current Municipal Strategic Plan. The ten-year plan will be influenced by the current Strategic Municipal plan and goals and would then influence the future Municipal strategic planning.

GOAL 2: DEVELOP TOOLS AND RESOURCES FOR LOCAL BUSINESS

Goal 3.2 The CDC will be a resource to help local entrepreneurs develop and grow their skills and businesses by providing the community with support, training, and tools.

GOAL 3: ADD VALUE TO THE COMMUNITY AND BUILD TRUST

Goal 3.3 Be the Cornerstone of Growth and Prosperity for the RM of Lac du Bonnet by providing information and knowledge to residents, visitors, and investors that showcase knowledge and expertise while building trust. The CDC will become an advisor and a connector while advocating for and promoting the RM Lac du Bonnet.

GOAL 4: DEVELOP A SHOP LOCAL CULTURE

Goal 3.4 Work with businesses to create a Shop Local culture that encourages consumers to buy local by working with business owners to become more competitive and form strategic partnerships that give consumers a reason to Shop Local.

PRIORITY #4 SUSTAINABILITY OF THE CDC

GOAL 1: FUNDING SOURCES FOR OPERATIONAL COSTS OF THE CDC

Goal 4.1 Source, develop, and maintain a variety of funding and revenue streams to support the operational expenses of the CDC.