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## KEDC to Host A Tourism Packaging Workshop with Joe Veneto!

The Kittiwake Economic Development Corporation, along with its partners, will be hosting a Tourism Packaging Workshop for all Central Newfoundland tourism owners/operators on May 22nd and 23rd at the Albatross Hotel.

KEDC is working with the Department of Tourism, Culture and Recreation, along with Atlantic Canada Opportunities Agency (ACOA), Kittiwake Coast Tourism Association, Hospitality Newfoundland and Labrador, and the Gander and Area Chamber of Commerce on this workshop to develop a series of tourism packages to sell to tourists traveling to the region.

Joe Veneto, a guest speaker at this year's Hospitality Newfoundland and Labrador Conference, will be facilitating the day and a half session. Mr. Veneto, "The Opportunity Guy" is a management consultant, speaker, and trainer. His company, "Opportunities Unlimited", is dedicated to collaborating with



Joe Veneto

organizations in the tourism, hospitality, and service-related industries to achieve sales results through the creation of new business opportunities. Joe is a 20-year veteran of the tourism industry and an expert in planning, developing, marketing, and distributing packaged tourism products.

All partners feel that this this workshop and the subsequent planning workshops will enable tourism owners and operators to become part of a packaging initiative that will encourage tourists to stay longer and partake in the activities and attractions the region has to offer.

The cost to attend this packaging workshop is \$60.00, which includes the conference fee, Tuesday night's Meet and Greet, meals, and nutrition breaks.

If you are interested in attending this conference or to receive more information, please contact Crystal Anderson, Economic Development Officer, by phone at 256-2741 or by e-mail at [canderson@nfld.net](mailto:canderson@nfld.net).

## KEDC to Host Series of Packaging Subzonal Meetings

As a part of the Tourism Packaging Initiative, KEDC will host a series of packaging workshops in each of its seven subzones. The purpose of these workshops will be to have a consultant work with tourism owners/operators on a one-on-one basis to become part of the packages and to aid in the implementation process.

It is expected that these workshops will take place within three weeks following the

initial workshop with Mr. Joe Veneto. These sessions will be at no cost to the tourism owners and operators and are expected to be two hours in length. Please refer to the KEDC website at [www.kittiwake.nf.ca](http://www.kittiwake.nf.ca) for confirmed dates and locations.

For more information, please contact Crystal Anderson, Economic Development Officer, by phone at 256-2741 or by e-mail at [canderson@nfld.net](mailto:canderson@nfld.net).

### Partners



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 ECONOMIC DEVELOPMENT**

## Chairperson's Message



Roger Hewitt, Chairperson

Summer is approaching and I am very proud to report the progress being made on our 2007 initiatives. The Board and Staff of KEDC have been working steadily on these initiatives and the progress to date is a reflection of their hard work and dedication.

In the upcoming months, KEDC will host a number of events as a part of some of our workplan initiatives that I would like stakeholders, to be aware of. KEDC will host a Professional Development Seminar for cultural and heritage sites in the Zone in June, and the "Buy Local Campaign" is scheduled to be released in July.

The support from ACOA, INTRD, Service Canada, Industry Canada, and other stakeholders, has been crucial in moving the workplan forward and will continue to help us in accomplishing our goals.

Thank you to everyone who has contributed to the KEDC and we look forward to your continued support.

In the next few months, the progress in our initiatives will be evident within the Zone and communities. You can view our workplan on the KEDC website at [www.kittiwake.nf.ca](http://www.kittiwake.nf.ca). I wish you all well and I hope to see you all at our upcoming AGM.

-Roger Hewitt, Chair KEDC

## Gander Bay-Labour Market Partnership



Gander Bay

KEDC is currently administering a Labour Market Partnership (LMP) for three local service districts in Gander Bay. This initiative is being conducted to gain an in depth understanding of the human resource needs required to foster successful social and economic development within the local service districts and communities of Gander Bay North, Gander Bay South and Main Point / Davidsville.

The LMP project, with residents from all local service districts, will provide current information on the demographics of Gander Bay. It also anticipates identifying the present education levels to determine what training programs could be delivered to promote opportunities for individuals to become gainfully employed. This information will be used to determine the barriers to employment, as well as human resources requirements for business expansion and retention.

In order to obtain these objectives the KEDC requires input from community leaders, businesses, local community groups and representatives from all local service districts and communities in Gander Bay North and Gander Bay South. The information provided by individuals from these areas will be instrumental in helping to devise a community strategy to promote human resource, social, and economic development. A

final report on the information collected and write a strategy that will highlight recommendations to improve the social and economic climate of Gander Bay.

On Wednesday April 18, 2007, an Information Session was held at the Riverside United Church Hall, informing the Steering Committee, comprised of volunteers, from the three local service districts about the support services and funding available for social and economic development. In attendance at this session was representation from the following economic development members; Service Canada, KEDC, Atlantic Canada Opportunities Agency, Community Business Development Corporation and the Department of Innovation Trade and Rural Development. This session was very valuable in providing inspiration for members of the Steering Committee to explore opportunities for social and economic development.

If you would like to find out more about the LMP please contact me at the KEDC office in Gander Bay South at the following telephone number 676-2500.

-Bill Hardiman Project Coordinator LMP

## Executive Director's Message

The Kittiwake Economic Development Corporation has been diligently working to accomplish our objectives set out in our 2007 Work Plan. It is always a pleasure to update our stakeholders, partners, and members on our progress.

Under our Business Development and Manufacturing Sector initiatives, we have been busy working with the Gander International Airport Authority to identify potential freight planes that can transport seafood products to European markets. As well, we have conducted research to obtain relevant information that represents this industry sector. Preliminary plans are in place to conduct "Export Ready Workshops" within Zones 11-16, once the carrier is confirmed.

Business Mentoring is progressing as meetings have taken place with the Executives and the Boards of Directors for both the Gander and Area and Lewisporte and Area Chambers of Commerce. Both Chambers have agreed to support the Business Mentoring Program, and I am working with INTRD to implement this initiative.

Under the direction of the Business Development and Manufacturing Committee - Community Capacity Sub Committee - I have worked with the Twillingate New World Island Development Association, the Community Cooperation Resource Centre, Dept. of INTRD, NLFM, and community representatives and presented at the Regional Cooperation - Our Best Hope for the Future forum that took place in March.

Lewisporte and Area Development Association conducted a workshop entitled "Small Communities: Working to Brighten Our Future", partnering with CCRC, NLFM, INTRD and Municipalities within the region. KEDC presented at this forum, talking about the importance of collaboration as well as how regional initiatives can become part of our Work Plan.

The Gander Bay Project has been moving along quite successfully. Under the leadership of Bill Hardiman, the Project Coordinator for the Labour Market Partnership with Service Canada, Local Service Districts and community representatives, stakeholders, as well as ACOA, Service Canada, CBDC, INTRD and KEDC met for an information sharing session April 18<sup>th</sup>. This session was a great success as it provided information to the constituents in the Gander Bay Area on supports and programs available to them throughout the various departments and agencies.

Our Tourism and Natural Resources initiatives are moving along on target, and you can read about them in greater detail throughout this Newsletter.

The staff and Board of Directors have been working diligently on the 2007 Work Plan. I welcome any comments or feedback as we continue to work on the 2007 objectives.

-Jill Bennett, Executive Director



Jill Bennett, Executive Director

## Buy Local

"Keep it in Kittiwake" is the new slogan KEDC is using as part of their upcoming Buy Local Campaign. This campaign will be launched in July 2007 and will be focused on agricultural produce, highlighting the high quality of vegetables and fruits grown within Zone 14.

It is KEDC's hope that this campaign will create awareness among consumers on the benefits of buying local, not only for the local farmers, but more significantly for consumers themselves. Buying local will enable more dollars to stay within the local economy, helping to create a more sustainable, while growing and developing the agricultural industry, which has the potential for employment.

Signage will be located in participating stores throughout the Zone to make it easily identifiable for consumers to purchase local produce as well as at other locations where local produce is available. A website is also being developed that will have information on the many benefits of buying local, participating stores, local farms and much more.

If you wish to learn more about this initiative, please contact Crystal Anderson, Economic Development Officer, by phone at 256-2741, by email at canderson@nfld.net, or by visiting the KEDC's website at [www.kittiwake.nf.ca](http://www.kittiwake.nf.ca).

*"Benefits of buying local, not only for the farmers, but more significantly for the consumer themselves"*

## Cultural Heritage Professional Development Workshop

In partnership with the Museum Association of Newfoundland and Labrador (MANL), KEDC will be hosting a Professional Development Workshop for cultural heritage sites on June 14th from 10 am to 4 pm at the Lewisporte and Area Development Association.

This workshop will provide an overview of successful museum practices in an effort to aid cultural heritage sites in attracting the new generation of visitors. Topics will include presenting museums as attractions, importance of staff training, and working with your collections.



Facilitation will be provided by Rev. Barry King, PhD. (TC). Rev. King has worked in the heritage sector for over

30 years. He has worked in National Parks and as a private contractor in interpretation and educational programming. He has also been the Executive Director of PEI's Community Museums Association in PEI for 15 years.

There is no cost to attend and lunch will be provided.

If you are interested in attending this workshop, please register with Crystal Anderson, Economic Development Officer, by phone at 256-2741 or by e-mail at canderson@nfld.net.

## Broadband

As recipients of funding from the Broadband for Rural and Northern Development Pilot Program of Industry Canada, communities within the New World Island region of the Kittiwake Economic Zone have gained access to high speed internet service. Available in the communities of Bridgeport, Hillgrade, Newville, Fairbanks, Cobb's Arm, Pike's Arm, Roger's Cove, Green Cove and TooGood Arm since January 2007, the installation completes Milestone 3 of the BRAND Program, "Connecting Communities" for the Community Champion, the Kittiwake Economic Development Corporation.

Access to broadband services in this region will enable businesses and residents to access the World Wide Web faster and with more security than previously available. Broadband connectivity will enable residents and businesses to access secure Internet

sites quicker, enabling them to perform secure transactions over the Internet, avail of research information and to actively partake in educational courses to upgrade or enhance their current skill set. As well, access to the Internet



*Area Manager, Pat Kearney discusses the logistics of the site connections to Project Administrator, Gail Hoyles while in New World Island.*

through Broadband will allow individuals and businesses to send larger files with the use of digital technology to global recipients. This

technology will assist many local businesses to reduce their overall monthly expenditures on multiple dial up lines, allowing them to reduce their technology expenditures on a monthly basis.

Although no additional communities in the Kittiwake Economic Zone will be connected under the BRAND Program, it is anticipated that additional communities will be connected through further investment in this region by Aliant, the service provider to KEDC for the BRAND Project.

Funding for this project has been given to the KEDC from Industry Canada, the Atlantic Canada Opportunities Agency, the Province of Newfoundland and Labrador ~ Department of Innovation, Trade and Rural Development, and by the service provider, Bell Aliant.

-Gail Hoyles, Project Administrator