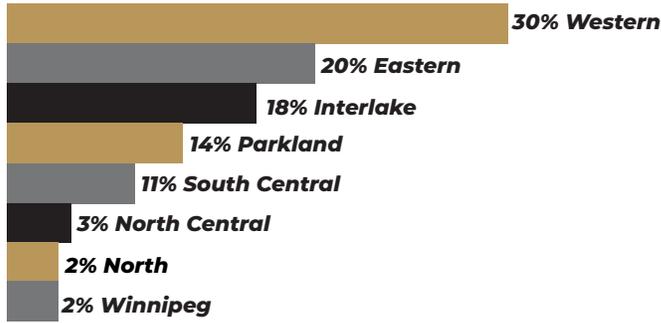


Rural Manitoba Economic Development Survey Results

Rural Manitoba Economic Development Corporation (RMED) conducted a study in 2022 to determine how economic development work is carried out in rural Manitoba municipalities. This survey was completed by 74 economic development stakeholders from across the province.

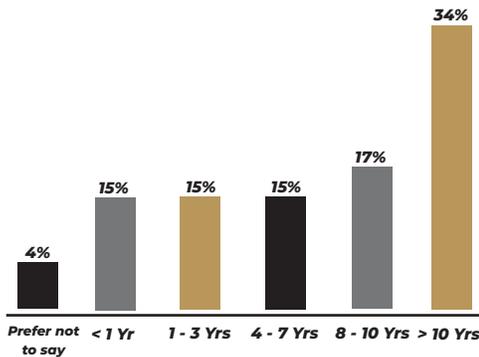
Who responded?



CAOs 34% EDOs 28% Elected officials 11% Other 27%

Experience in EcD

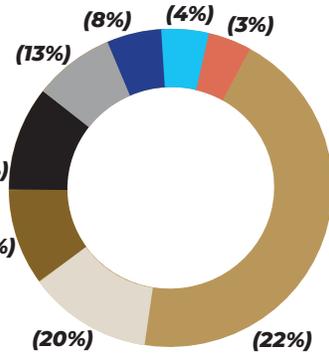
34 percent of respondents have more than a decade of experience in economic development work, whereas 4 percent of respondents declined to state their experience.



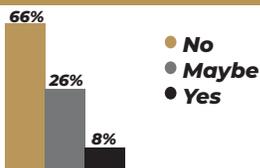
How is EcD Supported?

- Dedicated consistent funding
- Inclusion in official strat plans
- Project based/annual budget
- Determined annually by budget
- Co-delivered - with government
- Sporadic
- Others (No Support)
- Don't Know

Fewer than half of respondents responded that economic development initiatives are included in their official strategic plan and that dedicated, consistent funding is provided.



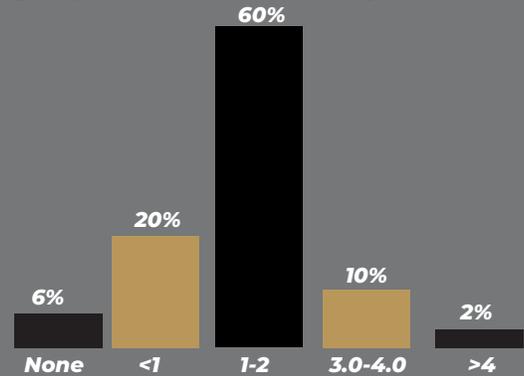
EcD Training for Elected Officials



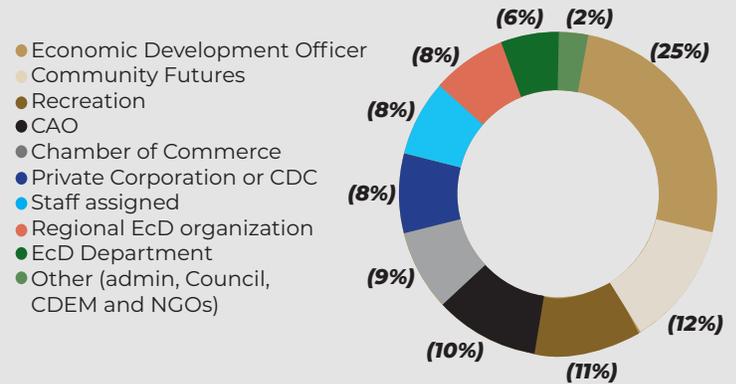
Less than 10 percent of local elected leaders receive economic development training, even though the vast majority are involved in the creation of economic development plans.

Full-time staff devoted to EcD

Answered by those that have dedicated EcD staff
Response percentages may be lower than 100% due to rounding

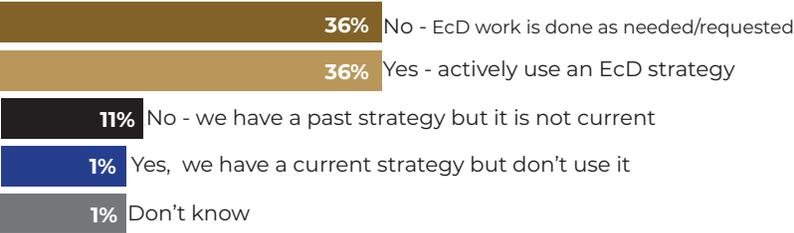


Who does EcD around the Province?



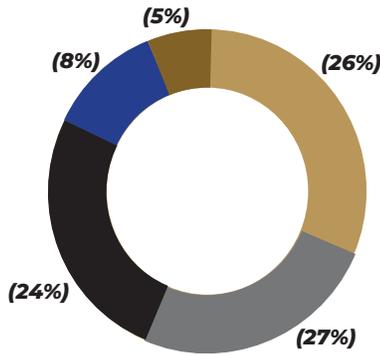
- Over two-thirds of respondents (68%) indicated that their communities have at least one full-time economic development staff.
- Two in seven respondent communities have no staff dedicated to economic development work, which is directly related to the size of the community.
- Two in five small communities do not have dedicated employees to support economic development.
- Across the province, EDOs or their equivalents and CAOs are the most popular approaches for economic development activities.
- Less than half of respondents (49%) indicated that their areas have no regional economic development partnerships.

Does your organization have an EcD plan or strategy within the organizational strategic plan?



How much influence does EcD have on community planning and direction?

- Moderate influence
- Limited influence
- Strong influence
- Don't know
- No influence



Internal and External barriers to EcD

Internal

1. Lack of financial resources
2. Lack of human resources
3. Lack of leadership or priority given to EcD
4. Lack of formal EcD
5. Lack of information or expertise
6. Lack of education
7. Lack of efficient rural health care

Other: labour shortage, proximity to wpg, lack of infrastructure, lack of marketing expertise, lack of housing, shrinking population.

External

1. Lack of support
2. Legislative restrictions or policy change
3. Global EcD conditions
4. Aging infrastructure
5. Lack of investment
6. Training
7. Lack of Provincial Government support
8. Access to data
9. High level of competition
10. Broadband
11. Inflation

Availability of Performance Measurement

Response percentages may be lower than 100% due to rounding

EDOs and CAOs were more likely to report that their communities lacked performance measurement plans. However, performance measurement is more likely to exist for Community Futures' economic development work.



A formal reporting structure is the most typical way of reporting on economic development work. Approximately three out of ten respondents said they also publish reports/updates on their social media pages and websites.

OPPORTUNITIES FOR MUNICIPALITIES

TRAINING

54% of respondents said that their municipalities have an economic development strategy. The majority (74%) of respondents involves local elected leaders in the process of developing their economic development plan. Less than 10 percent of local elected leaders receive economic development training, even though the vast majority are involved in the creation of economic development plans.

The province could see a higher success rate in economic development if those involved in economic development planning and execution received economic development training.

PLANNING

49% of respondents DO NOT HAVE an economic development plan, use it or have a current plan. Only 36% of communities actively use an EcD strategy. The majority (43%) of communities with economic development plans update the plan every two to four years, while 24 percent update it yearly and 17 percent only as needed.

Communities that have EcD strategic plans will see greater results in their economic development performance. There is an increased opportunity for positive results if the plan is used and updated on a regular basis.

EVALUATION

An economic development plan is a working document that should be updated and evaluated on a regular basis. Evaluation is necessary to ensure effectiveness of a economic development plan and work. This evaluation also will ensure the plan is updated effectively.