

Destination Eastern and Northumberland Shores (DEANS)

GCRDA Development Officer Carmel Avery-MacDonald has agreed to serve on the newly formed DEANS Board. The former Antigonish & Eastern Shore Tourist Association (AESTA) and the Pictou County Tourist Association (PCTA) have combined to form this new tourism destination marketing organization. DEANS was officially launched in September.

DEANS will be lead by a 16-member board with 8 members elected from the Eastern Shore and 8 members elected from the Northumberland Shore. Members have formed two sub councils—Eastern Shore and Northumberland Shore —each reporting to and under the auspices of the DEANS board.

Other members of this council from Guysborough County are George Brothers, Managing Director of Sherbrooke Village and Karen Wenaus, Manager of Liscombe Lodge.



Guysborough & Area Board of Trade

The GCRDA is working closely with the Guysborough and Area Board of Trade (BOT) to engage the business community and encourage membership. Katie Pellerin has been hired in a 6 month position as Business Development Officer with the BOT. She is co-located at the GCRDA office in Guysborough.

As a relatively new organization, the membership of the BOT wants to have a strong, unified voice for business in the area. To accomplish this, the membership has agreed to work on a strategy to focus on education and advocacy, member services and promotion/communications. Katie has been busy working to begin this strategy. She is also helping to increase memberships and network with other business organizations to raise the profile of the Guysborough and Area businesses. With Katie's help, the BOT has organized a very successful Buy Local for Christmas campaign. For further information, call Katie at 533-3731 or visit the Facebook page at Guysborough & Area Board of Trade.



2011 Shop Local for Christmas Campaign

Follow us on our website at www.ConnectWithOurEnergy.com or:



Port Hawkesbury Mill - Municipal Action Committee

Gordon MacDonald, GCRDA Investment & Trade Manager, has been actively involved with the Strait Area Municipal Action Committee (MAC).



The MAC was established in response to the closure and ultimate application for creditor protection of the Port Hawkesbury Mill by NewPage Corporation. The committee is made-up of municipal leaders; chambers-of-commerce; regional development agencies; organized labour and contractors and truckers. In addition to serving on the broader group, MacDonald was also chosen to represent local regional development agencies on the Executive Committee.

MAC has engaged both legal and communications expertise to assist the group in responding as effectively as possible to finding the most positive possible outcomes for those impacted directly and indirectly by the closure. The group has worked diligently and cooperatively to bring support to local contractors, truckers and suppliers that were not paid for their services or materials.

It is encouraging the two bidders believe the mill can be successfully operated. While it is likely that there are difficult decisions and concessions to come, it is hoped that we will know early in the New Year what the future has in-store for the mill.

Wind Power!

The GCRDA has been working with the Municipality of the District of Guysborough (MODG) toward participating in the N.S. Small Wind Community-based Feed-in Tariff (ComFIT) program. Each County in N.S. is permitted to submit applications to erect up to 5 small-wind turbines.



N.S. municipalities or wholly owned subsidiaries of a municipality are eligible to participate in the provincial COMFIT program, provided they meet the necessary requirements. As part of the due-diligence process, the GCRDA reviewed potential municipally owned properties to site the turbines; developed a business model; prepared a Request-for-Proposals to determine the appropriate equipment and technology and worked with the MODG to engage an independent consultant to verify the information required to make an investment decision.

The MODG has entered into a contract with Seaforth Energy Ltd to supply and maintain the equipment for these turbines. Construction is expected to be completed in the 1st quarter of 2012, subject to approval of necessary applications and permits. It is anticipated that the MODG will be the first Municipality in Nova Scotia to receive approval to contribute to the 100 megawatts allotted to the ComFIT Program. By doing so, the MODG will offset their carbon footprint, reduce electricity bills, and add an additional stream of revenue.

Port Bickerton Community Center

Congratulations to the people of Port Bickerton and area on the opening of their new center. The GCRDA assisted with the Business Plan which was used to access \$400,000+ in government funding.



Community Leader Keith Horton speaking during the opening celebrations held in October

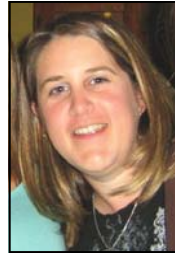
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New Staff Member

The GCRDA Staff and Board welcome Christa Rae Webber as our newest staff member. Formerly from Tor Bay, Christa Rae has a Commerce Degree from St. Mary's University and has worked for Sobey's for the past 8 years. She is excited for the opportunities that lie ahead. Christa Rae is based out of our Sherbrooke office and can be reached at 522-2432.



getoutinguysborough.wordpress.com

What is the Guysborough County Regional Development Authority (GCRDA)?

The GCRDA is one of 12 RDA's in Nova Scotia. Our mandate is to promote and facilitate economic development in Guysborough County. The GCRDA works collectively and cooperatively with partners, individuals, community and businesses to foster opportunities in Guysborough County.



GCRDA 5 Year Strategic Plan Update

The GCRDA has been working on a new 5 year plan since Spring 2011. Over the past summer, we have asked for your thoughts, opinions and ideas on how you see the future of Guysborough County. This was done with the use of on-line surveys, phone calls and mailouts to community members, business owners and community leaders. The overall feedback has been consistent—Guysborough County residents want jobs. They want more business attraction and want more people to live here – including former residents who had to move away for work. People also want the roads in the county repaired.

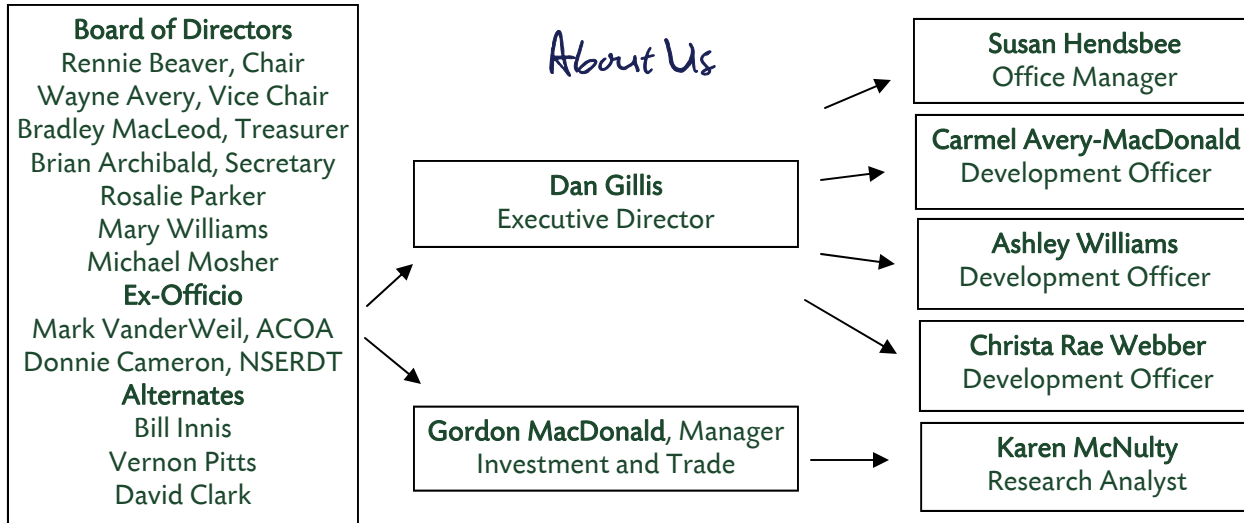
The information gathered through this input process was reviewed at a Leadership Forum held in October and again with the GCRDA Board of Directors in November. Consultant, Ryan MacNeil has been tasked with preparing a draft document for review. This draft will be presented to the municipal councils in the new year and to gather further input.

The GCRDA Board of Directors will approve the final plan which is expected to be complete by March 31, 2012.



Leadership Forum October 29, 2011

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