

Guysborough
County

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SBM/EnCana Project, Mulgrave 2011

**GUYSBOROUGH COUNTY
REGIONAL DEVELOPMENT AUTHORITY
2011/2012 Mid-Year Review**



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Executive Summary

We are pleased to provide this mid-year review to the Nova Scotia Department of Economic Development and Tourism and the Atlantic Canada Opportunities Agency. This review will be circulated to our directors and discussed at our next GCRDA Board of Directors meeting, scheduled for November 25, 2011. It will also be provided to our Municipalities and posted on our website. So far it has been a challenging but productive year. We expect to at least reach our targeted outputs, in all but two of our initiatives, where federal funding was declined in one instance and is still being reviewed (for over six months) in another instance. In both cases other funders have approved the requested funding. In a number of our other initiatives we are on pace to exceed our targeted outputs.

Opportunities

Our staff continues to work on a number of projects that have been ongoing for several years, as well as some new projects and leads relating to emerging opportunities. The GCRDA initially identified the potential for a quarry development in 2007. With the completion of the exploration project; core sample assays and composition tests; and the land-swap with the Province of NS completed this year, we are in a position to move forward. The MODG reached an agreement with Erdene Resources to develop the quarry and the Draft Environmental Assessment document has been submitted, leading to a final submission to the Responsible Federal and Provincial Regulatory Authorities. It is expected that initial community consultations will begin in the coming months. The GCRDA works closely with the MODG and Erdene Resources to develop strategies to move forward and to ensure that important issues are contemplated in the development plan and addressed, to build community support and achieve maximum community benefits. This project has the potential to employ 100 individuals directly.

The GCRDA has remained closely engaged in the advancement of the Maher Melford Terminal project. In mid-October, 2011 we led a delegation to Prince Rupert, including representatives from Maher Melford Terminal; MODG and NSBI. We held a series of meetings with the Prince Rupert Port Authority, International Longshore and Warehouse Union (ILWU), Prince Rupert City, Prince Rupert Chamber of Commerce and a tour of the Maher Terminal at the Fairview Terminal and the Ridley Terminal Coal and Potash Terminal, also located in Prince Rupert. These meetings provided invaluable insights in terms of effectively planning for the upcoming activity at Melford. We have also met with potential investors and attended conferences with the Maher Melford Terminal group to demonstrate the commitment and support of the local community. We continue to work with the MODG to plan for the upcoming development, scheduled to begin construction in the 2nd quarter, 2012.

For the past number of years the GCRDA has worked to promote Mulgrave as a service base for offshore Oil & Gas activity. In May we joined with The Strait of Canso SuperPort Corporation in meeting with representatives of Single Buoy Mooring Systems (SBM) to utilize the Mulgrave Marine Terminal to serve the requirements of EnCana's Deep Panuke offshore facility

installations. Subsequently three major contracts were awarded for work completed at the Mulgrave facility:

- **Single Buoy Mooring Systems** brought the 93 meter Production Field Center to the Mulgrave Dock creating a buzz of activity for a one month period and providing verification of the capabilities of the facility and the local labour force;
- **Tideway Construction** partnered with local firm J & T vanZutphen to provide rock to stabilize the infield flowlines and gas export pipeline.
- **Subsea 7** provided the completions work for Deep Panuke's infield piping connections.

In total, the combined projects provided peak employment for 400 people at Mulgrave. The GCRDA worked closely with the contractors and sub-contractors to engage local skilled labour and businesses with 50 identified local individuals employed and local companies continuing to provide support to the activity. This work is likely to be completed at Mulgrave by late November. Companies carrying out this work have provided significant testimonials regarding their experience at the Mulgrave Marine Terminal, including Oivind Tangen, SBM Operations Manager – “The work that was carried out at Mulgrave could not have been done anywhere else in Nova Scotia”.

In 2001 the GCRDA wrote the initial Terms-of-Reference for a Port Master Plan for the Strait of Canso. In 2011 stakeholders in the Strait of Canso Region now have a completed planning document to guide our decision making and marketing efforts. This document is linked to our website and we have worked with other stakeholders to identify and promote highlighted priority opportunities and taken these opportunities to the market. GCRDA partnered with Strait of Canso SuperPort Corp at 2011 Canadian Conference on Coal – targeting investment interest in a bulk terminal – resulting in 4 significant investment leads. We are very encouraged by the responses to date.

For the past four years the GCRDA has partnered with the Strait of Canso SuperPort Corporation and the Municipality of the County of Richmond on the Strait of Canso Port Days event at Dundee Resort. Held in early July this event has become a key component of our work in promoting the Strait of Canso as a leading investment opportunity for the Province of Nova Scotia. Consistently attracting 130 attendees, including key investor targets, this event is limited only by the capacity of the facility.

In the Municipality of the District of Guysborough's 2011-2016 5-year Strategic Plan, opportunities for adding value to the waste entering the landfill site was identified as a priority. To this end the GCRDA facilitated a meeting with Municipal staff to identify those parts of the waste stream they thought could be pursued as a business opportunity. The GCRDA reviewed the programs available through the Resource Recovery Fund Board that could fund feasibility studies for the identified opportunities. Five project ideas were vetted through a representative of the RRFB and the provincial Department of the Environment. We drafted a proposal for RRFB Map Innovation Funding and an outside consultant was hired to produce a final copy of the draft proposal. The Guysborough County Waste Management Facility was

successful in obtaining funding for the study. We are working with outside consultants to complete this feasibility study. Over one-half of the study has been completed to date. The GCRDA has taken the lead on the development of the first RFP for the development of a design-build contract partnership, to erect the maximum allowable, five Small Wind (<50kw) turbines, within the NS ComFIT program. We have identified potential sites, developed a financial model for the investment decision and submitted the application to site the five turbines. This represents a total investment of approximately \$1.75 million and will provide a long-term (20 year) source of revenue for the MODG. We have engaged a consultant to assist in the proper siting and worked with the MODG to select a partner to develop the project and provide ongoing operational support. This project will provide a source of renewable energy for the region and an ongoing source of revenue for the MODG. MODG will be the first Municipality to submit an application to site five small wind turbines under the NS ComFIT program.

We have had a very successful start to our BRE program this year, with the number of visits completed, as well as our other activities with local businesses, such as energy efficiency audits, guest speakers at local events and trade shows, and promoting local benefits from various projects, that has allowed us to make a valuable connection with our business community. We have just begun a joint project with the Guysborough Board of Trade that will employ a person to assist our businesses to create a web presence as well as assist the Board of Trade with a strategic plan. We will continue to work with a number of community groups that could be considered as “social enterprises”, that provide needed infrastructure and services, that improve the standard of living in their communities. Some examples are: enhancements to a local school that would provide a fitness centre, a community room for various activities and a workshop for mentally challenged adults; a demonstration project by a community group and a private business to improve the local public transit; and improvements to the local farm market.

Challenges

Since we are a resource-based economy, with most of it exported, every increase in the value of the Canadian Dollar, negatively affects those industries that are unable to raise the price of their commodities, such as Christmas Trees, lobsters and paper products. On August 22nd NewPage Corporation announced its intent to close both PM1 and PM2 in September. Initially this was suggested to be a “downtime of undetermined duration on both paper machines”. Later, NewPage sought bankruptcy protection in the US and Companies Creditors Arrangement Act in NS. The GCRDA immediately recognized the impact this would have on our economy and reacted by reaching out to our colleagues at the S-HRDA and ARDA. We quantified the impact on Guysborough County and built recognition that our impacts were different – linked primarily to the woodlands contractors rather than the direct mill employment. We were appointed to the Strait Area Municipal Action Committee as well as the Executive (Strategy) Committee dealing with the local response to the Mill Closure. The GCRDA represents the three local development agencies on the Executive Committee.

Guysborough County has a recognized challenge in addressing a myriad of residential development issues. We have built a partnership among our four Municipalities as well as the Province of Nova Scotia to assess the opportunities and challenges and to develop a collective

strategy to begin to address these issues. Funding to complete this strategy has been committed by our Municipal partners as well as the Province of Nova Scotia. We are awaiting confirmation of funding from Canada's Rural Partnerships Community Development Program. The application was submitted in April, 2011. Program administrators have acknowledged that the response is beyond their service standards but have raised no outstanding issues. We expect a decision shortly.

Logic Model Update of Key Performance Indicators and Achievements to Date

Service Area: Strategic Planning

Project: GCRDA 2012-2017 Strategic Plan

Project Description

The GCRDA requires a new 5 year Strategic Plan for 2012 – 2017. Work will be done this fiscal year to complete this document.

Outputs

Targeted Outputs	Outputs To Date
6 community meetings held	To be done
60 participants	To be done
3 surveys prepared and distributed	3 surveys prepared and distributed
1,200 surveys sent with 400 completed and returned	1,500 surveys sent and 417 completed
8 meetings with municipal council held	Scheduled for November
Meetings, emails and phone calls seeking input from key stakeholders/focus groups	3 council meetings, over 100 emails and several phone calls
Completed Plan	To be Completed by the fiscal year end

Service Area – Strategic Planning

Project –Undertake a Residential Development Strategy

Project Description

The GCRDA recognizes that there are challenges associated with many aspects of, the provision of adequate, attractive housing within Guysborough County. Low-income housing, mobile home parks and serviced areas for residential development and multi-unit dwellings will factor significantly in our ability to provide enhanced housing quality for current residents and grow our population as new investments attract new residents. The GCRDA will lead the undertaking of a residential development strategy that is intended to create a “road-map” that will provide recommendations aimed at addressing these local issues.

Outputs

Targeted Outputs	Outputs To Date
Partners identified and included in process	MODG, DOSM and NSERD&T approved funding for project
Completed strategy identifying priority actions required to increase level of local housing availability/quality	To be in progress when funding is committed

Notable Differences

Final version of Application accepted as complete by Rural Partnerships Canada on April 1, 2011 – initiating the 60 day review period. On October 26, 2011 we received a response apologizing for their failure to meet their service standards. They confirmed that the application is under review, with no outstanding issues. We are awaiting a response. The delay will require an adjustment of work schedule and assessment of ability to complete within the current fiscal year.

Service Area – Strategic Planning

Project – Undertake a Revitalization Strategy

Project Description

The GCRDA wants to support the business sector by preparing a Revitalization Strategy. We envision hiring a Consulting Team to prepare a phased-in 1-5 year community infrastructure plan for the revitalization of the county's 2 main street commercial districts in Guysborough/Boylston and Sherbrooke. This Strategy will demonstrate a vision that leads to economic impact, sustainability and a coordination of the major assets of the community that supports and compliments these areas. The consultant will identify the infrastructure needed to proceed. Conceptual designs will be prepared and a 1-5 year phase-in plan will be prepared to reflect an attractive business community that is efficient, progressive and representative of the community's character. The conceptual plans of the finished project for both districts will include the major cost categories associated with each recommendation and Action Plan. A critical path and time lines for work and the approximate cost for the various stages of development will be provided.

Outputs

Targeted Outputs	Outputs To Date
Formed 5 partnerships	3 partnerships formed – Board of Trade, MODG and NS ERD&T
100 people participated in the Strategy (businesses, government, community stakeholders)	3 meeting held with 30 people participating
30 surveys completed	0 surveys completed
10 meetings organized seeking input to the strategy	0 meetings
20 businesses interested in participating in the Façade Program in Guysborough/Boylston and Sherbrooke	Several businesses interested but no funding available from ACOA to proceed
A Completed Strategy	See notable differences below

Notable Differences

The project has not gone forward. Both MODG and NS ERD&T were confirmed funding partners early in the year. ACOA advised us on October 12 (after reviewing the application for over six months) that the Agency is unable to consider our request for funding.

Service Area – Strategic Planning

Project - Assist the community with development of recreational, cultural, tourism and healthcare infrastructure

Project Description

Continue to assist with the development of recreational, cultural, tourism and healthcare infrastructure. This includes assisting groups with strategic planning, preparing business plans and funding proposals, based on our project criteria. Improvements made to community infrastructure will help maintain and attract more people to live and visit the area, supporting community growth.

Outputs

Targeted Output	Output To Date
8 Strategic Planning Sessions held	25 sessions held
5 Business plans completed	7 Business plans completed
3 Press releases issued	8 Press releases issued

Other Key Performance Indicators

- 34 partnerships with funders and community groups
- 12 community groups assisted
 - Guysborough Amateur Athletic Association
 - Sherbrooke Opportunities Society
 - Quest Sustainable Transportation Project
 - Country Harbour Community and Cultural Center
 - Port Bickerton Women’s Institute
 - Sonora/St. Mary’s Community Center
 - St. Mary’s School Enhancement Project
 - Farmers' Market Enhancement Project
 - Bikeways Phase 2
 - Tor Bay Acadian Society
 - St. Mary's ATV Club
 - Broad Horns ATV Club
- 7 business plans completed
- 8 media articles
- \$763,000+ in funding requested
- Positive Client feedback

Service Area - Business Retention, Expansion and Recruitment

Project - Business Retention and Expansion

Project Description

Several stakeholders play a significant role in attracting, retaining and expanding local business activity. The GCRDA will support initiatives aimed at maintaining, expanding and retaining businesses in the county.

Outputs

Targeted Outputs	Outputs To Date
30 BRE visits conducted	14 New BRE Visits 36 businesses visited to promote Efficiency NS energy efficiency programs, all of the businesses participated and received energy saving devices.
6 Local Action Team meetings held	3 LAT Team Meetings held
6 projects or events supported by the RDA that focus on business development within our region	2 Business Breakfasts with speakers 1 project with the Board of Trade 1 Business Dinner with speakers Strait of Canso Port Days OTC Houston Trade Show Canada Maritime Conference Canadian Conference on Coal
20 referrals to other entities for business for expansion, relocation, or establishment	17 Closed Referrals 1 Referral Unable to Close

Notable Differences

GCRDA spent considerable time meeting with contractors and sub-contractors working at Mulgrave on Deep Panuke. Utilized BRE database, Social Media, GCRDA website and email to advocate for and inform Guysborough County residents of opportunities and familiarizing companies working in Mulgrave with the capacity of local businesses to provide services. The result is a greatly enhanced economic impact of activity; significant promotion of Mulgrave for future activities and opportunities.

Service Area – Business Retention Expansion and Recruitment

Project - Use the Investment Recruitment Strategy to identify and target potential investors

Project Description

The GCRDA will utilize the Guysborough County Investment Recruitment Strategy, completed in 2009, to identify, prioritize and target new investment opportunities as part of our business expansion and recruitment efforts to attract investment to the area. The GCRDA will lead and support the identification and facilitation of investment opportunities and targeting the priority opportunities.

Outputs

Targeted Output	Output To Date
4 economic sectors from Investment Recruitment Strategy targeted	Minerals, Renewable Energy, Oil and Gas, Marine Transportation and Forestry targeted
8 opportunities assessed and pursued	12 opportunities assessed, potential investors targeted
4 leads generated	5 leads generated, resulting in ongoing analysis and communication

Notable Differences

We are working with ongoing investor interest in gold-mining, aggregate, rare-earth minerals, bulk terminal development, and container terminal development.

In September, NewPage announced the closure of the mill at Point Tupper. The GCRDA reacted immediately – quantifying the impact on the local economy and working with other stakeholders to address the consequences of this action. We reached out to our partners in Antigonish and Strait-Highlands and were invited to participate in the Municipal Action Team. We were appointed as the RDA representative on the Strategy Committee tasked with making recommendations to bring back to the larger working group.

Service Area - Skills, Learning and People Development

Project – Attract and Retain Newcomers to Guysborough County

Project Description

The Community Identified stream of the Nova Scotia Nominee Program (NSNP) is aimed at selecting individuals who have established connections to a Nova Scotia community, wish to live here permanently, and can contribute to the labour market and economy of that specific community. The GCRDA will work with potential candidates and nominate them based on our criteria. We have partnered with our neighbouring RDAs – Antigonish and Strait Highlands to obtain funding to provide a central point of contact where both newcomers and stakeholders in the region can obtain information related to immigration and settlement needs. A Regional Immigration Navigator provides these services in the four counties, under the direction of a steering committee from the three RDAs.

Outputs

Targeted Outputs	Outputs To Date
Nominated 2 – 4 candidates in Guysborough county	3 candidates are in the nomination process
40 newcomers provided with information/navigation services and 30 stakeholders engaged in the four counties	11 newcomers added to the program, over 50 stakeholder organizations identified and over 20 referrals made to partnering organizations.

Notable Differences

The Regional Immigration Navigator partnership developed by GCRDA, ARDA and SHRDA was used by NSARDA as the model for similar partnerships throughout the province to access funding from federal and provincial sources, to provide newcomer services province-wide, outside HRM. This program did not get underway until August 15th. The outputs-to-date were for the period August 15 – September 30, 2011.

Service Area – Skills, Learning and People Development

Project – Plan and deliver GCRDA Youth Programs

Project Description

The GCRDA delivers two youth programs: Business Builders and Trail Blazers. Business Builders is a unique summer program that offers youth the opportunity to start their own business, learn the value of a dollar and get involved in their community. The GCRDA's leads the recruitment, implementation, promotion, monitoring and communications of the program. Trail Blazers is an afterschool program led by the GCRDA and St. Mary's Recreation Department (Municipality of St. Mary's). The purpose of the program is to create leadership skills while exploring nature and participating in physical activity. The GCRDA's contribution includes introducing participants to the community development process and how leadership qualities can affect change; we walk youth through process from concept, to design, to getting funding, to project completion. Through these programs students gain practical skills and experience promoting confidence and laying the groundwork for youth to become leaders in their community.

Outputs

Targeted Outputs	Outputs To Date
65 students enrolled in GCRDA youth programs	78 students enrolled in youth programs
Funding secured	\$1,376
Conducted 4 training workshops and one mentor visit with each Business Builder participant	4 Training workshops and one mentor visit held with each Business Builder Participant
Produced 1 "Yearbook" of Business Builders participants	1 Yearbook designed, produced and delivered to all Business Builder participants
Conducted 2 closing ceremonies to recognize the accomplishments of participants	2 Closing ceremonies conducted
1 youth led board presentation requesting funding for community projects	1 youth led board presentation
1 community project funded and completed	1 community project funded and completed
Issued 2 press releases for programs	2 press releases issued

Service Area – Information and Research

Project - Capture Local Benefits – Construction Activity

Project Description

During the upcoming year there are three significant opportunities to capture benefits from planned construction opportunities from major projects. The Deep Panuke development is moving forward in the 3rd quarter and many of the construction activities will be staged out of Guysborough County. The Maher Melford Container Terminal construction activity is scheduled to start at some point during the current year and Orex is continuing its exploration activity at Goldboro. There will also be opportunities associated with the commissioning of the Deep Panuke project. All of these projects offer significant opportunities for local employment and business capture. The GCRDA will identify and actively promote these opportunities to both the businesses and residents of the County.

Outputs

Targeted Outputs	Outputs To Date
3 developers contacted	We worked with 3 developers : Aggregate – preparation for Environmental Assessment / Community Liaison Forestry – Construction activity initiated – stopped as a result of NewPage announcement Deep Panuke – Mulgrave activity resulting in 50 local employees for 3 months / 600 working on-site; office rentals; warehouse rentals; significant support services (food, welding, fabrication, fuel, wastewater, etc.)
2 information sessions	Utilized social media, local media, GCRDA website and email to identify and assist potential employment opportunities for Guysborough County residents
10 opportunities taken to promote awareness of opportunities 45 BRE clients contacted regarding construction opportunities	- 5 interviews with local print media - 2 presentations to business groups - 7 meetings with local project developers to promote local services/skills - communication with 26 BRE Clients regarding Mulgrave opportunities
2 articles in newsletters	3 articles - GCRDA and both municipal newsletters
2 Board of Trade presentations	1 Board of Trade presentation

Notable Differences

Activity to date focused primarily upon Deep Panuke activity at Mulgrave. We also led a local delegation to Prince Rupert to learn from their experience in the development of the container terminal. We met with representatives of organized labour; local government; development professionals and business leaders.

Service Area – Information and Research

Project - Identify and promote mineral exploration and investment opportunities within the county

Project Description

Guysborough County has bountiful opportunities for development in the mineral sector. The GCRDA will proactively identify and promote these opportunities through research, exploration, collaboration, planning, and communications to maximize investment opportunities in the County. Based on market conditions and commodity pricing, the GCRDA will have a support role to identify and promote mineral exploration and investment and promote Guysborough County companies and services that could benefit from these opportunities at trade fairs, Mining Matters and direct company contact.

Outputs

Targeted Outputs	Outputs To Date
2 new areas of mineral development potential identified	5 new areas of mineral resource interest identified
2 partnerships developed with interested organizations and businesses	Ongoing partnership with two businesses and two organizations
2 Presentations to community groups and organizations	Presentation to Guysborough Board of Trade
2 Conferences and/or trade shows attended	3 Conferences attended
2 articles provided for media coverage	1 article in The Guysborough Journal
2 opportunities to ensure that mineral interests are considered in land use planning and development	2 opportunities taken
4 Mining Society meetings attended	6 Mining Society meetings attended
2 Trade shows attended and 5 companies contacted	4 companies contacted, attended 1 Trade Show
3 opportunities taken to support existing mining companies in region	2 opportunities taken

Notable Differences

The development cycle for mineral development in NS is extremely lengthy in comparison to neighboring Provinces. Despite the high price for minerals recently, this sector is not a priority investment sector in NS.

Service Area – Information and Research

Project – Legislative/Regulatory Planning

Project Description

The proposed provincial and federal legislative and regulatory planning will have a potential economic and traditional lifestyle impact within Guysborough County. Changes in these areas may have a profound impact on rural areas ability to grow the local economy. Over the next year the GCRDA will partner with stakeholders to research and communicate the economic and quality of life impact of these regulatory or legislative changes to stakeholders and government departments.

Outputs

Targeted Outputs	Outputs To Date
4 presentations to stakeholders	
2 written submissions and 2 oral presentations	2 opportunities taken to participate in the drafting of COMFIT process, regulations and guidelines
5 opportunities taken to communicate the impact to affected stakeholders	8 opportunities taken to communicate the impact to stakeholders 5 monthly Board and Committee of the Whole reports.
2 opportunities taken to increase the awareness of candidate protected spaces within the county and to encourage public participation in the community consultative process	4 opportunities taken to increase the awareness of candidate protected spaces.
2 community habitat restoration projects for HADD identified	2 HADD projects identified – 1 approved

Notable Differences

The province had delayed the release of The Coastal Zone draft legislation during this reporting period. The Natural Resource Strategy was released and there was no opportunity for public feedback. A simple review of the strategy was undertaken and its pros and cons articulated in monthly reports. Public participation in the Proposed Protected Area will not be conducted until 2012. The majority of the work in this area has been to inform stakeholders of the process for stakeholder group feedback and to ensure that those stakeholders interested in consultation contact the Department of the Environment Protected Areas Branch to set up a consultation time. The office has worked on obtaining the digital data for the existing and proposed protected areas in order to produce integrated mapping that will be used as a tool to display multiple interests in those areas targeted for protection.

Service Area – Information and Research

Project – Capacity Building

Project Description

The GCRDA participates on several boards and committees to advance specific projects or sectors. This involvement prevents duplication of services and involves several sector partners. The role of the GCRDA on these committees is to provide and gather information and research on particular sectors and projects and share knowledge. This link provides a valuable service to the GCRDA and these organizations. This information gathered is useful when making decisions and setting direction for the GCRDA and leads to real understanding of the opportunities and challenges facing sector organizations.

Outputs

Targeted Output	Output To Date
Served as active member of 6 sector based organizations	Active member on 10 boards/Committees
Attended 20 meetings	16 meetings attended
Followed-up on 10 inquires resulting from these meetings	Followed-up on 5 inquiries
Disseminated information when requested	Information to BOT, DEANS, GALA, AGBDA, NFA

Service Area – Project and Program Development

Project – Get Out In Guysborough County Too

Project Description

The *Get Out in Guysborough County* first edition in paper copy sold out and was a popular visitor guide. Following up on the success of this, the GCRDA will oversee a “Get Out in Guysborough County Too”. Due to the increased popularity of website and social media, this version will take on a different look. Project Staff will be hired to work with a steering committee to identify hiking and biking trails and paddle/kayak routes in Guysborough County. The individual will travel the routes, take pictures and rate them for difficulty, distance and time to complete. There will be a research component to this project as well; the project coordinator will compose a short story about the history of the trail area. This information will be used to promote outdoor recreation/tourism in Guysborough County, on our web site and social media. The Coordinator will also prepare a weekly blog about outdoor recreation in Guysborough County complete with photos and You Tube videos.

Outputs

Targeted Output	Output To Date
1 Coordinator hired and work completed as per terms of employment	1 Coordinator hired, work continues
6 members on Steering committee formed	Steering committee to be formed to select trails to be featured on website
Material for “Get Out In Guysborough County Too” completed	Material for “Get out in Guysborough County Too” currently being compiled
24 Weekly Blogs Published	190 ‘Get Out in Guysborough County’ blogs completed to date

Other Key Performance Indicators

- 113 comments/inquiries in response to the blog
- 14, 600 visits to the blog to date
- 6 times material produced was used in promotional and marketing material - (Guysborough Newsletter, Sherbrooke Newsletter, 1 press release, 1 article written in Journal, project highlighted at the NSARDA AGM)
- Posted 20 times on social media

Notable Differences

A steering committee of GCRDA staff was originally formed to assist the JCP participant in selecting potential trail locations and also introduce the participant to members of trail groups around the County. The steering committee will be assembled this winter when it is time to select the 20 trails for the online book. Our project staff member also provided blogs to novascotia.com and was the featured blogger one week on the popular blogger site, Halifax Infomonkey.

Service Area: Marketing and Communications

Project – Build on the marketing initiatives for Guysborough County and effectively communicate the activities of the GCRDA

Outputs

Targeted Output	Output To Date
2 newsletters prepared and distributed county wide	1 newsletter prepared and distributed to 4,000 homes
4 articles about the GCRDA activities in the municipal newsletters	4 articles in MODG and MODSM Newsletters
GCRDA web site updated monthly	Site updated weekly
Deployed a new web tracking system	Completed in April 2011
6 press releases articles, and/or radio interviews	4 articles, 12 radio ads
22 council meetings	14 meetings
Updated Facebook and/or Twitter daily to promote Guysborough County	132 Tweets Facebook updated daily
600 Facebook Friends	486 Face Book Friends
50 Twitter Followers	142 Twitter Followers
1 co-op page on Guysborough County in the N.S. Doer's and Dreamers Travel Guide	2 Guysborough County pages in the 2012 Travel Guide
1 ad placed in the regional tourist guide	1 ad placed in the guide

Other Key Performance Indicators

- Quantity of materials developed and distributed – materials developed for Knowledge Fair, Small Business Week, BRE etc
- Number of inquiries – daily inquires
- Number and type of partnerships (internal and external) - Partnerships formed with municipalities' newsletters, CBDC, community groups and businesses
- Number of collaborative communication materials, announcements, etc. – media announcements via social media regarding Melford International Terminals Inc, Strait Superport, EnCana/SBM, DEANS, Port Days, New Page, Small Business Week etc.

In House Financials

	Budget 2011/12	Actual to Sep. 30, 2011	%
Employee Wages & Benefits	404,053	198,918	49%
Conference Costs	5,500	3,060	56%
Training	3,500	0	0%
Travel –Staff	36,000	16,476	46%
Travel – Board, Committees	8,000	2,462	31%
Rent	23,400	11,700	50%
Insurance	4,950	1,142	23%
Professional Fees	7,500	1,603	21%
Telephone, Fax	12,500	5,298	42%
Communications, Promotion	14,500	6,559	45%
Materials, Supplies	9,500	3,002	32%
Postage, Courier	2,000	715	36%
Bank Charges	2,000	672	34%
Memberships	6,500	4,277	66%
Miscellaneous	2,000	403	20%
Equipment Expense	3,000	44	1%
HST Expense	5,500	3,047	55%
Total Expenses	\$550,403	\$259,375	47%
Revenue Sources:			
	Budget 2011/12	Actual to Sep. 30, 2011	%
Province of Nova Scotia	127,453	63,787	50%
ACOA	127,453	89,741	70%
Municipalities	221,350	98,088	44%
Project & Other Revenues	74,147	11,933	16%
Total Anticipated Revenue	\$550,403	\$263,547	48%
Surplus/(Deficit)		\$4,172	

Balance Sheet as at September 30, 2011

	As at Sep. 30, 2011		As at Sep. 30, 2010		Difference
ASSET					
CURRENT ASSETS					
RDA Chequing Acct.	79,502		120,665		-41,163
RDA E-Savings Acct.	116,647		150,433		-33,786
Total Cash		\$196,148		\$271,097	-\$74,949
Advances Rec. - Staff	280		0		280
Total Advances Receivable		280		0	280
Recoverable Expenses		2,540		-467	3,007
Misc. Project Funds		-163		97	-260
Accounts Receivable		81,894		29,686	52,208
TOTAL CURRENT ASSETS		\$280,699		\$300,412	-\$19,714
TOTAL ASSET		\$280,699		\$300,412	-\$19,714
LIABILITY					
CURRENT LIABILITIES					
Accounts Payable		4,621		357	4,264
Receiver General Payable		0		0	0
Total RRSP Contributions		0		0	0
Medical Insurance Payable		1		1	0
WCB Payable		0		0	0
HST Owing (Refund)		0		0	0
TOTAL CURRENT LIABILITIES		\$4,622		\$357	\$4,265
TOTAL LIABILITY		\$4,622		\$357	\$4,265
EQUITY					
EARNINGS					
Retained Earnings		153,530		155,928	-2,398
Current Earnings		122,547		144,128	-21,581
TOTAL EARNINGS		\$276,077		\$300,055	-\$23,978
TOTAL EQUITY		\$276,077		\$300,055	-\$23,978
LIABILITIES AND EQUITY		\$280,699		\$300,412	-\$19,714

Occupational Health and Safety (OH&S) Report

Attachment D

Occupational Health and Safety ("OH&S") Report

To: RDA Board of Directors
RDA: Guysborough County Regional Development Authority

From: Chair of the RDA Board
Chair of the Audit Committee

The undersigned certifies to the best of his/her knowledge, without personal liability, as follows: ^{AB}

1. Guysborough County Regional Development Authority is in compliance with the Occupational Health and Safety Act in that there is an OH&S ~~Joint Management/Employee Committee~~ ^{Representative} in place. *(Less than 20 employees)*
2. There are no outstanding issues with respect to OH&S, and no incidents were reported on OH&S in Guysborough County Regional Development Authority since the last report to the Board.

OR

2. The report(s) on OH&S incidents and their disposition is attached.

DATED this 25 day of OCTOBER 2011.

AB
Signature

Chairperson, GCRDA, A. Rennie Beaver
Print Name

Rosalee Parker
Signature

Chairperson, GCRDA Audit Committee, Rosalee Parker
Print Name

Oct 25 - 2011
Date

Reviewed by
Chair of the RDA board and
Chair of the Audit Committee

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