

## West Rainy River District Strategic Plan and Actions 2016-2019 Diversification Project

| Projects            | Year 1  | Year 2   | Year 3  | Results  |
|---------------------|---|--|---|--|
| <b>Green Energy</b> | <p>Evaluate green energy options. (<a href="http://www.energy.gov.on.ca/en/municipal-energy/">http://www.energy.gov.on.ca/en/municipal-energy/</a>)</p> <p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>a.) Identify 3 options and one recommendation for energy source i.e. green house</li> <li>b.) Identify potential partners to contribute to NOHFC green energy application</li> </ul>  | <p>Secure green energy sources</p> <p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>a.) Secure green energy source and partner</li> <li>b.) Submit NOHFC/FedNor application to fund green energy projects</li> <li>c.) Develop green energy project implementation plan by connecting the build of the energy source</li> </ul>   | <p>Build the green energy source</p> <p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>a.) Implement the project</li> <li>b.) Ensure all deliverables are met and necessary supports are submitted.</li> <li>c.) Partnership to retain youth i.e. college training</li> </ul>   | <p>Have most efficient green energy</p>  |
| <b>Green House</b>  | <p>Use Investment Attraction study results to attract investors to create investor package for greenhouse</p> <p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>a.) Identify the location and incentive opportunities for greenhouse</li> <li>b.) Create investor presentation/materials</li> <li>c.) Define parameters of co-op</li> <li>d.) Submit NOHFC/FedNor application</li> <li>e.) Market study evaluation</li> <li>f.) Create business plan</li> </ul> | <p>Market the investor package</p> <p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>a.) Identify operational manager</li> <li>b.) Submit NOHFC/FedNor application to fund greenhouse project (in conjunction with green energy project)</li> <li>c.) Begin project implementation (RFP builders, energy sources, etc.)</li> <li>d.) Complete greenhouse construction</li> </ul>   | <p>Implement Greenhouse construction project</p> <p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>a.) Year one of greenhouse operations</li> <li>b.) Partnership to retain youth i.e. college or university training</li> </ul>  | <p>Greenhouse operating with business plan to be profitable.<br/>Product offering is superior product, fresher, tastier, better.<br/>Powered by a green energy source.<br/>Job creation by 5-10 jobs.</p>                        |
| <b>Tourism</b>      | <p>Create tourism marketing plan for the West End Rainy River District</p> <p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>a.) EDO will work with local organizations and businesses (NWOTA, Sunset Country, Ontario Travel, MOMS Way, Sunset Country Snowmobile Club) to create tourism marketing plan</li> <li>b.) Apply for funding to develop tourism marketing plan</li> </ul>   | <p>Obtain funding and partners to implement the marketing plan (Minnesota, Manitoba primarily)</p> <p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>a.) Apply for marketing funding from NOHFC, FedNor, etc.</li> <li>b.) Obtain investment from NWOTA and local businesses to</li> <li>c.) Identify fundraising opportunities.</li> <li>d.) Explore snowmobile trail opportunities</li> <li>e.) Explore Pines Park development</li> <li>f.) Identify event opportunities, obtain partners, and funders</li> <li>g.) Advertise optimal camper pulling highways</li> <li>h.) Bird watching</li> <li>i.) Hiking trails</li> </ul> | <p>Implement marketing plan and host an event in Rainy River District West End</p> <p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>a.) Represent District at Trade Shows in Minnesota, Kenora, Winnipeg, North Dakota and other target markets</li> <li>b.) Develop website</li> <li>c.) Plan and coordinate event (i.e. craft brew beer fest, concert, speaker, tournament, etc.)</li> <li>d.) Partnership to retain youth i.e. college</li> </ul> | <p>Traffic increased by 20% at Rainy River Canada Customs Port of Entry.<br/>Increase the number of tourist camps open year round.<br/>Annual event is planned and this is year one of the event.<br/>Local economic growth.</p> |