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## Economic Development and Tourism

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Economic Gardening  
Building From The Ground Up

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# Economic Gardening

## Building From The Ground Up

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- Localized economic development strategy focused on supporting existing businesses, and growing the local economy from within



- Aligning initiatives with the strategic priorities of MNL is important
  - ✓ Diversity equity and inclusion (DEI)
  - ✓ Regional approach
  - ✓ Sustainability
- Political advocacy



## STRATEGIC ADVOCACY

### CURRENT PRIORITIES

#### SUSTAINABLE MUNICIPAL INFRASTRUCTURE

Advance approach to water and wastewater infrastructure based on right-sized innovative solutions + promote asset management.

#### A REGIONAL APPROACH

Ensure regional government implementation moves forward consistent with MNL approach + promote regional approach to challenges/solutions.

#### MUNICIPAL FISCAL STABILITY

Reignite municipal-provincial fiscal framework advocacy + support research on alternate sources of revenue.



#### EQUITY, DIVERSITY AND INCLUSION

Lead municipal reconciliation and anti-racism efforts + promote, encourage, and support greater equity, diversity and inclusion across the sector.

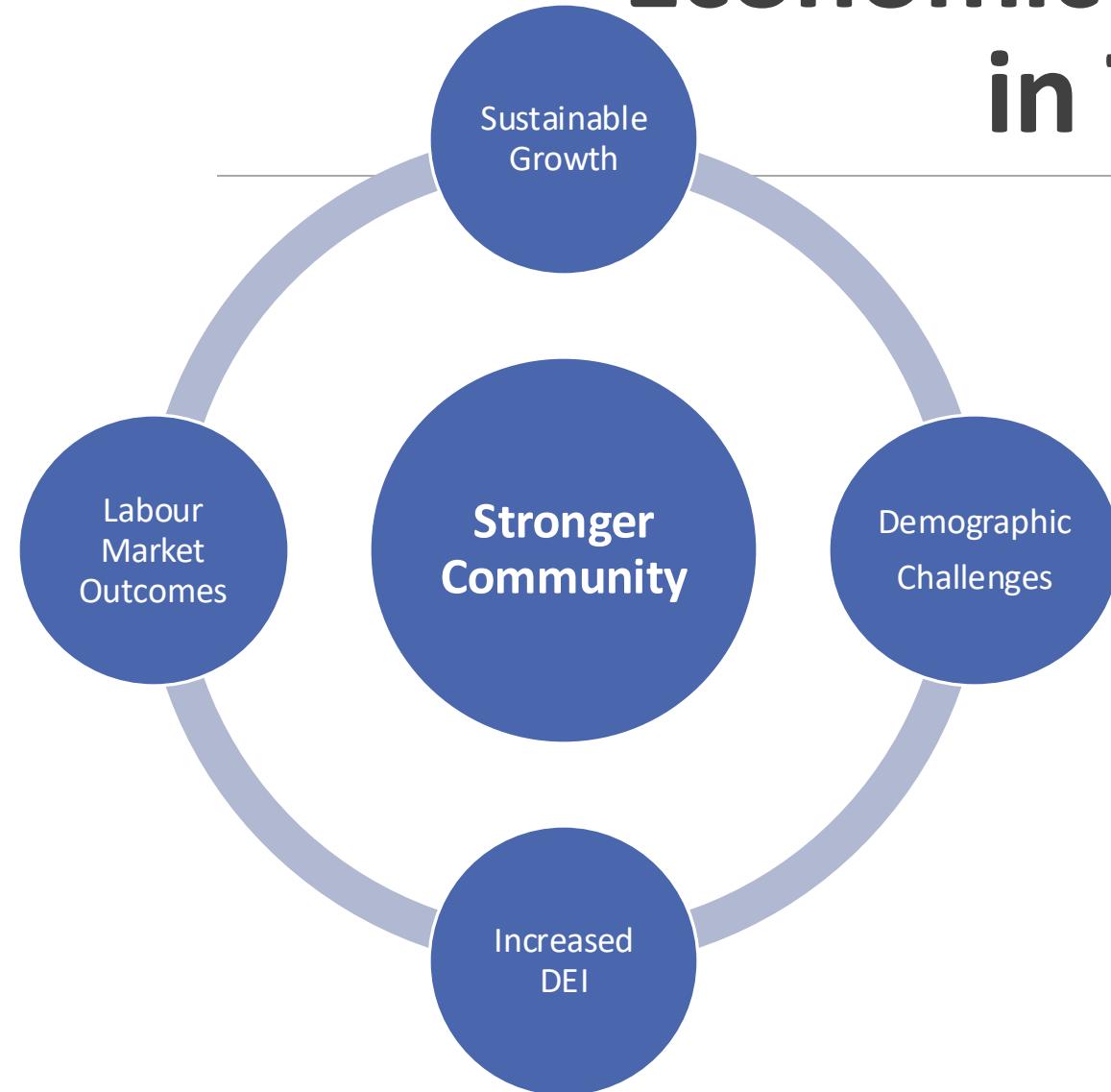
#### COMMUNITY HEALTH AND SAFETY

Support members to address health and safety challenges in their communities through research and advocacy + lead sector-wide housing and public transportation conversations.

#### CLIMATE RESILIENCE

Revitalize climate change and climate resilience conversations as per historical MNL work in this area + use and update the 7-steps toolkit as foundation.

# Economic Development in Torbay



- Rainbow Registered Accreditation
- Regional Transportation Feasibility Study
- Making Our Community More Newcomer Friendly

# Rainbow Registered - Overview

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- National accreditation for 2SLGBTQI+ friendly businesses and organizations (CGLCC and Tourism HR Canada)
- We are recognized for our efforts in ensuring that our 2SLGBTQI+ customers / residents and staff feel valued and respected
- Aligns with our core values of diversity and inclusion

PROUDLY ACCREDITED  
ACCRÉDITÉ.E.S AVEC FIERTÉ



Rainbow  
Registered  
Arc-en-ciel  
Officiel

# Rainbow Registered - Process

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- Make application through the CGLCC - There is a cost based on # of employees (year 1 covered by ACOA)
- Agree to an assessment through an independent assessor



# Rainbow Registered - Process

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- Accreditation assessment focuses on four key criteria:
  - ✓ Policies and practices
  - ✓ Training
  - ✓ Commitment to inclusive leadership
  - ✓ Culture of inclusivity



# Rainbow Registered - Benefits

- It communicates to potential/current residents that this is a safe and inclusive community
- For local businesses – it can aid in attracting skilled labour, and customers



# Regional Transportation Feasibility Study

- Joint initiative of Killick Coast Communities
- Aligns with broader provincial policy objectives that promote:
  - ✓ Regional economic development
  - ✓ Municipal cooperation



# Regional Transportation Feasibility Study

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- Feasibility study will look at:
  - ✓ Need and demand / fare structure and sustainability models
  - ✓ Route maximization / capital asset acquisition
- Communities will develop public engagement framework with input from Consultant
  - ✓ Workshop in each community
  - ✓ Online survey
- Having the feasibility study allows access up to \$10m from Rural Transit Solutions Fund

# Regional Transportation Facilitates...

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- Improved Mobility and Access
  - ✓ Essential services
- Economic Development
  - ✓ Supports local economies
- Support for vulnerable populations
  - ✓ Seniors, low income...
- Environmental benefits
  - ✓ Reduced emissions
- Regional connectivity
  - ✓ Integration with Urban Systems
- Cost-Effective infrastructure
  - ✓ Shared services / flexible delivery

# Regional Transportation

- Connect residents between communities into the city's transit network
- Increase labour mobility
- Help attract Newcomers
- Reduce transportation poverty



# Attracting, Retaining and Supporting Newcomers

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- Municipalities have a significant role to play in Immigration
- Why is it important?
  - ✓ To better serve community, residents, local business
  - ✓ Increase DEI and sustainability



# Attracting, Retaining and Supporting Newcomers

- Goals and objectives include:
  - ✓ Build awareness and knowledge within the community / region around the benefits of supporting newcomers
  - ✓ Draw on the experience, knowledge and expertise that currently exists in the region



## A GUIDE FOR NEWCOMERS

### WELCOME TO OUR COMMUNITY!

*Support. Connection. Community.*

Welcome Pjila'si Bienvenue Fàilte स्वागतम्  
خوش آمدید ようこそ 환영합니다 Willkommen  
Bienvenido ښادیو Benvenuti مرحباً Witamy  
Καλώς ήρθατε 歡迎 ଫି ଆଇଆଁ ଦୁଇ Bem vindo  
Ласкаво просимо Üdvözlet Velkommen  
Tuloy po kayo 您好 Welkom Hân hoan chào đón

Visit us at [www.torbay.ca](http://www.torbay.ca)



Newcomer  
Navigator NL



# Attracting, Retaining and Supporting Newcomers

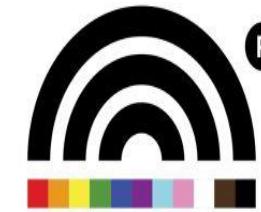
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- Immigration settlement coordinator on staff to develop this resource in partnership with OIM
- Toolbox will include “how to” information on:
  - ✓ Community outreach – residents, business community, community organizations, settlement organizations, schools
  - ✓ Cultural events, community support network, information re banking, healthcare, housing, employment
  - ✓ General policies on making a community more newcomer friendly

# Attracting, Retaining and Supporting Newcomers

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- Benefits are significant and include:
  - ✓ Greater diversity in your community
  - ✓ Ability to address demographic challenges
  - ✓ Easier to retain / expand important public services
  - ✓ Address labour market challenges



Rainbow  
Registered  
Arc-en-ciel  
Officiel



# What Does Growth Look Like in Torbay

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- Over the past year we have...
  - ✓ Attracted several new businesses – including dental clinic, tattoo studio, art studio, food production, tourism transportation... as well as growth in existing businesses
  - ✓ Successfully secured \$2.1M to address housing challenges with several multi-unit developments in various stages of approval
  - ✓ Developing strategies to drive tourism traffic in the region
  - ✓ Focus on “regional” where it makes sense



# Kerry Murray

Director of Economic Development

Town of Torbay ([kmurray@Torbay.ca](mailto:kmurray@Torbay.ca))

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DEPARTMENT OF ECONOMIC DEVELOPMENT AND TOURISM

