

Town of Baie Verte

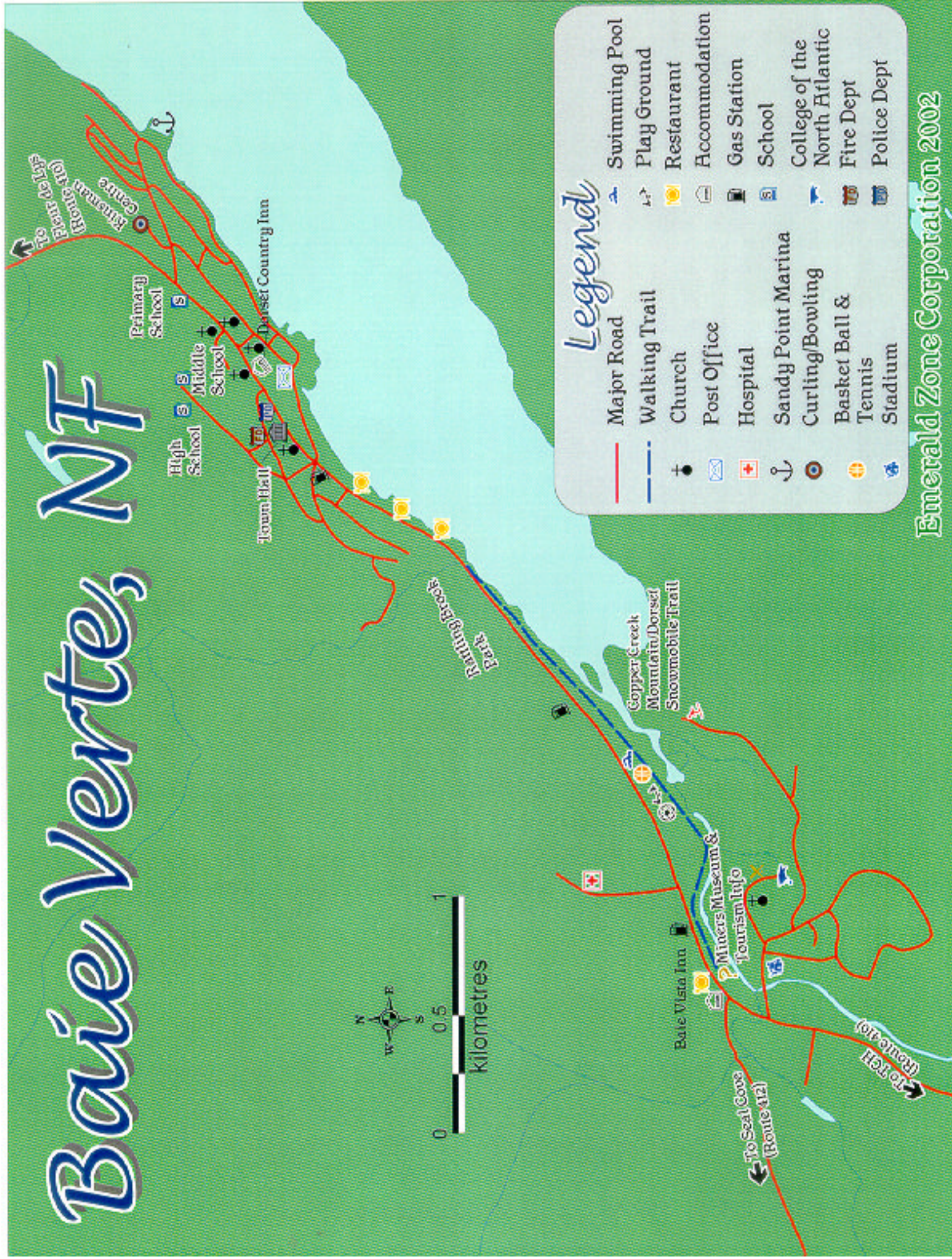
Economic Action Plan



Baie Verte, NF



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kilometres



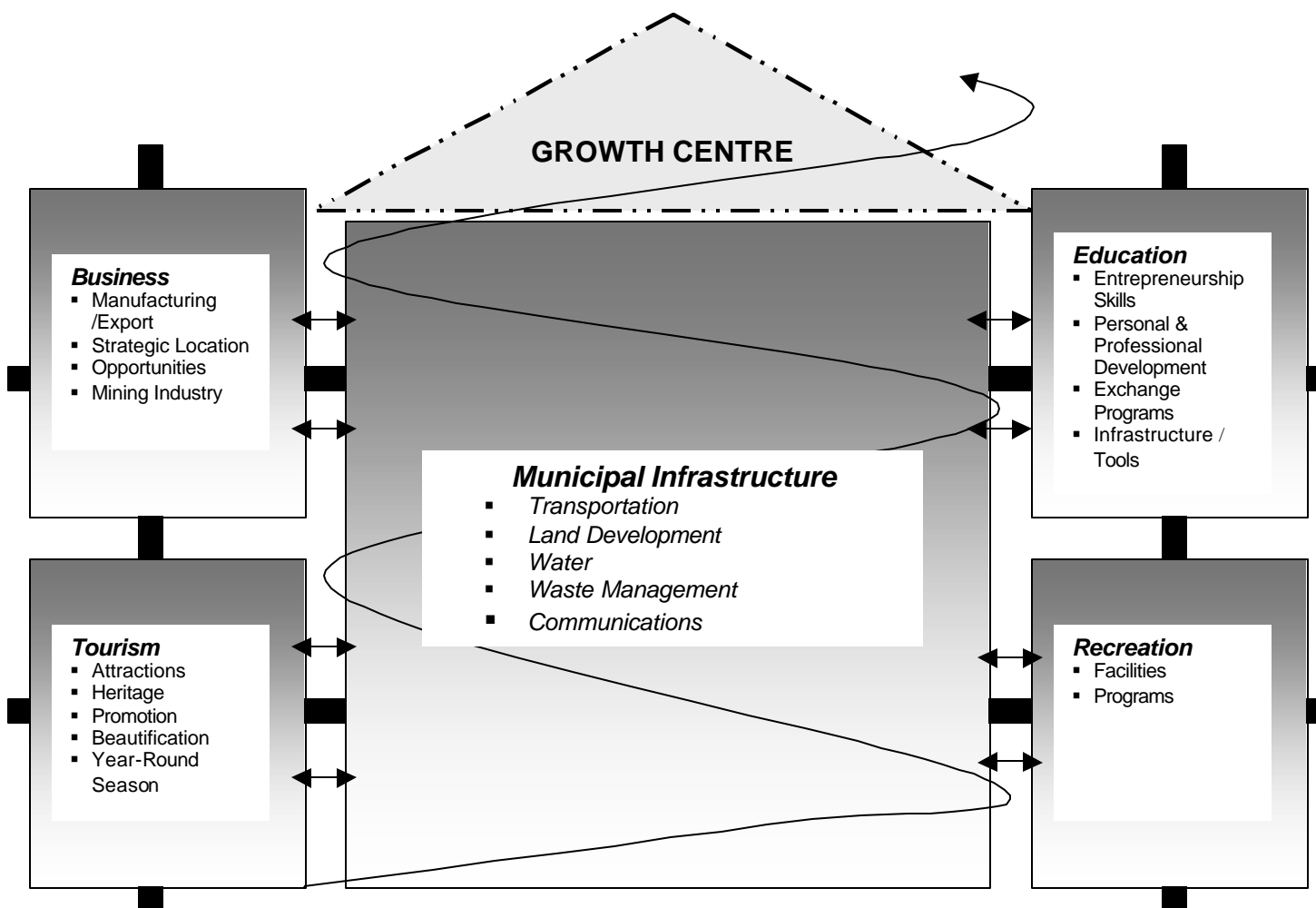
Legend

Major Road	Swimming Pool
Walking Trail	Play Ground
Church	Restaurant
Post Office	Accommodation
Hospital	Gas Station
Sandy Point Marina	School
Curling/Bowling	College of the North Atlantic
Basket Ball & Tennis	Fire Dept
Stadium	Police Dept

Emerald Zone Corporation 2002

Establish Baie Verte as a Growth Center for the Region

*Promotion of Baie Verte's strategic location
"Hub of the Baie Verte Peninsula"*



Introduction to Community

The community of Baie Verte is located on the Northeast coast of Newfoundland and Labrador on the Baie Verte Peninsula in White Bay. Baie Verte existed as a small community in the late 1800's and early 1900's but with the discovery of asbestos and other ore bodies of copper, lead, zinc and gold in the mid 1950's the town flourished. With the subsequent development of the mining industry, the population grew from approximately 1000 in 1960, to 2500 by the late seventies. However, with the decline in this same mining industry, and the unfortunate out-migration of many of the trained miners and their families, the population as of the 2001 census is 1492 down from 1708 in 1996 census.

It exists today as a somewhat rural Newfoundland and Labrador community; however, it differs significantly in that it has a substantial recreational and industrial infrastructure inherited from its period of industrial growth from 1960 to 1980. The challenge today is to maintain and utilize this infrastructure.

The town can be characterized as typically rural partly because of its size and location, but more specifically because of its declining population due to lower birth rates, youth out-migration to areas of higher employment and the downturn in the mining industry.

Baie Verte is an incorporated community (1958) with conventional water and sewer systems, a 16-kilometer paved street system and a connecting all-season paved highway (64km) to the Trans Canada Highway system. The town's infrastructure includes:

* Baie Verte Peninsula Health Centre

- Dental clinic
- Acute Care
- Chronic Care
- X-Ray and Ultrasound Dept.
- Visiting chiropractic and physiotherapist clinic.
- Outpatient Clinic
- Public Health Nursing

* Federal Government Departments

- RCMP Detachment
- Fisheries & Oceans
- Human Resources & Employment

* Provincial Government Departments

- Works, Services, Transportation
- Forestry & Wildlife

* Recreational Facilities

- Artificial Ice Stadium
- Two Sheet Curling Club
- 5 Pin Bowling Alley
- Heated Outdoor Swimming Pool
- Down Hill Ski Facility(Copper Creek with 8 downhill ski runs)

- Cross Country Ski Club
- Soccer and Softball Fields
- Tennis Courts and Playgrounds
- Walking Trail (Blagdon's Memorial Trail, Rattling Brook Trail)
- * Post Office (3 employees, postal boxes at no cost to residents)
- * Bank of Nova Scotia
- * Insurance Companies
- * Emerald Business Development Corporation
- * Emerald Zone Corporation
- * Baie Verte Peninsula Economic Development Association
- * Volunteer Fire Department (28 firemen, fire alarm system, pagers)
- * Town Council Office and Public Library
- * Senior Citizens Homes (2)
- * Education Facilities
 - Baie Verte Primary School, K-4
 - Baie Verte Middle School, 5-7
 - Baie Verte High School, 8-12
 - College of the North Atlantic, Post-secondary
- * Hotels(1) Baie Vista Inn
- * Bed & Breakfast (1) Dorset Country Inn

Local Administration & Law Enforcement

The Town Council of Baie Verte follows the Municipalities Act when carrying out its duties. Seven members are elected to serve on the council for a four-year term. The council employees consists of 8 employees - Five part-time and Three full-time. Services maintained by the local government are garbage collection, fire protection, street lighting, road maintenance, water/sewer maintenance and some recreational services.

Poll tax is \$150 per year, residential and commercial property tax is 11 mills and business tax varies from 7 to 65 mills. A 10-year municipal plan is presently in place.

A detachment of the RCMP is stationed in Baie Verte with six officers making up the detachment and is responsible for the Baie Verte Peninsula.

History

Baie Verte was first settled by the French in the late 1600's. English settlers arrived in the late 1870's but the French controlled the area until 1904.

In 1911, with a population of 68, there were lumberers, fishermen, mechanics, miners, a few trappers (beavers) and one office worker.

In 1939 Mrs. Ella Whalen opened the first post and telegraph office. The following year, planes were used instead of dog teams to deliver mail in winter. Boats were used during the summer months. A Bank of Nova Scotia opened in 1957. The next year, in 1958, the town was incorporated with William Eaton appointed as Mayor.

In 1891 Baie Verte had a population of 13 people. By 1911 there were 68 residents. The large increase from 282 people in 1945 to 650 people in 1946 was attributed to a rash of land sales by Bowater. Statistics show a steady increase in population to 2692 residents in 1981. However, by 1986 it had begun to decline with 1900 in 1995.

In the late 1930's, Baie Verte became a depot for Bowater Pulp and Paper Company. Thus, forestry became the most important industry. Bowater employed over 600 men, not all residents of Baie Verte. The company built a staff house, manager's house, clinic, warehouse, and store. The first manager of Bowater was Ronald Porter, followed by Roy Johnson and John Bulley.

A first aid man ran the clinic during its first few years of operation. Then a nurse and doctor (Dr. Howse) took over.

During the 1850's, the Terra Nova Mine, a copper/sulfur mine, opened. The mine was in operation until 1916 and, while in operation, employed approximately 200 men. It is believed that the mine was sabotaged by a German official in 1915. Whether or not this story is true, the mine closed a year later due to the fact that no further deposits could be found.

In 1955, George McNaughton and Norman Peters discovered asbestos in Baie Verte. Asbestos became a very valuable mineral and was very high in demand. Advocate Mines Ltd., owned by John Mansville, was in operation mining asbestos in 1963. It was an open pit mine which employed 500 people. There was a week long shutdown in 1981 and another for three months the following year. Baie Verte Mines Inc. reopened the mine in 1982. After that time there were several temporary shutdowns. In 1991 Teranova took over the mine. It then changed from a dry to a wet processing mine. In turn, the number of employees decreased to between 70 and 80. Teranova Mines closed permanently in 1995. Consolidated Rambler Mines Ltd. opened in 1964. It employed approximately 200 men. This mine closed in 1982.

Industry

Unlike many of the smaller surrounding communities, Baie Verte is not a fishery-based community. Only 35 of its residents hold a fishing license-7 full-time and 28 part-time. Thirteen of these people are members of a fishing union. A total of 26 registered fishing vessels, ranging in size from below 19 feet up to 64 feet are owned by different people. There are no boat building facilities, processing plants, community stages, or marine service centers in Baie Verte. Any fishing activity carried on by the fisher people usually takes place in other communities. There are between 8-10 private wharves and stages scattered around the community.

Fisher people can obtain fishing supplies in Baie Verte, but as for a bait supplier, Marine Service Centre, etc. they travel to La Scie (52km by road). The only type of gear storage available is the fisher people's own personal buildings.

Easterly and Northerly winds create harsh harbour conditions during storms. There are nine miles of usable shoreline around the long narrow harbour. The harbour is large enough for an icebreaker to maneuver. A leading light exists to guide ships/boats into the harbour.

Approximately six sawmills are in operation on the Baie Verte Peninsula during the months of June to November. Some of the mills are located in the town. There are also a number of logging contractors who cut wood for Kruger and Abitibi Price (pulp and paper companies). Several of the owners have complaints about government regulations being too strict. They cannot receive their permit until June, which is considered too late in the year. They also complain that there are too many domestic sawmills.

Baie Verte's economic base is not presently dependent upon mining. At present one mining company is operating on the Baie Verte Peninsula. Richmond is operating at Nugget Pond, which is located between Snook's Arm and Nipper's Harbour, and they are mining for gold.

Baie Verte has a varied business sector. The town has generally been the commercial and service centre for the nearby communities. During the 1980's with the closure of the town's major employer and the cod moratorium of the early 1990's there was an understandable down turn in the business sector. In the last few years, with a measure of economic regrowth being experienced in the area, new businesses are opening to meet the needs of the region.

Presently, there are approximately Seventy businesses, from sales, services and industrial sectors operating from the town of Baie Verte.

Housing

There are 545 houses, all of which are occupied. The average price to buy a house is \$40,000.

Building lots are going for approximately \$8,000. Approximately 20 acres of land is available for residential development. However, there are no new housing developments planned for the near future.

There are 115 apartments in the town of which about half are occupied. The average apartment rent is \$375 per month. A separate section of town is known as the New Town Site.

Approximately 160 homes are presently located there.

Media Data

One local newspaper, the "Nor'Wester", serving Baie Verte on a weekly basis. The Western Star, a non-local newspaper, is available every day.

Organizations & Clubs

There are approximately ten different clubs and organizations in the town. Practically one for every age group, both male and female. Some of these are Kinsmen, Kinettes, Beavers, Cubs, Brownies, Sea Cadets, Church organizations etc. There is also a swim team.

The Baie Verte and Area Chamber of Commerce was formed in 1974. Ever since its incorporation, it has seen a steady growth where today there are 57 business members from the Peninsula.

The Chamber has always been a progressive, active business organization. Besides representing the views of the business community, this Chamber actively involves itself in many community based development initiatives including the annual Mining Conference, Regional Craft and Trade Show, Scholarship Fund, Spree by the Sea Festival.

Services

There is a Regional Cable Co.(Persona) with digital cable available. Nfld. & Lab. Power Co. provides electricity. There are two gasoline service stations (B.V. Esso, Hutchings' Sales). Eating establishments include Mary Brown's, ChuckWagon Family Restaurant, Doyle's Pizza, Jim's Chinese Restaurant, Gentlemen Jim's Steak House. Bars include Baie Vista and Copper Creek's Last Run Saloon. Available , also, are a couple of bakeries. Aliant Communications provide phone access to the Peninsula. There is also Cell Phone Service and internet access. First Choice Optical provides vision care. Propane gas is available at service stations and fuel oil is distributed by Esso, Irving Oil and Ultramar.

There is one drug Store (Shopper's Drug Mart), three grocery stores and three clothing stores, two furniture stores, four convenience stores, one liquor store, one dollar shop, one hardware store.

Two funeral homes provide service for the Peninsula (Wimbleton's, White Dove).

Water & Sanitation

The source of water supply is Southern Arm Pond located 4 miles from the town. The water system is treated with chlorination and inspection takes place monthly. 90% of the houses are connected to the main water supply. At a 400 gallon per minute capacity, the supply is ample for both private and commercial use. A one man packer garbage truck is used to collect and carry garbage to the town dump. Garbage is collected once a week by the town. Sewage is disposed of through a plant with near 100% of the households hooked up to this system.

Statistical Community Profile Baie Verte



SSP Region: Central SSP Region

Economic Zone: Economic Zone 11

Local Area: White Bay South

Baie Verte was first settled by the French in the late 1600's. English settlers arrived in the late 1870's but the French controlled the area until 1904. In 1911, with a population of 68, there were lumberers, fishermen, mechanics, miners, a few trappers (beavers) and one office worker.

Source: <http://www.centralnewfoundland.com/baieverte.php3>

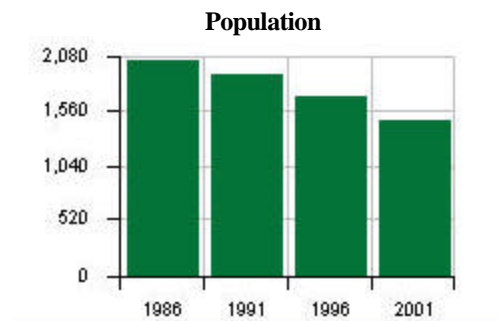
Information provided may not be consistent with Community Accounts data.



Population

The 2001 Census population for Baie Verte is 1,490. This is down 12.9% since 1996. Over the same period, the entire province has experienced a population decline of 7.0% (512,930 in 2001, down from 551,795).

According to 1998 figures, the median age for Baie Verte is 36. This community is the same as the province as a whole, with the provincial median age being 36 as well.

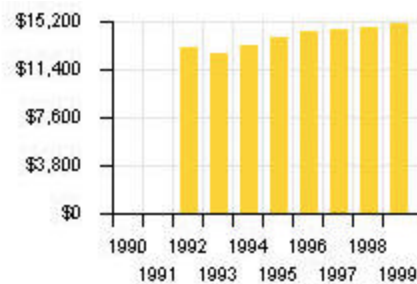


Income - Prosperity

In 1999 the personal income per capita for Baie Verte was \$15,100. This is the income per every man, woman and child in the community. The personal income per capita for the Province was \$15,500

and for Canada it was \$21,300.

Personal Income per Capita



The 1999 self-reliance ratio for Baie Verte is 75.7%. This is a measure of the community's dependency on government transfers such as: Canada pension plan, old age security, employment insurance, social assistance, etc. The higher the percentage of income that comes from transfers the lower the self-reliance ratio. Since the provincial ratio in that year is 76.4%, we see that Baie Verte is less self-reliant than the entire province.

Source of Income, 1999



The employment rate for the entire year 1995, for those aged 25 to 54 was 78%. The provincial employment rate for the same period was 75%.

Of the employed individuals in 1995, 27.2% were employed in sales and service occupations.

Occupational Distribution, 1995 (%)

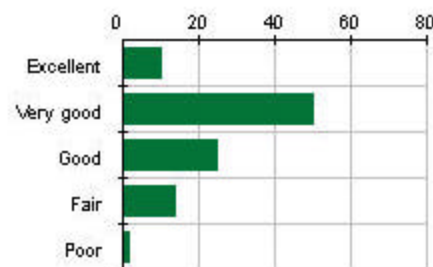


Health

One of the major indicators of well-being is how a person rates their own health status. A 1995 survey indicates that in Baie Verte the percentage that rated their health as excellent or good was 91.2%. This was 12.2 percentage points higher than the provincial rate of 79.0%.

According to the 2001 Adult Health Survey, the self-assessed health status

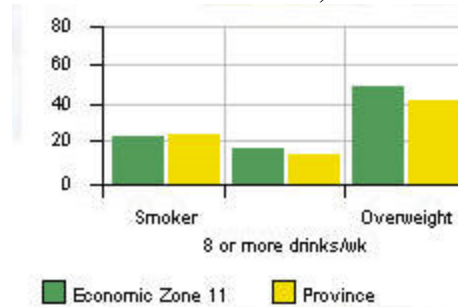
**Economic Zone 11
Self-Assessed Health Status, 2001**



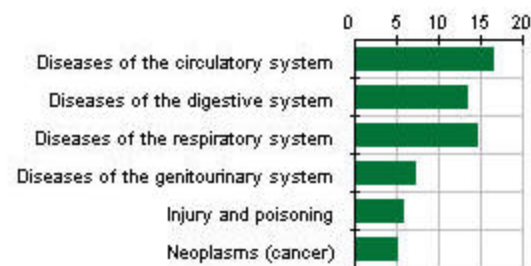
(excellent, very good, or good) for individuals in Economic Zone 11 (the zone to which Baie Verte belongs), was 85%. The provincial number in 2001 was 86%. (community level information not available due to sample size).

At 25.0%, the rate of smoking in Economic Zone 11 is lower than the province. The rate of heavy drinking (19.0%) is higher than the province. The percentage of people overweight (body mass index greater than 27) at 50.0% is higher than the province.

**Economic Zone 11
Health Practices, 2001**



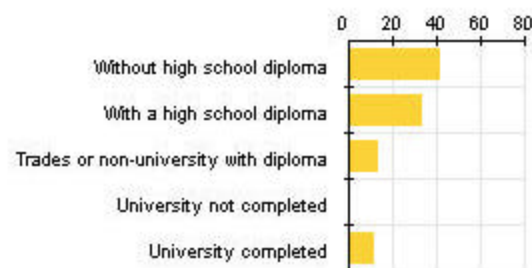
**Distribution of Hospital Morbidity/Separations by
Diagnosis
1994-1999**



Education

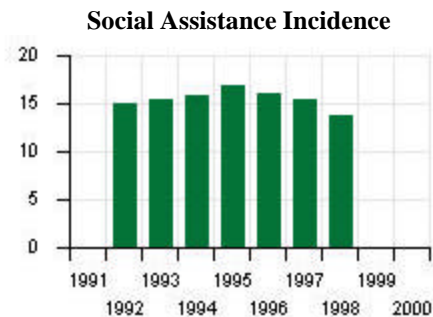
The 1999 Labour Activity Survey indicates that 33% of individuals in Economic Zone 11 have a high school diploma and 11% have completed university. 41% do not have a high school diploma.

**Highest level of education
Labour Activity Survey, 1999**

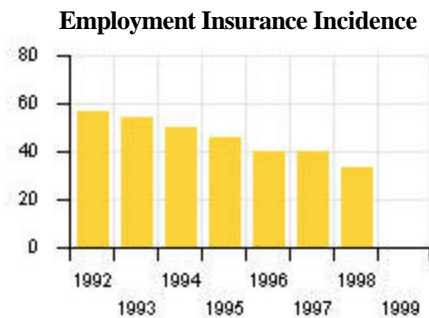


Social Programs

The social assistance incidence in 1998 was 13.8%. This was lower than the provincial incidence of 16.3%.



The employment insurance incidence in 1998 was 33.8%. This was lower than the provincial incidence of 38.1%.



Accommodations

According to the 1996 Census, the average value of dwellings in Baie Verte was \$47,300. The Provincial average is \$70,800 and the Canadian average is \$147,900.

Source: www.communityaccounts.ca



TOURISM

Goal: To maintain and improve all the facilities we have in our community for our citizens, which we can all be proud of and by doing so will impress visiting tourists.

Rationale: The Town of Baie Verte has many successes in the Tourism Industry. There are great facilities such as the A-Frame Building which houses the Miner's Museum and the Tourism Information Centre. There are plenty of things to do for exercise no matter what the season. The Sam Blagdon Memorial Walking Trail, Copper Creek Ski-Hill, Dorset Snowmobile Trail, Cross Country Ski Trails, Tommy Ricketts Arena, Centennial Park Playground which has an outdoor swimming pool and tennis courts, the Kin Centre which has a 4-lane Bowling Alley and a Curling Club. The Town has a great Marina for Boat enthusiasts with Boat Tours available. There are beautiful scenic areas such as Rattling Brook Park and a great Salmon River to enjoy. The town is close to such places as Flatwater Pond Park and the Dorset Soapstone Quarry in Fleur-de-lys. On the road to Fleur-de-lys there is a mine look-out of the Asbestos Mines Site. There are accommodations and restaurants to please any tourist.

The biggest challenge in the Tourism Industry is lack of Marketing. There is not adequate information or facilities available at the Baie Verte Junction. The A-Frame Building should be open 12 months of the year to accommodate all seasons of tourism. Funding for these challenges is also a challenge.

There are many things that can be done to promote more tourism in Baie Verte. The old Irving House should be turned into a Heritage House/Tea Room, expansion to Copper Creek which would include a Golf Course and RV Park. The town needs a marketing Plan to help tourism which should include Vacation Packages with scheduled itineraries. Dinner Theatres have done very well in the area and should be included in our tourism industry year-round.

Cottages are needed in the area for both summer & winter tourism. The Marina needs more development-expansion, chalets, beach clean-up, etc. There is a great dock at the mine site which could be used for Cruise Ships to come to our area. The Nature & Culture of Baie Verte needs to be promoted more. There is a great history of Mining in this area that should be marketed e.g., Rock Hounds-having Public Area in Core Shed. A revised tax structure for Bed & Breakfasts would help to promote that business more and have more accommodations available to tourists.

Objective Develop / Expand Tourism Attractions

The Town of Baie Verte needs to expand tourism attractions to make the town more attractive to visiting tourists.

Target Marina Development

Tasks: Upgrade and maintain marina infrastructure
 Who: Town Council / Marina Committee
 When: Ongoing

Target Golf Course Development

Tasks: Support the Development
 Who: Private Entrepreneur / Town Council
 When: As Needed

Target Recreational Vehicle Park

Tasks: Support the Development
 Who: Private Entrepreneur / Town Council
 When: As Needed

Target Tourism Information Center to be Open Year-Round

Tasks: Meet with the Baie Verte Peninsula Economic Development Association to discuss potential for year-round operation (possible business opportunity)
 Who: Town Council / BVPEDA / Dorset Trail Tourism Association
 When: 2003 - 2004

Target Establishment of Dinner Theatres

Tasks: Facilitate partnership between Kinsmen, Drama Club, and Dorset Trail Tourism Association to coordinate dinner theatre.
 Who: Kinsmen / Drama Club / Dorset Trail Tourism Association
 When: 2003 - 2004

Target Ferry Link between Baie Verte Peninsula and the Northern Peninsula

Tasks: Prepare Business Plan for Ferry Link
 Who: Town Council
 When: 2004

Tasks: Partner with Private Entrepreneur to establish ferry link
 Who: Private Entrepreneur / Town Council
 When: 2004

Target Utilization of Mines Dock for Cruise Ship Docking

Tasks: Gain rights to Mines Dock

Who: Town Council
When: 2004

Tasks: Upgrade Dock to meet standards
Who: Town Council / Department of Transportation
When: 2004

Tasks: Partner with DRL to develop cruise ship packages
Who: Town Council / Dorset Trail Tourism Association / DRL
When: 2004

Target Vacation Packages

Tasks: Develop a package to promote business and tourism
Who: Town Council / Baie Verte and Area Chamber of Commerce
When: 2003

Target Whale Tour Network

Tasks: Identify location / structure for display (possible use of dome)
Who: Town Council / Emerald Zone Corporation
When: 2003

Tasks: Setup a Whale Tour Network Committee to oversee development
Who: Town Council
When: 2003

Objective Heritage

Baie Verte has a strong history of mining and being the hub of the Baie Verte Peninsula; we need to develop the heritage that is here for today and future use.

Target Promotion of Mining History

Tasks: Develop tourism package to include all mine sites on the Peninsula
Who: Town Council / Dorset Trail Tourism Association / Emerald Zone Corporation
When: 2003

Tasks: Full-utilization of existing structures
Who: Town Council / Baie Verte Peninsula Economic Development Association / Dorset Trail Tourism Association
When: 2003

Target Establish a Heritage House / Tea Room to showcase the Heritage of the Town of Baie, and to act as a Tourist Attraction.

Tasks: Gain ownership of Irving House

Who: Town Council
When: 2003

Tasks: Renovation Irving House
Who: Town Council / Canadian Heritage Department
When: 2003

Objective Marketing & Promotion

Baie Verte needs to be advertised much more than it is today. Use of Internet, tourist packages, and signage needs to be improved.

Target Develop a Marketing Strategy to promote the community and peninsula

Tasks: Develop Town Website
Who: Town Council
When: 2003

Target Promotion through Information Technology (Website, Information Kiosks)

Tasks: Partner with peninsula communities to promote region with interactive kiosks at Baie Verte Junction, and in communities
Who: Town Councils / Emerald Zone Corporation
When: 2004

Target Promotion through Print Media (brochures, etc.)

Tasks: Develop brochures, poster, and other print media to highlight both the community and region.
Who: Town Council
When: 2004

Objective Beautification

Today tourists and residents enjoy places that are clean and well kept. Baie Verte has a great natural beauty. Programs need to be put in place to ensure this beauty and cleanliness is improved and maintained.

Target Promotion of Pristine Nature and Culture through Beautification efforts

Tasks: Develop Beautification Plan
Who: Town Council / Beautification Team
When: 2003

Tasks: Map of attractions on Baie Verte Sign (Entrance into Town)
Who: Town Council / Beautification Team
When: 2003

Tasks: Continued Support of Beautification Committee
Who: Town Council / Beautification Team
When: On-going

Target *Community Beautification Awards*

Tasks: Apply to "Tidy Towns Program" and "Communities in Bloom"
Who: Town Council
When: Annually

Objective All-Season Tourism

With great snowmobile trails, alpine and cross-country skiing, and easy access to the town, winter tourism is a great asset to this town. The Town has to support the Dorset Snowmobile Association, along with other local tourism endeavours to maintain a year-round tourism season.

Target *Support of Dorset Snowmobile Trail*

Tasks: Partner with the Dorset Snowmobile Association to work together on potential initiatives (i.e. marketing)
Who: Town Council / Dorset Snowmobile Association
When: On-going

MUNICIPAL INFRASTRUCTURE

Goal: To maintain and improve on existing infrastructure in order to handle business opportunities when they become available.

Rationale: The Town of Baie Verte has all infrastructure required in running a successful town, but because of declining population and lower tax base the infrastructure needs improvement. Our roads, water & sewer system, recreation facilities all need necessary repairs and upgrading.

Application for a new water system has been filed with proper government offices for a number of years and it seems that this year- 2003 that application will be approved. Each year some money is allotted for street repairs, but more money is required so the job can be done properly not just patchwork. The local swimming pool & tennis courts need a lot of improvement. With the town of Baie Verte having the only swimming pool in the area, government should see this as a regional facility and help with the much-needed improvements. It is used by the whole peninsula and is a great opportunity to promote the town more if it was improved to today's standards. Too many dollars and time from local residents have gone into this facility to lose it altogether. If the youth of this area didn't have this facility and the services it offers there would be a much higher crime rate than it is today. The youth of this area deserve a great place to go and be proud of. Baie Verte has produced some of the finest swimmers in this province and still can if we can have the facilities to do so.

The town is provided with telephone and cell service but limited cell coverage and lack of high speed Internet is a challenge for businesses and individuals alike. Having both of these services in the community would be a great asset and help promote business opportunities – Call Centre, increased media coverage, a great asset for education – all levels primary to post-secondary. To have the Town of Baie Verte as a Service Centre for the entire peninsula these services are a must not a need.

The Town of Baie Verte would like to be part of Regional Waste Management. This would help to promote composting, recycling, and beautification for the whole area.

Objective Transportation

Many of the roads and sidewalks in the town are in deplorable condition and are in desperate need of improvements.

Target Upgrades to Local Roads

Tasks: Apply Provincially and Federally for Road Improvements
Who: Town Council

When: On-going

Tasks: Lobby Government to supply the regional Department of Works, Services, and Transportation with the necessary equipment to repair Spring Road Damage.

Who: Town Council

When: On-going

Target Upgrades to Local Sidewalks

Tasks: Allocate monies in annual budget for Sidewalk improvements

Who: Town Council

When: On-going

Tasks: Prioritize necessary sidewalk improvements

Who: Town Council

When: On-going

Objective Land Development

Currently there is a lack of land available for both residential and commercial development. There is a potential for development between the hospital to Rattling Brook Property.

Target Update Town Plan to reflect proposed and existing residential land development

Tasks: Contact Town Engineering Firm with proposed changes

Who: Town Council

When: 2003 - 2004

Target Development of Land for Business Development – Industrial Park (Hospital to Rattling Brook Property)

Tasks: Contact Town Engineering Firm with proposed changes

Who: Town Council

When: 2003 - 2004

Target Develop Guidelines for Resident and Businesses to follow for Land Aesthetics within Town boundaries

Tasks: Develop and implement policy with landscaping guidelines for both residents and businesses

Who: Town Council's Planning and Development Committee

When: 2003

Objective Water Upgrades

Currently the town only has a chlorination system, and is in need of a filtration system, and pressure system in order to offer residents a quality water supply. The existing lines also need regular line maintenance to ensure the system is operating at an optimum levels.

Target Upgrades to Current Water System

Tasks: Application on file
Who: Town Council
When: Depending on Application Approval

Objective Waste Management

Current waste management procedures are; door-to-door collection, with a local dump site. In order to become more environmentally responsible and cost efficient, a regional management procedure must be implemented.

Target Regional Waste Management Operation

Tasks: Continued representation on Waste Management Committee
Who: Town Council / Waste Management Committee

When: On-going

Tasks: Exploratory work on Regional Waste Management feasibility
Who: Waste Management Committee
When: On-going

Objective Communications*Aliant Telecom*

The local ISP is Bell Canada's Sympatico service for residential customers and Aliant Telecom's AIBN Dial-up Service for business customers. Both of these are though dial-up access, which supports up to a maximum modem speed of 56kbps.

Data and Internet services available to schools, educational facilities, and business, if desired, are dial-up and dedicated Internet via T1 circuits, which can provide dedicated point-to-point or Internet access from 56kbps to 1.544 Mbps.

Persona Communications

Persona Communications currently offers conventional cable TV supplying analog TV.

Currently the College of the North Atlantic has a dedicated Internet connection through T1, costing approximately \$2000 - \$2500 annually. The three schools use Direct PC for downloading their information, and dial-up access for uploading. This is costing each school approximately \$1500 annually, totalling \$4500. The college and schools are the only facilities in the community that are accessing the Internet using another means outside of dial-up. The hospital is currently exploring T1 access, but the benefits of broadband would certainly supplant T1 technology.

Target Improved Cell Service Coverage

Tasks: Lobby Newtel Mobility for necessary improvements
Who: Town Council / Baie Verte and Area Chamber of Commerce
When: On-going

Target Improved Telephone Service

Tasks: Lobby Aliant Communications for necessary improvements
Who: Town Council / Baie Verte and Area Chamber of Commerce
When: On-going

Target Improved Internet Access

Tasks: Apply to Federal (BRAND) and Provincial Agencies for funding to implement Broadband Connectivity
Who: Town Council / Baie Verte and Area Broadband Connectivity Committee
When: On-going

RECREATION

Goal: To maintain existing infrastructure and recreational programs to the benefit of the youth, adults, seniors, and new citizens in pursuit of an improving quality of life.

Rationale: The Town of Baie Verte has all infrastructures required for most every recreation activity, whether inside or out, winter or summer. Facilities include swimming pool, stadium, school gymnasiums, curling club, bowling alley, ski clubs-cross-country and downhill, soccer field, softball field, tennis courts and playground. The town holds a three-day festival Spree By the Sea to celebrate its civic holiday, held the 2nd weekend of August every year. The residents of Baie Verte have really come together with the recreation facilities. The soccer field has been upgraded; the stadium has had a complete over haul after a terrible fire in 1999. A telethon raised \$8000.00 to improve our playground equipment in 1999. Residents involved with curling have gotten together recently to rejuvenate that sport in the area. There is a lot of great athletes in Baie Verte, there have been personal and team achievements in many sports - volleyball, bowling, hockey, swimming, basketball, etc. The town also has a very successful Sea Cadet Corps that has young people involved from all over the Baie Verte Peninsula.

The town has been challenged with the upkeep of the facilities due to population decline. The facilities have been here for many years (mid 1960's) when Baie Verte was a booming community. In past years it has been difficult to operate these buildings with a smaller tax base due to lower population. Facilities, especially the swimming pool needs many improvements - funding, aging facilities and regional people using local facilities but not paying or supporting these facilities is making it tough on the Town of Baie Verte to still provide these services to the residents.

There is plenty of opportunity in the Recreation Industry for improvement. The Centennial Park Playground & Swimming Pool area could have a Skateboard Park included in any upgrades that may be done at that facility. The facilities (swimming pool, curling club, stadium, and bowling alley) should be used more on a regional basis for special event tournaments i.e. (RCMP, Firemen, Masons, etc). Provincial Government has to recognize that these facilities are being used regionally and help with funding to maintain what we now have. The town needs to take advantage of more Government funded programs that are available such as - MUN Graduate Program for a Recreation Director and more work term students to facilitate recreation programs i.e., swimming, soccer, etc.

Objective Recreational Facilities

The town owns the swimming pool, stadium, and Kin Center. The stadium is in great shape at this time, the Kin Center has ongoing projects that have made great improvement to the building, the swimming pool and clubhouse needs

many improvements. Ongoing applications to both provincial and federal departments to receive funding for this area have to be a priority.

Target Regionalization of Facilities

Tasks: Contact Municipal & Provincial Affairs and the Newfoundland
Labrador Federation of Municipalities on regionalization procedures
Who: Town Council
When: 2003

**Objective Upgrades to Recreational Facilities to be governed by
Town Council**

In order for the Town of Baie Verte to establish the priorities of the recreational facilities, all projects / applications funding should be passed by council. This is currently done by the Recreation Commission and other committees involved with recreation, and in order for collaborative efforts to continue, all parties involved need to identify priorities together.

Target Pool Upgrades

Tasks: Apply for funding
Who: Town Council / Recreation Commission
When: Ongoing

Target Stadium Upgrades

Tasks: Apply for funding
Who: Town Council / Recreation Commission
When: Ongoing

Target Softball Field Upgrades

Tasks: Apply for funding
Who: Town Council / Recreation Commission
When: Ongoing

Target Soccer Field Upgrades

Tasks: Apply for funding
Who: Town Council / Recreation Commission
When: Ongoing

Target Kin Center/Curling Club Upgrades

Tasks: Apply for funding
Who: Town Council / Kincenter

When: Ongoing

Objective Recreational Programs

With all of the facilities in town, a staff person needs to be in charge of these facilities and to have ongoing programs to help the facilities operate financially would be an asset to the town.

Target Recreational Director / Economic Development Officer

Tasks: Apply for funding for EDO

Who: Town Council

When: 2003

Target Special Events – Regional Tournaments at the Stadium, Pool, Curling Club, Bowling Alley, etc.

Tasks: Marketing of Regional Facilities

Who: Recreation Director / EDO

When: 2004

Target Develop Recreational Programs specific to Seniors

Tasks: Assessment of Seniors needs and wants

Who: Economic Development Officer / Town Council

When: 2004

Target Council will become the hiring body and coordinator for recreational summer programs (i.e. Summer Career Placement / SWASP)

Tasks: Student placement officer to ensure students are fulfilling duties

Who: Student placement officer / Town Council

When: Summer 2003, ongoing

Tasks: Meet with organizations to assess required jobs / duties for summer programs

Who: Town Council

When: Summer 2003

Target Facilitation of Recreational Programs by work term students.

Tasks: Contact Educational Institutes / Student Services Programs

Who: Town Council in partnership with the Recreation Commission

When: Ongoing

EDUCATION

Goal: Explore and promote new avenues in education, to enhance the educational viability of citizens and community.

Rationale: Baie Verte has great successes in the Education Sector. The town has excellent infrastructure consisting of three schools- Primary (K-4), Middle (5-7) and High (8-12), College of the North Atlantic, Public Library, Family Resource Centre, the Baie Verte Health Centre, EBDC Building, and a Sea Cadet Corp. All of these offer a wide range of services to enhance education in Baie Verte.

The School system serves all the Baie Verte Peninsula from Fleur-de-lys, to Wild Cove, and Pacquet. A declining enrollment has been a great challenge to the area and has caused loss in programming. To offset this we may expand our school services to Foreign Students at both the College & High School (Student Exchange Programs) Levels. There is a lack of specialized teachers and programs in our school system. Programs such as music, drama, public speaking, extended education through High School to Community College. More marketing of the area is needed to recruit professionals to the area- possible Web Site. More volunteers in our schools to help promote these arts programs. Aptitude testing and the Dale Carnegie Program should be offered in our High School. There is a Baie Verte Scholarship Committee - which allows any students that have spent three years in the Baie Verte High School system to apply for scholarships arranging from \$50.00 to several hundred dollars each year. This committee has awarded thousands of dollars to help students since the group was formed. The schools have computer programs and software, but it needs up-grading. To do this maybe a local computer drive could be done. There are computers systems and software programs that are not in use which are better then what is being used in our schools in different buildings (Community College, EBDC, etc) around town that could be used in the school system.

The Sea Cadet Corp is a great opportunity for students all over the peninsula who have an interest in this field to get a great career at very low cost. The town has had students further their education through the Corps and have done very well.

The town needs to advertise more what services that are available and to make those services available more often, such as extending hours at the Library, publicizing the services offered at the Community College (Distance Learning Programs, MUN Programs and EBDC Building (Canada-NL Business Service Centre). Computer use is very widespread but Internet access needs upgrading (Broadband), this would greatly enhance the services that are offered in town.

There is a need for Education in Business. Persons that are interested in starting or wanting to start a new business could certainly use help (Business Plans, etc). Programs need to be integrated into courses, which are already being offered to

give students more opportunity and encouragement to start their own business. Junior Achievement and Co-op Education programs need to be added to the High School curriculum. It would be great to have local businesspersons who have achieved in business to participate more in school programs. This would help to promote entrepreneurship among our youth and increase business opportunities in the area.

Objective Entrepreneurship Skills

Business as a career path is often not encouraged in the school system. Students need to be made aware of entrepreneurship, and have the opportunity to learn and participate in business at the high school level. Businesses also need skills develop, and often lack the entrepreneurial skills necessary to improve their business, therefore business people should also have the opportunity to develop good business service skills.

Target: Encourage business persons to participate in school programs

Tasks: Facilitate partnership between the BVA Chamber of Commerce and School

Who: Town Council / Economic Development Officer

When: 2004

Target: Increased business / employment training and support

Tasks: Facilitate the partnership between the BVA Chamber of Commerce and the Regional Development Associations to offer short term courses in business service

Who: Town Council / Economic Development Officer

When: 2004

Objective Personal and Professional Development

High School, and Post-Secondary students, and residents alike should have access to both personal and professional development opportunities. This can potentially aid in career development, and complement personal interests, hobbies, and the educational experience. Arts programs need to be encouraged in the school system, to allow students to explore talents and interests. Aptitude testing is also important in identifying student needs.

Target: Public Presentation Courses (i.e. Dale Carnegie)

Tasks: Research curriculum for possibility for integration into school system.

Who: Town Council / School Board

When: 2004

Tasks: Research possible avenues for adult public speaking.

Who: Town Council / School Board
When: 2004

Target: Work Ethic Programs

Tasks: Research curriculum for possibility for integration into school system.

Who: Town Council / School Board
When: 2004

Target: Increased Aptitude Testing in the School Systems

Tasks: Encourage School Councils (Program Planning Committee) to explore testing and surveying in schools.

Who: Town Council / School Council
When: 2004

Target: Arts Programs – Music, Drama, Public Speaking

Tasks: Continual lobbying of school boards and school councils to maintain arts programs

Who: Town Council / School Council
When: 2004

Target: Co-op Education Programs

Tasks: Lobby school boards to school councils to offer cooperative education programs in the school system.

Who: Town Council / School Council
When: 2004

Tasks: Incorporate work ethics into cooperative education curriculum.

Who: Town Council / School Council
When: 2004

Objective Exchange Program

The Town of Baie Verte has the infrastructure in place to avail of an exchange program, whereby students can utilize the College of the North Atlantic – Baie Verte Campus for their post-secondary education and training. This would increase student enrolment at the college, and also have a positive impact on the economy of the town.

Target: Recruitment of Foreign Students

Tasks: Contact College of the North Atlantic Foreign Office to explore potential course development for foreign students.

Who: Town Council / College of the North Atlantic

When: 2003

Tasks: Market Baie Verte Campus as an area to offer courses to exchange students.

Who: College of the North Atlantic

When: 2003

Tasks: Market Baie Verte Campus to Industrial Markets for potential exchange programs.

Who: College of the North Atlantic

When: 2003

Objective Educational Infrastructure / Tools

In order to offer students in Baie Verte Primary, Middle and High School the best educational opportunities, upgrades to our infrastructure need to occur. We need increased accessibility to the fundamental tools essential in a solid learning environment. Our schools need to be accessible to all students; therefore wheelchair accessibility needs to be made available for the physically challenged. Students should also have access to high-speed Internet, up-to-date computers and software in today's age of technology.

Target: High Speed Internet Access – Broadband Connectivity

Tasks: Implement Broadband Connectivity to Baie Verte & Area

Who: Broadband Connectivity Committee

When: Ongoing

Target: Computers and Software for Schools

Tasks: Organize a hardware and software drive as a fundraiser for schools

Who: Town Council / School Council

When: 2003

Tasks: Contact "Computers for School" for potential exchange.

Who: Town Council / School Council

When: 2003

Target: Wheelchair Accessibility in Schools

Tasks: Lobby school board for increased wheelchair accessibility in schools.

Who: Town Council / School Council

When: 2003

Target: Specialized Teachers / Instructors

Tasks: Lobby school board / government to change formula of teacher allocation to be based on program needs as opposed to student enrolment.
Who: School Council
When: 2003, ongoing

BUSINESS

Goal: To maintain, support and develop a healthy business climate while encouraging the entrepreneurial spirit.

Rationale: The Town of Baie Verte has many successful businesses. There are approximately 70 businesses consisting a wide variety – hardware store, pharmacy, grocery stores, clothing stores, furniture stores, convenience stores, liquor store, gas & service stations, bakery, post office, hair salons, barber shop, restaurants (eat-in or take-out), flower shop, construction contractors, wholesale services, funeral homes, senior citizen homes, hotel, bed & breakfast, insurance companies, recycling services, and local newspaper.

The town needs to develop more industrial land to attract new business and to have that land ready and available – advertise that there is land available for industrial use. Companies ready to start business in the area don't want to wait for land to be developed. Declining population in Baie Verte and around the peninsula has been a challenge for all businesses in the area. The town needs to advertise or focus itself as a Service Centre for the whole peninsula – Baie Verte has been known as the “Hub of the Peninsula” and should focus on that to make more use of what we do have and entice new business to the area. Taxation for different businesses should be considered.

There are plenty of opportunities still available in Baie Verte for businesspersons. Businesses that would help make Baie Verte a true “Service Centre” would include the following: fitness centre, seniors cottages, international school program, industrial park, call centre-telemarketing, another bank-competition, tourism related businesses (more B&B's, cottages, etc.), expand tourist information center into year round facility.

In the manufacturing & export sector – Baie Verte could also be the Service Centre for the area. With the Mine Dock & Marina Facilities close by we could be doing such things as fish processing, wood processing, compost & fertilizer opportunities. With all the great craft people in the area – sewers, quilters, knitters, carvers, painters (artists) the Craft Industry needs more advertising and promoting – possibly contract sewing.

The Chamber of Commerce has been a great asset to all businesses in the Baie Verte area. They have been involved with such things as the Annual Mining Conference, Craft & Trade Show, Scholarship Fund, Spree by the Sea Festival, to name a few. The Chamber has always promoted local purchasing, especially at Christmas-time, maybe this should be done year round. It would be great if the Chamber would help develop a Business Plan for Baie Verte.

The Mining Industry has always been a very important business for Baie Verte. Today with only the Nugget Pond Mill operating, it has created jobs for local residents as well as creating many spin-offs for other businesses. The Annual

Mining Conference – sponsored by the Chamber of Commerce has always been a great success. Bringing hundreds of people to enjoy our great town and also promotes local business.

With such resources as the Nugget Pond Mill, Rambler Mines Mill, Advocate Mine Site, and drilling core shed, Pine Cove there is great opportunities for more exploration. Encourage mineral exploration, possible exploration incentives, possible magnesium produced from Advocate tailings, mill ore from Greenland, use local mills to mill ore from outside areas – use dock to ship ore to area to have milled locally.

The Advocate Mine Site needs to be cleaned-up. The Provincial Government should have this site filled in and beautify the area. The government also needs to spend more dollars in this area for exploration – to help replace depleted reserves and create much needed employment.

Objective: Manufacturing / Export

There are currently two businesses that are into secondary and tertiary manufacturing to market outside the province, and Canada. There are various opportunities for value-added products, which will diversify the industries and economy, therefore creating jobs.

Target: Capitalize on existing wood and fish processing facilities to promote Potential Opportunities in secondary processing for manufacturing and export. (i.e. compost fertilizer)

Tasks: Seek expertise from other areas to help sustain this area
Who: Town Council
When: 2004

Tasks: Meet with local entrepreneurs (Caboto & Northco) to encourage and support new initiatives.
Who: Town Council / Caboto / Northco
When: 2004

Target: Capitalize on local artisans and crafters to promote potential opportunities in the craft industry for manufacturing and export.

Tasks: Develop / Expand Trade Show to higher level (Coordinate with Mining Conference)
Who: BVA Chamber of Commerce / Dorset Trail Tourism Association / Emerald Zone Corporation
When: 2004

Target Promotion of Mines Dock for possible business opportunities in Manufacturing and Export

Tasks: Town to claim ownership of Mines Dock
 Who: Town Council / Department of Mines and Energy
 When: Ongoing

Objective Promotion of Baie Verte as a Location for Business Development

Baie Verte exists as a demographic center of the peninsula in terms of population and the road network. This demographic position is an asset to all potential growth for the peninsula.

Target Develop a Community Profile in order to promote area to potential entrepreneurs

Tasks: Hire a consultant to complete profile
 Who: Town Council / BVA Chamber of Commerce / Atlantic Engineering
 When: 2004

Target Promotion of Available Land for Business Developments and Expansions

Tasks: Highlight available land in Town Website
 Who: Town Council
 When: 2004

Objective Promotion of Potential Business Opportunities for the Economic Benefit of the Community and the Region

Existing resources within the town need to be made available to interested entrepreneurs.

Target Business Opportunities available through Natural Resources such Industries as Forestry, and Water.

Tasks: Promote resources in area through town plan and Website
 Who: Town Council
 When: 2004

Target Business Opportunities available through Recreation (Fitness Center)

Tasks: Support entrepreneur to promote business
 Who: Town Council

When: 2004

Target Business Opportunities available through our aging population (Seniors Cottages, etc.)

Tasks: Promote Seniors Cottages through developments of Town Plan

Who: Town of Baie Verte

When: 2004

Objective Encourage Tourism-Related Business

The town currently has numerous tourism attractions, and with the increase of the tourism industry, the town does not have sufficient tourism-related business to support the influx of people.

Target Business Opportunities available through growing Tourism Industry (Bed & Breakfasts, Cottages, etc.)

Tasks: Promote Tourism opportunities through development of town plan

Who: Town Council

When: 2004

Objective Community Support and Business Cooperation

In order for the business community to survive and grow, local residents and organizations need to support local businesses. The business community is a strong supporter of the town's infrastructure, facilities, and people.

Target Partner with the Baie Verte and Area Chamber of Commerce to Identify similar initiatives and goals

Tasks: Welcome Wagon

Who: Town Council / BVA Chamber of Commerce

When: 2003

Objective: Promotion of Mining Industry Potential

The town has a vast amount of resources available to the mining industry, through infrastructure, trades student at the College of the North Atlantic, and a skilled workforce. These resources need to be promoted for optimum utilization.

Target: Exploration Incentives

Tasks: Develop an incentives package for exploration work being done in the area, to encourage increased exploration.

Who: Town Council

When: 2004

*Target: Become an environmentally responsible community by cleaning up
 asbestos mine site*

Tasks: Lobby provincial government for cleanup

Who: Town Council / Department of Environment / Department of Mines
 and Energy

When: 2004