

Why Economic Development?

Stonewall & District Chamber of
Commerce Meeting

June 21, 2011



Wood  Lands
A Place to Put Down Roots

Economic Development – Generating Wealth in the Community

- Direct Wealth – Increased Income & Opportunities for Residents
- Municipal Wealth – Increased Assessment (property value)



Finding Balance – Costs of Service Vs. Taxation (Mill Rate)

- Municipal Annual Budget:
 - Expenditures to supply services
 - Revenue expected – taxation, intergovernmental funding, grants, etc.
 - Taxation & Assessment
 - Property Classifications & Portioning Values
 - Agriculture = 26%
 - Residential = 45%
 - Commercial = 65%
- *Property classifications are not the same as zoning classifications



My Tax Bill

2010 PROPERTY TAX BILL

621

RM OF WOODLANDS

BOX 10 WOODLANDS MB ROC 3H0

Phone : (204) 383 - 5679

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MUNICIPALITY # 206

ROLL NUMBER 0035004.000

MASON DARRIN LAWRENCE JT R
 COWLING-MASON LANA DAWN JT R
 BOX 433
 WARREN MB
 ROC 3E0

REAL PROPERTY INFORMATION				
Lot/Section	Blk/Twp	Plan/Range	Frontage/Area	Dwelling Units
4 1	41529		64.06 F	1
Civic Address : 6 COGGAN WAY				

ASSESSMENT

Title or Deed	Tax Status	Assessment			Class	Portion %	Portioned Assessment
		Land	Building	Total			
2027478	Taxable	25,000	195,400	220,400	Residential 1	45.00	99,180



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Mill Rate Calculation

Budget Required x 1000 = Mill Rate Required
Total Portioned Assessment

\$3,600,000 x 1000 = Mill Rate Required
120,000,000

.03 x 1000 = Mill Rate Required

30 = Mill Rate Required



Dealing With Increased Cost of Business

- Understanding that cost of doing business will always increase (ie. gas prices)
- Options to maintain or reduce mill rate (taxation)
 - Cut services – reduce budget requirements
 - Increase assessment – growth covers off increased cost of business



Impact of Assessment Growth

If the cost of doing business increases by 2%

Portioned Assessment	Budget Required	Mill Rate
\$ 120,000,000.00	\$ 3,600,000.00	30
		30.6
\$ 120,000,000.00	\$ 3,745,440.00	31.212
\$ 120,000,000.00	\$ 3,820,348.80	31.83624
\$ 120,000,000.00	\$ 3,896,755.78	32.47296
\$ 120,000,000.00	\$ 3,974,690.89	33.12242
\$ 120,000,000.00	\$ 4,054,184.71	33.78487
\$ 120,000,000.00	\$ 4,135,268.40	34.46057
\$ 120,000,000.00	\$ 4,217,973.77	35.14978
\$ 120,000,000.00	\$ 4,302,333.25	35.85278
\$ 120,000,000.00	\$ 4,388,379.91	36.56983

Impact of Assessment Growth

If the cost of doing business increases by 2% AND the Portioned Assessment Increases by \$1,500,000

*Represents approximately 20 new homes/year valued at \$175,000

Portioned Assessment	Budget Required	Mill Rate
\$ 120,000,000.00	\$ 3,600,000.00	30
\$ 121,500,000.00	\$ 3,672,000.00	30.22222
\$ 123,000,000.00	\$ 3,745,440.00	30.45073
\$ 124,500,000.00	\$ 3,820,348.80	30.68553
\$ 126,000,000.00	\$ 3,896,755.78	30.92663
\$ 127,500,000.00	\$ 3,974,690.89	31.17405
\$ 129,000,000.00	\$ 4,054,184.71	31.42779
\$ 130,500,000.00	\$ 4,135,268.40	31.68788
\$ 132,000,000.00	\$ 4,217,973.77	31.95435
\$ 133,500,000.00	\$ 4,302,333.25	32.22722
\$ 135,000,000.00	\$ 4,388,379.91	32.50652

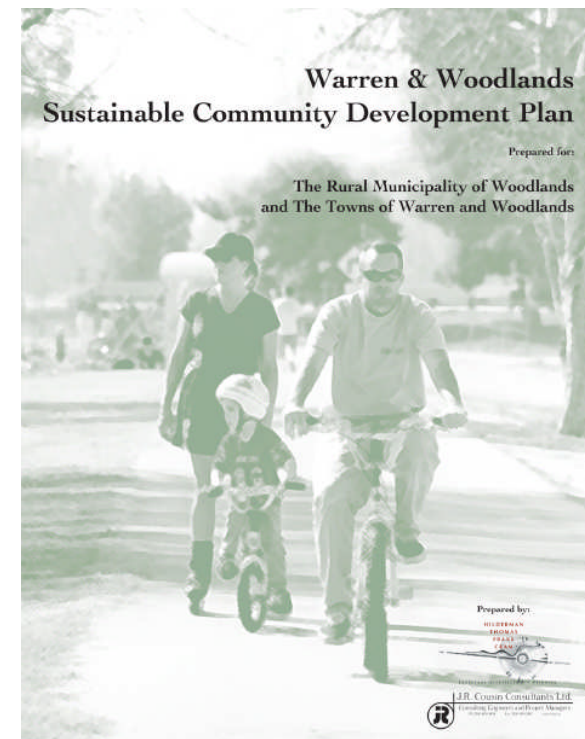
Keys to Success: Staff

- Dedicated commitment to activities
- Planning facilitator
- Resource support:
 - Business planning
 - Community organization support
- Liaison:
 - Council – CDC - Community



Keys to Success: Planning is Everything!

- Change inevitable – manage it or be a victim of it?
- Are you development ready?
- Infrastructure investment decisions
- Community involvement - a shared vision



Keys to Success: The Vehicle - Community Development Corporations

- Our Structure
 - Formed 2001, Re-Organized 2007
 - For Profit, Arms Length Organization, Owned by the People of the RM
- Board Members – Movers & Shakers
 - Volunteers
 - Original board appointed by Council
 - AGM Governed



CDC Mission Statement

Our Mission:

The RM of Woodlands Community Development Corporation's mission is to provide strategic leadership and support for sustainable economic development in order to retain and employ our youth, enhance community services, amenities and pride, and to facilitate on-going growth in population, business and economic activity to the benefit of current and future residents of the municipality.



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CDC Priorities

Our Objectives:

- *To improve community engagement & pride*
- *To foster business development*
- *To enhance tourism industry development*
- *To enhance community services*
- *To market the community for business & residential development*



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CDC Operational Funding

- RM Operational Funding (Seed)
 - 2007-2008 = \$35,000
 - 2009 - \$20,000
 - 2010 - \$25,000
 - 2011 – \$25,000 (plus economic development reserve)
- Leveraged Funds
 - REDI Financial Services Study-\$4,000
 - ICDPSI Professional Planning Fees Funding- \$10,000
 - ICDPSI Marketing & Branding Study - \$8,250
 - ICDPSI Marketing Implementation Funding – \$10,000
 - Business Park Infrastructure - \$200,000



Woodlands
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CDC Board Members

Peter Awender

Ila Buchanan

Karen Tristram

Gavin Jones

Janice Lawrence

Gail McDonald

Stacey Schott

Bev Wells

Kelcey Broadfoot

Carly Dutkiewich

Laurie Hill

Trevor King

Terry Lindell

Edith MacMillan

Leslie Reimer

Ex-Officio Representatives:

*Community Futures West Interlake: Henry Sikora
& Todd Goranson*

MAFRI – Grant Carlson



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What our CDC does: Engagement & Pride

- Community Engagement Party
 - Volunteer recognition & awards
 - Community events calendar
 - Volunteer Fair
- Youth Participation
 - Youth Leadership Retreat
 - Youth Forums
 - Youth Drop In Centre
- WaRM Welcome
- Family Succession Planning Workshop



What our CDC does: Tourism Development

- ATV Club Support
- Ski Trail Development
- Geocache Development
- Tourism Training
- Shoulder Season Activities
- Tourism Marketing Piece



What our CDC does: Community Services Development

- Library Subsidy Program
- Health Care Services Lobbying
- Daycare Development
- Residential Development – Alternative Models
- Financial Services Attraction
 - Feasibility Study
 - Attraction Strategy



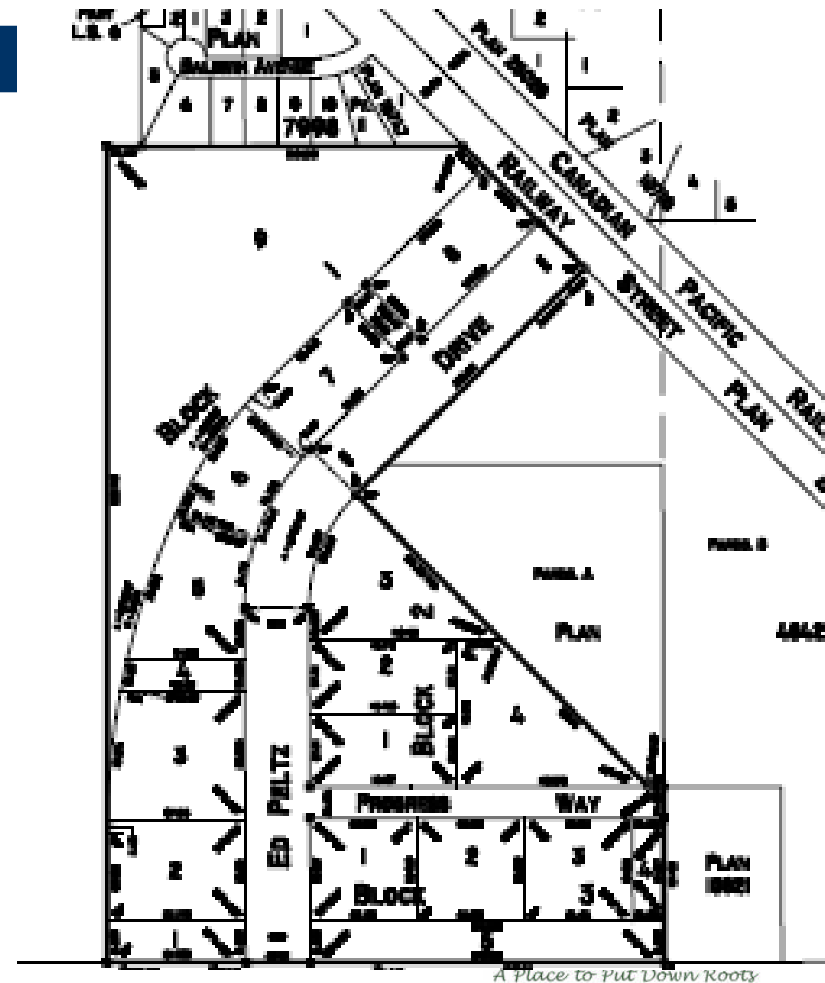
What our CDC does: Business Development

- Marketing Pieces & Presentations
- Business Park Development
- Pre-Trades Training Initiative



Business Park Development

- Land Acquisition
- Servicing
 - Funds leveraged
- Lot Sales
- Cost Benefit Projection
- Residual Lot Sale
- Business Incentive Program



What our CDC does: Community Branding & Marketing

- Marketing
 - Display Unit
 - Community Branding
 - Website
 - Signage



Economic Development – Lessons Learned...

- Process is as important as the outcome
- Prepare to invest in the long-term
- Stakeholder & regulator involvement is a must
- Consider implementation at each planning step – how will you measure success
- Implementation is a slow & steady game with continued investment & persistence
- What you do in the next five years will define the next fifty!

Questions & Comments

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