

LAC DU BONNET ECONOMIC DEVELOPMENT

Experience what it means to
LIVE LAC DU BONNET

**2025-2030
Strategic
PLAN**

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About

COMMUNITY ECONOMIC DEVELOPMENT

Community economic development (CED) is a locally driven process where communities identify and initiate their own solutions to economic, social and environmental issues to build healthy and economically viable communities. CED is an ongoing and long-term process that results in development of the community by the community.

CED principals that our work is based on include:

- Community driven
- Holistic (economic, social, cultural and environmental)
- Engage many sectors
- Mobilize local resources to meet local needs
- Build local capacity – skills, knowledge, ability of local people
- Promote coordination, communication and collaboration between all involved in CED

CED aims to:

- Create employment
- Diversify and grow the local economy
- Improve physical infrastructure and services
- Make the community more sustainable (growth, prosperity and vitality)
- Enhance the investment and entrepreneurial environment
- Enhance quality of life for residents

Community Growth Process:

This model depicts the key phases of the local growth cycle. The process is circular because it is continual, and the phases are all interconnected. Primarily, the phases will be followed in order, but the work may be conducted in multiple phases at the same time as needed. Each economic development stakeholder plays a vital role in this growth.



Lac du Bonnet's CED PROGRAM

Program Structure

AMM's 2003 Report on Economic Development recommended that individual communities must take primary responsibility for economic development. Local governments must lead and participate in economic development planning and activities. In 2025, Lac du Bonnet municipalities, jointly decided to terminate the Community Development Corporation and move to an in-house system which will operate within the local governments. Working with Community Futures Winnipeg River, the Town and Rural Municipality of Lac du Bonnet formulated this 5-year strategic direction plan with agreed priorities. In September 2025, an Economic Development Coordinator (EDO) was hired to implement the direction set by councils. The EDO will report to the Chief Administrative Officer of the Rural Municipality of Lac du Bonnet. The EDO shall present an annual operational work plan to both Councils by January 30 of each year to gain agreement on strategic priorities and funding allocations. In addition, the EDO will provide monthly written progress reports to each Council.

Program Services

Services provided by the EDO through the CED Program include:

- Primary contact and connector for business and investor inquiries.
- Support services to aid business development and expansion.
- Marketing of community assets, businesses, and investment opportunities.
- Facilitate partnerships and collaborate on special projects that promote economic growth and workforce development.

Partnerships

Many agencies influence CED in the community. Key partners for economic development include but are not limited to:

- Local Governments and their various departments including public works, planning and development and public communications
- Lac du Bonnet Chamber of Commerce
- Local businesses, services providers, and NPOs
- Regional Agencies such as Community Futures, Eastman Tourism and Innovate Eastman
- Provincial Government & Organizations including RMED, EDAM, North Forge
- Federal Government & Organizations including PrairiesCan and EDAC

VISION & PRIORITIES

COMMUNITY VISION STATEMENT | What we desire for the future

Lac du Bonnet captivates residents and visitors with a highly desired lifestyle and positive image. People know that to LIVE LAC DU BONNET means natural beauty; peaceful surroundings; friendly people; rich history; and expansive social, economic, and culturally diverse opportunities. Lac du Bonnet is an outdoor mecca that provides a safe rural lifestyle with easy access to both local and urban services, businesses, and amenities.

5-YEAR PRIORITIES | Our focus and direction

a. Quality Living

- Community services including health, education, daycare, transportation, etc.
- Recreation opportunities
- Arts and culture

b. Planned Area Growth that is Balanced and Sustainable

- Local future vision
- Environmental accountability
- Housing
- Population attraction
- Regional airport expansion opportunities

c. Business Development, Expansion, Retention & Diversification

- Business supports and promotions
- Investment attraction
- Workforce support and development

d. Tourism

- Area marketing
- Attraction development
- Economic growth from tourism
- Community readiness
- Sustainable and responsible tourism

QUALITY LIVING

<u>Priority: Quality Living</u>		
<u>To Do, Provide, or Explore</u>	<u>Service, Project, or Strategy</u>	<u>CED Role(s)</u>
Create daycare spots – possibly in high school or St. John’s Heritage Church & Arts Centre.	Service	Advocacy – highlight needs. Help attract new operators. Project planning. Help coordinate/promote workforce training.
Attain public transportation options to get to schools, hospitals, attractions, address personal needs, etc.	Service	Advocacy. Project planning. Business attraction. Business development support.
Develop and implement an active transportation plan to connect the Town, RM and key assets together via trails and pathways.	Strategy	Community planning/design. Partnership building. Promotion of use.
Explore future recreation asset development.	Projects	Research and grants for playground development.
Advance the Lakers development initiative, ensuring alignment with community recreation needs and investment attraction strategies.	Service	Finalize project scope and funding strategy. Engage stakeholders, developers and potential partners. Conduct community engagement sessions.
Enhance community access to health care services.	Strategy	Participate in regional advocacy for health care services, staffing and training. Seek local training opportunities - programs and facilities.

Priority

PLANNED AREA GROWTH

Priority: Planned Area Growth that is Balanced and Sustainable

<u>To Do, Provide, or Explore</u>	<u>Service, Project, or Strategy.</u>	<u>CED Role(s)</u>
Address current and future housing needs/gaps (i.e. temporary housing for workers).	Strategy	Needs assessment. Site identification. Collaborate with province and stakeholders. Strategy development. Business attraction. Business development support.
Support Airport Master Plan and explore airport expansion opportunities.	Strategy Projects	Needs assessment. Collaborate with province and stakeholders. Strategy development. Business attraction. Business development support. Aid with planning and grant applications for expansion.
Create land inventory (green/brown) and lease agreements.	Project	Build and maintain list. Promote available lands and potential uses.
Address current and future water/sewer/wastewater infrastructure needs.	Project – Water Services Board	Aid with planning and grant applications for joint water project.
Conduct joint lagoon review for future needs.	Project	Aid with planning and grant applications.
Explore waterfront development (trail, recreation).	Project	Aid with planning and grant applications. Promotion.
Engage with First Nations on Treaty Land Entitlements and Metis Federation to promote area development and collaboration.	Strategy - MOU	Public education. Coordination and collaboration of public Indigenous partnership opportunities.

Priority

BUSINESS DEVELOPMENT

Priority: Business Development, Expansion, Retention and Diversification		
<u>To Do, Provide, or Explore</u>	<u>Service, Project, or Strategy</u>	<u>CED Role(s)</u>
Conduct local labor and skill assessment.	Project	Project planning. Community engagement – surveys, interviews, etc.
Conduct community needs assessment – products, services, attractions, etc.	Project	Project planning. Community engagement – surveys, interviews, etc. Partner with CFWR & Chamber of Commerce.
Conduct business needs assessment – workforce, training, retention, expansion, etc.	Project	Project planning. Community engagement – surveys, interviews, etc. Partner with CFWR & Chamber of Commerce.
Work with local/regional businesses and Chamber of Commerce to strengthen communication/collaboration and to cross promote products/services.	Service & Strategy	Collaborate with business community including neighbors and Indigenous communities. Work to address needs identified in community and business assessments. Promote funding opportunities and other supports. Promote businesses.
Support and encourage local entrepreneurship.	Service	Public education. Support business development. Promote local needs (from assessment).
Position the community as investment-ready.	Project & Ongoing Service	Proactively prepare investment ready sites. Develop targeted marketing material. Act as central point of contact to attract, support, retain businesses.

Priority

BUSINESS DEVELOPMENT

Priority: Business Development, Expansion, Retention and Diversification		
<u>To Do, Provide, or Explore</u>	<u>Service, Project, or Strategy</u>	<u>CED Role(s)</u>
Support Intermunicipal and Indigenous relationship development.	Strategy	Collaborate on local projects and development needs.
Attend trade shows, franchise shows and other business networking opportunities.	Service	Gather information and make connections to promote and aid with business development and expansion.
Address training needs in the local area for new workers and existing businesses.	Project & Service	Assess skill/knowledge gaps. Work with local businesses and service providers to deliver training locally. Promote available training.
Develop and keep current LdB Community Profile, economic development webpage, and social media presence.	Service	Keep information up to date. Promote community profile online. Consistently provide social media updates on economic development activities.
Plan future development to be in and around the Town to continue strengthening our service centre.	Strategy	Engage stakeholders, developers and potential partners. Conduct community engagement sessions.

Priority

TOURISM

Priority: Tourism		
<u>To Do, Provide, or Explore</u>	<u>Service, Project, or Strategy</u>	<u>CED Role(s)</u>
Develop a local Tourism Strategy for a planned and sustainable future.	Strategy	Research. Planning. Partnership building.
Branding for tourism in LdB.	Project	Develop logo. Create marketing plan. Promotion.
Address improvements needed in existing tourism related infrastructure.	Project & Strategy	Needs analysis. Inventory. Strategy to address needs.
Explore opportunities to meet various traveller needs.	Strategy	Research. Planning.
Assess tourist attractions – use, gaps, value, etc.	Strategy	Research. Create inventory list. Gap analysis. Planning.
Aid with tourism asset development and tourism business development.	Service	Support businesses and organizations to develop tourism products/services.
Strengthen partnership with Eastman Tourism and utilize services they provide to promote tourism in our area.	Strategy	Maintain working relationship and knowledge of Eastman Tourism services. Aid Eastman Tourism with Experiential Tourism Program.

A Shared Vision for Local Prosperity

COMMUNITY GOALS

Community economic development is a collective effort that requires alignment, collaboration, and shared leadership. Local governments, the Planning District, the Chamber of Commerce, as well as our community's businesses and service providers all play crucial roles in shaping our economic future. Together, through coordinated efforts and a unified vision, we can foster a resilient, inclusive, and prosperous community. We aim to unite all local economic development partners under our shared vision and the following community goals. It is through coordinated efforts and contributions that we will secure long-term economic sustainability for the area.

- Lac du Bonnet is development/investment ready and we proactively seek the types of products and services needed.
- Lac du Bonnet has strong systems and services in place including housing, social services, and transportation.
- Development is planned and balanced, allowing steady and manageable growth of the community.
- Economic development agencies actively work together and pool resources to achieve the greatest results.
- Lac du Bonnet is well-known and sought after as a desirable area to live, work and visit.
- Our CED Program provides a one stop shop for information, advice, investment attraction, business retention and expansion. A point person coordinates and communicates with other agencies and various municipal services.
- Our CED Program continually builds capacity and sustainability within our business community by providing businesses with training, consulting, and promotion of products, services and job opportunities.

*Goals are the results we desire
and aim to reach*