



THE GREATER SUSSEX HAMPTON REGION ECONOMIC RESPONSE PLAN

March 1, 2017 Update

Evening Agenda

MC: Marc Thorne, Mayor of Sussex, Chair of Regional Service Commission 8

Remarks by

- Alaina Lockhart, MP Fundy Royal
- *Hon Cathy Rogers, Finance Minister, Province of New Brunswick*
- *Bruce Northrup, MLA, Sussex-Fundy-St. Martins*
- *Ivan Graham, Chair, Sussex and District Chamber of Commerce*
- *Blair Hyslop, Leader, Community Consultation, Sussex and District Chamber of Commerce*

Presentation on Strategic Plan

- *William Thompson, Economic Development Coordinator*
- *Richard Theriault and Pierre LaPlante, NuFocus Strategic Consulting*
- *Pam McKay, Up Country Communications*

Strategic Plan and Communications Plan: (<https://sussex.ca/doing-business/strategic-plans/594-greater-sussex-hampton-economic-development-strategy/file>)

Tonight, the Strategic plan will be presented to the community as the next step in responding to the suspension of mining operations by the Potash Corp. The Plan will provide guidance in the areas that the community should be investing its resources, both financial and human, in an effort to strengthen the regional economy. The Communications Plan presented tonight will be used to promote the priorities of the Strategic Plan

Our Plan and its development has been a direct result of our funding partners at ACOA, PETL and PotashCorp of Saskatchewan. Their assistance is gratefully acknowledged.

You can find the full plans with background information at the Town of Sussex website noted above. If you want to become involved or seek more information, contact Bill Thompson at w.m.thompson@sussex.ca.



Executive Summary

Following the Potash Corporation of Saskatchewan Inc. (PotashCorp) announcement that the company was indefinitely suspending its Picadilly, New Brunswick potash operations, the Town of Sussex and region have clearly demonstrated that they are not the type to wait around and just watch things happen.

Led by the Sussex and District Chamber of Commerce the community was engaged in strategic brainstorming sessions to initiate the process of identifying a new economic prosperity path. That work constituted an initial foundation for the development and completion of this mandate.

The enclosed analysis clearly demonstrates that there are great opportunities within the region's reach to not only mitigate the negative impact of the Picadilly operations suspension, but to reposition the region on a more robust and sustainable economic path.

Following a thorough and exhaustive analysis process, a senior working group identified seven priority areas of focus and ranked them in order of importance, with the top three being the immediate focal point. In all, however, these priorities touch the seven pillars of economic activity, as defined by the Chamber of Commerce process, and as such enable a balanced medium term approach.

The top three priorities, which will be the focus of immediate attention are as follows:

- Unified Tourism and Arts & Culture
- Geothermal Energy
- Food Production and Processing

While the priorities are identified individually, it is the inherent synergies between them that truly defines the strategic value of this Economic Development Strategic plan. Each priority is interconnected to one or more other priorities in some manner.

For example, the theme of offering "unique experience" throughout the region transcends the region's Tourism, Art & Culture, Retail, as well as Education and Training pillars. Similarly, the Geothermal Energy development is synergistically connected to Food Production & Processing, as well as Warehousing / distribution.

Furthermore, a comprehensive communication strategy and plan will be instrumental in bringing these synergies to life.

It is now in the capable hands of the Greater Sussex Hampton Region leaders to ensure that each priority has the right champions in place to shift into action for the successful implementation of its economic development action plan.

This is just the beginning. The real work is ahead of us and will require tremendous efforts, courage and sustained commitment.



Strategic Priorities

The process of identifying the best strategic economic development opportunities for The Greater Sussex-Hampton Region (Regional Service Commission 8 – RSC8) has been rigorous, far-reaching and inclusive. The first phase of work generated a broad bank of potential opportunities; the second phase provided a rational and objective analysis of these opportunities; and the third phase brought essential local community and business perspective that is critical to ensuring realistic choices and sustainable traction for implementation.

The outcome of the process is the identification of seven strategic economic development priorities. They are as follows, in order of priority:

1. Unified Tourism and Arts & Culture
2. Geothermal Energy
3. Food Production and Processing
4. Low-Cost Energy (from existing natural gas sources)
5. Warehousing/Distribution
6. Targeted and Aligned Retail Development
7. Targeted and Aligned Training/Education

While the priorities are identified individually, it is the inherent synergies between them that will truly define the value of this economic development strategy. Each priority is connected to one or more priorities in some manner. For example, the theme of offering “unique experience” throughout the Region applies to the Region’s Tourism, Arts & Culture, Retail, and Education and Training pillars. Similarly, the Geothermal Energy Development is synergistically connected to Food Production & Processing, as well as Warehousing/Distribution.

It is important to note that, as the next pages demonstrate, the top three recommendations align directly with the “selected opportunities” outlined in the Gallant Government’s September 2016 Economic Growth Plan.

Within our new Strategic Plan Document actionable strategies and execution plans for each of the first three strategic priorities are outlined, and a high-level strategy is identified for the next four strategic priorities.



Conclusion and Our Future Implementation

The Greater Sussex-Hampton Region has taken the initiative to determine its economic future in the face of the potash mine closure. Led by the Sussex and District Chamber of Commerce, the community engaged in strategic brainstorming sessions to initiate the process of identifying a new economic prosperity path. That work constituted a foundation for the development and completion of this mandate.

Clearly, great opportunities lie within the region's reach –not only to mitigate the negative impact of the Picadilly operations suspension, but also to reposition the region economically.

This strategic plan is key in realizing a new economic future for the region. Our comprehensive communication plan will be instrumental in bringing these strategies to life.

Implementation of the plan rests in the capable hands of the Greater Sussex-Hampton Region leaders. They must ensure that each priority has the right champions in place to shift plans and priorities into action.

This is just the beginning. The real work is ahead of us and will require tremendous effort, courage and sustained commitment.

And, those are the strengths of this Region and our community. Our strength and our gratitude to the many stakeholders that have taken the time to contribute is greatly appreciated and the hallmark of our future success. We ask for continued community engagement as we develop each strategic priority and identify the community champions to shift into action for the successful implementation of its economic development action plan.

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