

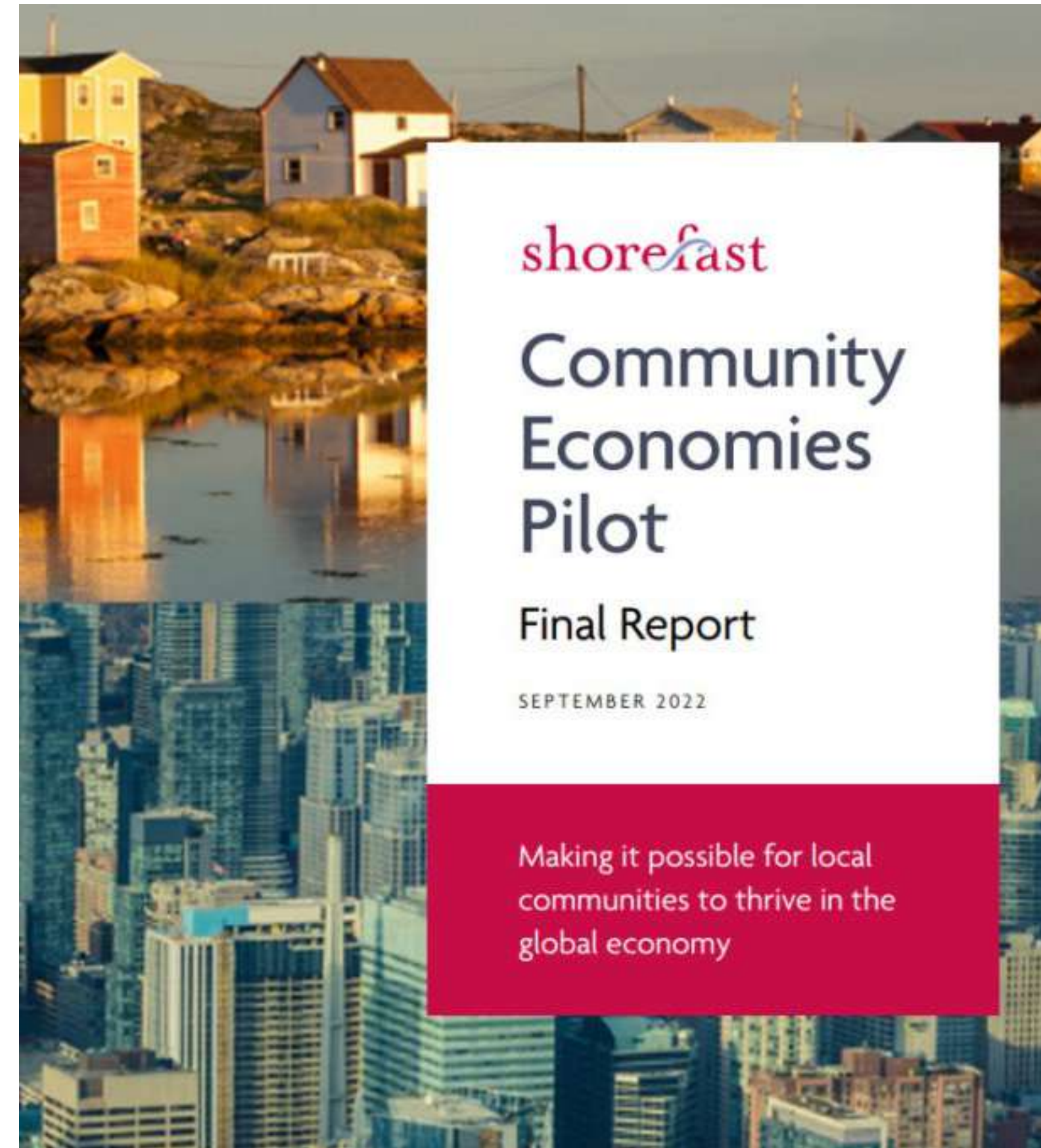


## Community Economies Pilot Project & Prince Edward County

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# A 2021 Pilot Project

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- Community Economies Pilot Project.
- Shorefast, Community Foundations Canada, Canadian Urban Institute
- Pan-Canadian project designed to explore a question: ***How can we strengthen community economies?***
- Five communities (rural and urban) across Canada from Fogo Island to Victoria; Prince Edward County (PEC) was chosen for the pilot.





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# What is a “community economy”?

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- Evolution of economic development
- Rise of local or community-based economic development
- Community-led economies:
  - Prioritize people and planet
  - ‘The economy’ is all of us
  - Local, place-based
  - Ground up initiatives, rather than top-down decisions



## Rural Economic Development

- Strong community engagement
- Builds connections across sectors
- Entrepreneurial spirit
- Asset-driven with strong links to the visitor economy





fogo island fish



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# The Third Pillar: Communities

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- Three pillars: markets, state and community
- The third pillar, our communities is broken.

*“Healthy communities are essential for sustaining vibrant market democracies.”*

‘We all need to start thinking about this issue right now and this book is a place to begin.’ James A. Robinson, co-author of *Why Nations Fail*

# THE THIRD PILLAR

HOW MARKETS and the STATE  
LEAVE the COMMUNITY BEHIND



RAGHURAM RAJAN

# Context: Prince Edward County



- Vast, beautiful geography.
- 25, 704 residents and growing (3.9% between 2016-2021)
- Rich in natural and cultural assets.
- Made up of multiple communities.
- Proximal to larger markets: Toronto, Montreal, Ottawa.
- Tourism and residential growth during the pandemic (food, wineries/breweries, Sandbanks)
- Increased cost of living.



## Thrive PEC

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- Three partners: County Foundation, Community Futures, Municipality
- A **loose** coalition of organizations focused on engaging the community.

**Goal: to inspire, connect, and catalyze a collective vision for PEC; to share knowledge and resources; to support community members and build capacity for collective action.**





# Community-Led Economic Development Plan

Engagement: 400+ residents

- Nonprofits
- Government
- Businesses
- Farmers
- Youth
- Seniors
- Developers

Follow up with 21 key informant interviews.



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# Asset Based Community Development (ABCD)

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- ABCD sessions to **map natural assets, built assets, organizational assets, cultural assets and heritage assets.**
- ABCD asks community members to **identify local strengths or assets**, rather than needs or deficits.
- ABCD focuses on leveraging local assets to build communities.





Baxter Arts Centre

PEPtBO

heritage churches

Base31

Mustang Drive-In

**care for neighbours**

*safe community*

pride of place

SINGERS, PERFORMERS, COMEDIANS

COMMUNITY GENEROSITY

vibrant LGBTQ+ community

*Lighthouses*

Glenwood Cemetery

***friendly place where you know your neighbours***

***Dukes Hockey***

**volunteer spirit**

strong sense of community

Festivals & Events

***Cooperation v. Competition***

Commitment to goals of Truth & Reconciliation

Pioneer Cemeteries

BIG LAKE ARTS

Museums

UEL

libraries

**SKATE PARK**

Moto Social

Crystal Palace

***Regent Theatre***

Dept of Illumination

History Lives Here

Community Vision/Theme	Details
<b>Affordability</b>	<ul style="list-style-type: none"> <li>Residents can afford housing and they are food secure</li> </ul>
<b>Quality jobs</b>	<ul style="list-style-type: none"> <li>Strong workforce with good paying, secure jobs and opportunities for training and development</li> </ul>
<b>Economically diverse</b>	<ul style="list-style-type: none"> <li>Identifying how new and existing sectors of the economy can help build, grow and sustain the local economy.</li> </ul>
<b>Sustainable tourism</b>	<ul style="list-style-type: none"> <li>Creating policies and programs that promote tourism while protecting the landscape and quality of life of residents.</li> </ul>
<b>Climate protection</b>	<ul style="list-style-type: none"> <li>Developing a pro-active climate action plan focused on mitigation and adaptation.</li> </ul>
<b>Arts and cultural heritage</b>	<ul style="list-style-type: none"> <li>Celebrating and funding the region's rich arts and cultural scene. Acknowledging and building on its Indigenous history.</li> </ul>
<b>Community connections</b>	<ul style="list-style-type: none"> <li>Building relationships between residents. Promoting diversity and equity. Mentoring and supporting youth.</li> </ul>
<b>Social infrastructure</b>	<ul style="list-style-type: none"> <li>Investment in parks, bike lanes, libraries, meeting places and public transit</li> </ul>
<b>Social services</b>	<ul style="list-style-type: none"> <li>Every resident has access to a doctor, schools and daycare</li> </ul>

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# Reflections

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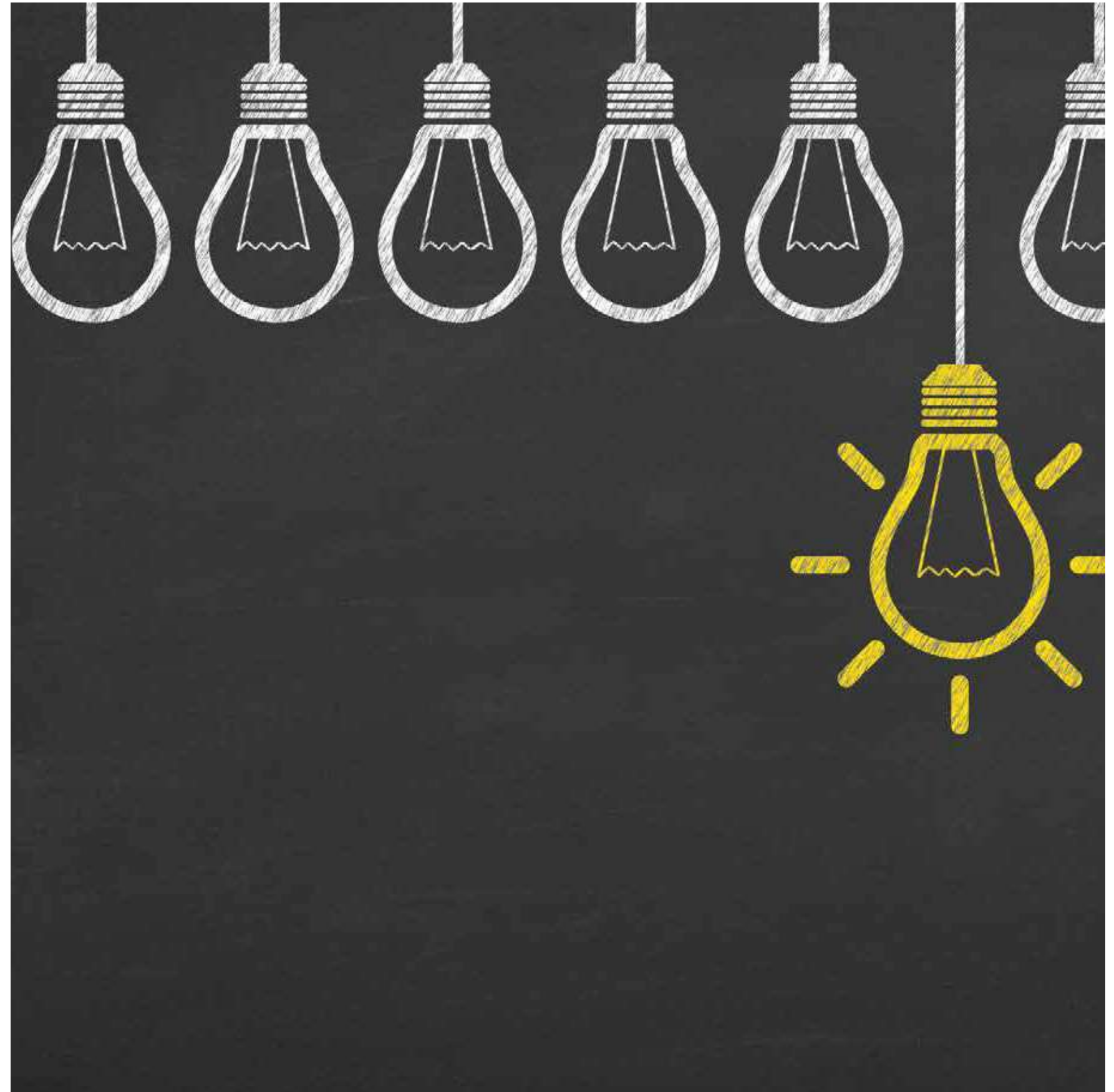
- PEC residents care deeply about the future of their community.
- The pace of change in PEC is on everyone's mind.
- Residents acknowledge that new investment and visitors are driving a large portion of the local economy.
- Want a say in how to sustainably manage change and growth.
- Focus should be on striving for balance.



# Recommendations

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1. Leverage local assets to foster economic diversity.
2. Activate Thrive PEC to cultivate cross sector partnerships.
3. Build knowledge and generate capacity.
4. Explore and experiment with new approaches.
5. Apply for grants/funding.



# How does Thrive Support The County of Prince Edward's Work?

- Collaborative Architecture
  - residents and businesses are part of the solution.
- Access to data
  - consultation and feedback
  - focused consultation, seeking out those who don't normally participate
- Building capacity
  - unique source of talent, skills and abilities
  - leveraging talent in pursuit of common goal
- Experimentation
  - opportunity to try something new in a "brave" space



# Next Steps for Thrive

- Exploring alternative sources of capital
- Exploring Community Benefit Agreements
- Continuing momentum
- Exploring alternative governance structures
- Catalyzing opportunities for collective action to meet identified community needs





# Community Benefit Network

- Thrive initiative providing backbone support to Prince Edward Learning Centre
- Inclusive, collaborative & accountable
- Beneficial to community: equity, poverty reduction, affordable housing, sustainability, workforce development...
- A way for Community to have a say in new, large developments and potentially the future development of a new hospital



Bringing local businesses,  
organizations and individuals  
together





Empowering a community partner to take the lead in consulting with the community allows residents and neighbourhoods to have a say in what's happening in their communities

# Community Benefit Network

- Bring the Community Together
- Look for opportunities for the community to have a say in development
- Start a coalition of organizations, neighbourhood groups & individuals
- Identify Priorities within PEC
- Educate developers on the needs of PEC
- Negotiate specific requirements with developers
- Implement agreed-upon element
- Monitor and Evaluate
- Oversight and Accountability



# Thank You

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For more information on Thrive visit:

[www.ThrivePEC.ca](http://www.ThrivePEC.ca)

Community Economies Pilot visit:

<https://shorefast.org/work/community-economies/>

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