

# Info

## RESTIGOUCHE-CHALEUR

New initiative  
invests \$8 million  
in Restigouche-Chaleur



February 2005

**The Province of New Brunswick has invested more than \$8 million in various projects throughout the region under the Restigouche-Chaleur Initiative.**

*"We are extremely pleased with the results of the initiative for the Restigouche-Chaleur region during the two years of operation,"* said Premier Bernard Lord.

The \$8 million investment under the Restigouche-Chaleur Initiative has resulted in total investments of \$39,000,000 in private and public sector funds and the creation of more than 300 anticipated full-time jobs. The investments are aimed to promote economic diversification of the region while capitalizing on the use of local resources to encourage long-term job creation.

In late 2002, Premier Lord announced the creation of the Restigouche-Chaleur Initiative and a \$25-million economic development fund over a five-year period. The fund is managed by the province's Regional Development Corporation and projects are being funded under the following themes: training and education, research and development, economic diversification and strategic infrastructure.

The Government of New Brunswick isn't alone in implementing the Restigouche-Chaleur Initiative. Both Community Economic Development Agencies (CEDA) - Enterprise Restigouche and Enterprise Chaleur – as well as other public-sector agencies are joining forces with the province's Regional Development Corporation, the Crown Corporation responsible for the management of the Restigouche-Chaleur Initiative, to help deliver the initiative to the region.

*"Partnerships are crucial in order for this initiative to work,"* said Premier Lord. *"This initiative won't succeed in the region without the support of the CEDAs as we work side by side securing new projects for the region."*



Betty-Ann Levesque, executive director, Enterprise Restigouche, Jacques LeVasseur, president of Les Cedres Balmoral Ltée., Premier Bernard Lord, Armand Landry, president of A.L. Fabrication and Balmoral mayor Hébert Arseneault.



Natalie Cauchon, President of Auberge de la Vallée, Premier Bernard Lord, Bathurst Mayor Stephen Brunet and Jean-Pierre Arseneau of Auberge de la Vallée.

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# RESTIGOUCHE-CHALEUR

## Premier's Message



*The Province of New Brunswick is proud to contribute to the economic growth of Restigouche Chaleur. Our development fund, set up to spur economic activity in Restigouche-Chaleur region, has had an outstanding first two years. There have been some excellent projects brought forward and over 300 jobs created directly by the entrepreneurs in the region. This number does not include the spin-off related to the increased economic activity. We can all make a difference when we work together for the betterment of Restigouche-Chaleur and New Brunswick.*

*Bernard Lord  
Premier of New Brunswick*

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## Examples of job creation projects in Restigouche-Chaleur

Léon Chouinard et Fils Ltée,  
Eel River Crossing

Industrial Rubber Company Ltd.,  
Bathurst

Kan-Go-Roo Playgrounds Ltée,  
Atholville/Eel River Bar

TSi Auto Solutions Inc., Bathurst

La Coopérative des travailleurs forestiers  
McKendrick Ltée, Val D'Amours

Les Cuisines Roy Kitchens Ltée,  
Petit-Rocher

G.P. Transmission, Parts & Service Inc.,  
Campbellton

Centre Transmed Center Inc.,  
Campbellton

Fafard Group, Black Rock

RégeNord Ltd., Kedgwick

Foxwood (Entreprise Arseno), Beresford

Atelier Gérard Beaulieu Inc.,  
Saint-Quentin

A.L. Fabrication Inc., Charlo

Horizon Prefinished Mouldings Inc.,  
Bathurst

City Thermo Pane, Beresford

Auberge de la Vallée, Bathurst

Les Cèdres Balmoral Ltée, Balmoral

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## *Tourism team developing market products*



The Regional Tourism Product Development team has been actively involved with operators of the Restigouche-Chaleur region for the past 21 months. The team's primary role is to increase tourism by providing assistance to the tourism industry to develop a market-oriented product that will fulfill the needs of visitors in the region and encourage a longer stay.

The team focuses its efforts on product development in the following sectors:

- wildlife viewing,
- rivers and inland waterways,
- seafood,
- swimming and beaches,
- dune and discovery beaches,
- culture/heritage,
- festival/events, and
- the Appalachian range.

Over this period, the team:

- has met with more than 100 operators,
- has funded a program for tourism promotion,
- did a regional inventory,
- has built a customized presentation on adventure package development delivered to students of the Tourism Entrepreneurship Course in Campbellton, and
- has ensured the revamping of the Restigouche Chaleur image bank, video footage, and its travel feature texts.

The product development team is also actively involved in developing the Bay of Chaleur Initiative. This original and innovative tourism concept will promote the area surrounding the Bay of Chaleur including New Brunswick and Quebec, in a marketing tool scheduled for distribution in April of 2005.

This initiative will also create opportunities for new partnerships within the industry that will be beneficial for operators on both sides of the Bay of Chaleur.

During the next 14 months, the team aims to create positive results with new products to market and an increase in the region's visibility. The Restigouche-Chaleur Initiative program will be extended to new and existing operators with an anticipated increased participation of 30 percent.

The spring calendar includes training seminars for the Restigouche-Chaleur tourism industry to assist regional attractions to meet criteria for provincial listing and offer solutions to seasonal issues affecting tourism operators.

The regional team will also organize and coordinate Best Practices Missions to permit tourism operators to observe successful operations and gather important information for their enterprise

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# RESTIGOUCHE-CHALEUR

*Community Economic Development Agencies  
working together with Province*



Enterprise Restigouche and Enterprise Chaleur are working with government to create jobs by; helping businesses develop new products and export to new markets, starting new businesses or expanding existing businesses, competing more effectively, training a highly skilled workforce, supporting and enabling our communities. The two agencies are working with many partner organizations – businesses, education, local authorities, government agencies, voluntary and community organizations – to induce economic development in the region.

These agencies and the provincial government provide assistance to business or entrepreneurs seeking services or provide them with links to financial institutions and government agencies. Accountable to Governments, the Community Economic Development Agencies are business led organizations, governed by volunteer business people who come from priority sectors of the local economy.

Enterprise Restigouche and Enterprise Chaleur are proud to be partners with the Province of New Brunswick for the delivery of the Restigouche-Chaleur Initiative. The dedicated professional staffs firmly believe in regional economic development and are working closely with the provincial government to deliver the program.

**Community Economic Development Agencies** are your first stop for information, advice and assistance when starting your own business or expanding it. For more information, please call us:

## Enterprise Restigouche / Entreprise Restigouche

Community Economic Development Agency / Agence de développement économique communautaire

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## Entreprise Chaleur / Enterprise Chaleur

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