

# Release

March 18, 2004

For Immediate Release

## **FLOODWAY AUTHORITY CALLS FOR EXPRESSIONS OF INTEREST REGARDING RECREATION AND ECONOMIC OPPORTUNITIES**

**Winnipeg, Manitoba** – Manitoba Floodway Expansion Authority (MFEA) CEO, Ernie Gilroy today issued a general call for expressions of interest to stakeholders and interested Manitobans who have ideas for recreation and economic opportunities associated with the proposed Red River Floodway Expansion project. Today’s announcement is a key element of the public consultation process announced by MFEA last week.

Mr. Gilroy said, “As one of the largest capital projects in Manitoba history, the expansion of the Red River Floodway will result in economic opportunities and thousands of jobs. This call for expressions of interest will help us identify some of those opportunities – particularly in the recreation, training and tourism sectors.”

The call for expressions of interest will be communicated directly to key stakeholders and members of the general public through direct mail, local advertising and other outreach activities. Submissions can be forwarded to the MFEA offices before April 20, 2004. Detailed information is included in the attached backgrounder.

Working principles that will guide the process are;

- Compatibility with the primary purpose of flood expansion
- Minimal ongoing maintenance costs to taxpayers
- Stakeholder participation and community support
- Maximize benefit to rural and aboriginal communities
- Complement existing Red River facilities and initiatives
- Environmental stewardship

Mr. Gilroy added, “MFEA wants Manitobans to have their say and help shape the future of their communities. This process will compliment and assist the current independent environmental assessment and allow us to prepare a more concise blueprint for specific recreation and economic development activities associated with the new floodway.”



**Manitoba Floodway Expansion Authority**  
**Call for Expressions of Interest - Information Package**

**Recreation and Economic Development Opportunities**  
**March 18, 2004 – April 20, 2004**

***What is the Manitoba Floodway Expansion Authority?***

The Manitoba Floodway Expansion Authority (MFEA) has been established by the Province of Manitoba to oversee the planning and management of the Red River Floodway expansion. MFEA is committed to providing increased flood protection to as many Manitobans as possible. It will provide excellence in project management, be inclusive and encourage innovation.

MFEA has also been given the mandate to maximize economic opportunities associated with the expansion. As one of the largest capital infrastructure projects in Manitoba history, the project will result in both direct and indirect opportunities and thousands of jobs.

***Who is eligible to submit an expression of interest?***

Any individual, municipality, business or organization that has an idea regarding recreation and economic opportunities associated with the floodway expansion can submit an expression of interest.

***How long do I have to submit an expression of interest and where do I send it?***

The deadline for receipt of expressions of interest is April 20, 2004. They must be submitted to:

“Expression of Interest”  
c/o Manitoba Floodway Expansion Authority  
200-155 Carlton Street  
Winnipeg, Manitoba  
R3C 3H8

All expressions of interest will be acknowledged and followed up by MFEA.

***Is there a form or application that needs to be filled out?***

No. We are asking interested parties to submit a written submission of no more than 3 pages. The submission should include;

- a general description of the project that highlights the existing need or gap the project would address
- legal name, address and contact information of applicant
- list of communities impacted
- general funding arrangements and timelines
- demonstration of community support
- nature and extent of tangible and sustainable benefits
- notable social and environmental impacts
- additional municipal service requirements and municipal revenues generated by the project

***What are some examples of the types of projects you are looking for?***

Examples of the types of projects we are interested in include;

- hiking/jogging/biking trails
- winter recreation activities such as tobogganing, snowboarding and snowmobiling
- job training and youth employment partnerships
- downhill/nordic ski facilities
- research and innovation partnerships
- summer recreation activities such as horseback riding, hang gliding and dirt biking
- tourism promotion
- infrastructure that supports economic activity and recreational development
- cultural and historic initiatives
- environmental technology and sustainable development
- small business opportunities
- First Nations and Metis cultural & economic opportunities

***What are examples of types of projects you are not looking for?***

Examples of some of the types of projects we are not looking for include;

- Initiatives that compete for water with the Red River in low moisture years
- Projects that compromise engineering excellence of the project's primary objective – flood protection
- Projects that require incremental engineering costs

***What happens after the call for expression of interest is complete on April 20, 2004?***

At the conclusion of the call for expressions of interest, MFEA will assess the expressions of interest that have been received – consistent with the principles identified. Expressions of interest found to meet the objectives of “the call” will be shared with the independent environmental analysis of the proposed floodway expansion project.

MFEA will compile an *Opportunity Report* which will serve as a blueprint for economic development and recreation opportunities associated with the floodway expansion. This *Opportunity Report* will identify the submissions received, be released to the public and facilitate the next stage of development for specific partnerships.

***Is there money available to help me develop my idea and eventually fund it?***

MFEA’s priority is to direct its financial resources to measures that directly provide increased flood protection to Manitobans. At the same time, MFEA is facilitating the process of collecting ideas and proposals that can maximize the economic opportunities associated with its work and identify environmental impacts. If a proposal requires a grant or loan from federal and/or provincial agencies, MFEA will play a role in facilitating that process.

***How can I get more information?***

Call 1-866-356-6355.

***How soon could my project get started?***

It is premature to say. Timing and specific next steps will be addressed in the *Opportunity Report*.