

Town Name: Bishop's Falls

Type of ICSP: Stand Alone

Created by: Town Council

Projected Length of Plan: 5 years

Community Profile

A \$7 million economic diversification fund was awarded to the community following the railway closure to assist in rebuilding the economy. The Bishop's Falls Development Corporation was established to manage the fund and to attract new businesses to the Town, which decided to pursue manufacturing as a strategic sector. Sixteen years later, in 2004, the BFDC closed because the diversification fund had become exhausted.

Community Assessment

Economic Sustainability

It is obvious that a large majority of residents are working full-time in Grand Falls-Windsor. Employment outside of NL is also a contributor to the Bishop's Falls economy. Approximately 23% of those above the age of 18 are unemployed.

There are roughly 70 businesses in Bishop's Falls representing a broad base of sectors (manufacturing, transportation, construction, retail, services, restaurants, etc), 70% of which operate on a year round basis. Sixty percent of the respondents established their businesses after 1991.

Governance Sustainability

The town has a committed council and has voting privileges on the Exploits Regional Services Board, Exploits Valley Economic Development Corporation, and the Exploits Valley Joint Council. The town currently holds membership status with the Exploits Valley Tourism Association, Exploits Regional Chamber of Commerce, and the Central Newfoundland Waste Management Committee.

Cultural/Community Sustainability

The community of Bishop's Falls has become apathetic – this message resounded during almost every consultation session. There is an important point to be made here – although the sectors are being addressed as separate areas, they are interdependent and interconnected with each other. Success under economic development and recreation, for example, will assist the Town in addressing the objectives of community well-being.

Environment Sustainability

The most important need at this point are energy reduction and the elimination of waste water that is being discharged into the Exploits River. These key areas are critical to the sustainability of the municipality because they foster balance between the Town's need to develop and its responsibility (ethical, social, and legal) to maintain the environment.

Approximate population: 3,399, representing a 7.8% decline of 289 people since 2001.

Median Total Income: \$14,306 per person over the age of 15.

Community Consultation: Focus groups, visioning workshop, community roundtable, comprehensive community survey, business survey, prioritization session

Sustainability Vision:

Recognizing and building upon its rich history, Bishop's Falls will continue to be a community that promotes its exceptional quality of life. Being environmentally conscious, we will become a tourist destination of choice. As a safe, secure, and interactive community, Bishop's Falls will be the desired residence for all, and through a synergetic relationship with out neighbours, our goals and aspirations will be achieved.

Sustainability Projects

Goal:

By 2012, the town will have fostered an environment that promotes the community's tourism potential:

- Formulate and implement an Exploits River Development Strategy:
 - Construct a boat launch and/or marina above and below the Falls
 - Develop and implement a marketing strategy highlighting the Exploits River and its attributes (promotional materials focusing on developing the Exploits River's business potential)
 - Facilitate entrepreneurship workshops within the community regarding the Exploit's River potential
 - Establish the Exploit's River Regatta.
 - Potential Partners: EVEDC, Environmental Resource Management Association, Exploits Valley Tourism Association, Department of Tourism

- Develop Trestle as a Tourism Destination:
 - Have trestle designated as a National Heritage Site
 - Develop a trestle interpretation centre/kiosk with programs
 - Improve the physical condition of the trestle
 - Improve the physical appearance of the trestle
 - Design and distribute promotional materials focusing on the trestle
 - Facilitate the permanent lighting on the trestle
 - Potential partners: Bishop's Falls Heritage Society, Bishop's Centennial Committee, NL Trail-way Association
- Expand on the potential of the Fallsview Municipal Park:
 - Construct a comfort station (laundry and canteen facility)
 - Increase the electrical service capacity of camp sites
 - Increase privacy of camp sites
 - Establish a permanent water supply for camp sites
 - Increase marketing efforts surrounding the Park
 - Potential Partners: Service Canada, Department of Municipal Affairs
 - HRLE
- Increase appeal of Fallsview Festival
 - Increase the capacity of the Fallsview Festival Committee
 - Facilitate the modification and/or addition of new events to the Fallsview Festival
 - Support the growth of the Newfoundland Strongman Competition
 - Potential Partners: Fallsview Festival Committee, Bishop's Falls Business Community

Goal

By 2012, the town will have improved the overall social and economic well-being of youth and seniors

- Establish a Youth Centre/Boys and Girls Club
 - Reconstitute Youth centre Committee
 - Acquire a physical structure
 - Acquire funding for programs and services
 - Establish a Youth Co-Op that is mandated to, among other things, oversee and manage the affairs of the Youth centre
 - Potential Partners: Bishop's Falls Youth Council, Schools, Church groups, HRLE, Department of Youth and Community Services, RCMP, Community Organization
- Increase Youth Employment:
 - Increase the number of businesses in the community
 - Increase awareness among youth about employment services such as Career Connections, Service Canada, etc.
 - Establish a Youth Co-Op that is mandated to, among other things, increase employment opportunities for youth in the community.

- Increase awareness among youth about FINALY (Futures in NL Youth. Potential partners: Bishop's Falls Youth Council, Service Canada, HRLE, EVEDC, Community Business Development Corporation, ACOA, CONA, Keyn College.
- Increase Senior Activity Through Social Interaction
 - Increase awareness of 50+ Club among seniors
 - Organize more community events and activities
 - Establish a seniors resource centre
 - Develop walking trails throughout the community
 - Potential partners: 50+ Club, Church groups, Department of Health and Community Services, Ministerial Committee

Goal

By 2012, the town will have improved and added to its municipal infrastructure and facilities

- Determine the feasibility of constructing a road between Bishop's Falls and Grenfell heights
 - Conduct feasibility study
 - Determine feasibility of extending municipal boundaries to encompass Grenfell Heights
 - Potential partners: Municipal Affairs, Department of Transportation, Grand Falls-Windsor
- Replace Centre Access Road
 - Complete engineering work
 - Negotiate a manageable cost-share arrangement with the province and subsequent contribution agreement.
 - Potential Partners: Municipal Affairs, Fed. Gov.

Goal

By 2012, the town of Bishop's Falls will have created a positive economic development atmosphere in the community

- Attract new business to the community
 - Develop and implement a Bishop's Falls promotional Strategy (website improvements, strategic advertising, signage in the Fallsview Municipal Park)
 - Promote and support existing businesses
 - Potential partners: EVEDC, INTRD, Department of Business, ACOA, Exploits Regional Chamber of Commerce
- Expand and support manufacturing industry:
 - Design programs and policies that support 'green' manufacturing
 - Facilitate workshops on manufacturing opportunities
 - Develop and promote unused land in industrial park.

- Potential partners: EVEDC, INTRD, Department of Business, ACOA, Exploits Regional Chamber of Commerce.

Goal

By 2012, the town will have improved its recreation programs, services, and facilities

- Develop Diamond Pond as a Recreation Area
 - Establish an ad-hoc sub-committee
 - Research funding opportunities
 - Develop and submit funding proposals
 - Potential partners: Service Canada, Lions Club, Centennial Celebrations Committee

Goal

By 2012, the town will have improved its governance process, practices, and procedures

- Review municipal plan and development regulation
 - Obtain resources
 - Appoint ad hoc review committee
 - Conduct review in accordance with legislation
 - Potential partners: Municipal Affairs, Grand Falls-Windsor, Botwood
- Increase number of regionalized services
 - Review existing services from a cost-benefit perspective
 - Formulate priorities, strategy, and communication plan
 - Initiate meetings with relevant municipal bodies
 - Support Exploits Valley Joint Council
 - Potential partners: Municipal Affairs, Grand Fall-Windsor, Botwood, Exploits Valley Joint Council
- Improve Policy and regulation application
 - Review existing policies and regulations
 - Create a digitized and online policy and regulation manual
 - Organize governance training for council and senior staff
 - Potential partners: Municipal Affairs, INTRD

Goal

By 2012, the town will have reduced its impacts on the local environment

- Eliminate waste water discharge into the Exploits River
 - Establish a community wide sewage treatment plant
 - Develop a collaborative relationship with the Department of Environment and Conservation and Municipal Affairs

- Complete engineering designs
- Negotiate a manageable cost-share arrangement with the province and subsequent contribution agreement.
- Potential partners: Environment and Conservation, Municipal Affairs, EVEDC, Environment Resource Management Association, DFO, ACOA

Monitoring and Implementation

Each standing committee has been tasked with specific goals and objectives that it is ultimately responsible for. On a quarterly basis the Committees will establish an implementation framework for its respective objectives and initiatives. The framework will include an assessment of resources, environmental factors, and an overall tactical approach to facilitate implementation. The town manager and town clerk are the primary human resources assigned to the plan's implementation.