

BAIE VERTE PENINSULA

REGIONAL PROSPERITY PARTNERSHIP WORKSHOP | FROM PRIORITIES TO PROJECTS
BAIE VERTE | OCTOBER 06, 2026

regional prosperity partnership

Municipalities Newfoundland and Labrador 1951 - 2026 75TH ANNIVERSARY

Regional Prosperity Partnership is a Municipalities Newfoundland and Labrador program in partnership with Community Sector Council. Newfoundland and Labrador Association of Community Business Development Corporations (CBDC), and Economic Developers Association of Newfoundland and Labrador. The project is funded through the contributions from the Federal Government's Atlantic Canada Opportunities Agency, Provincial Government's Department of Jobs, Growth and Rural Development, and Municipalities Newfoundland and Labrador.

Thank you to the College of the North Atlantic for hosting the workshop at their Baie Verte Campus.

Summary

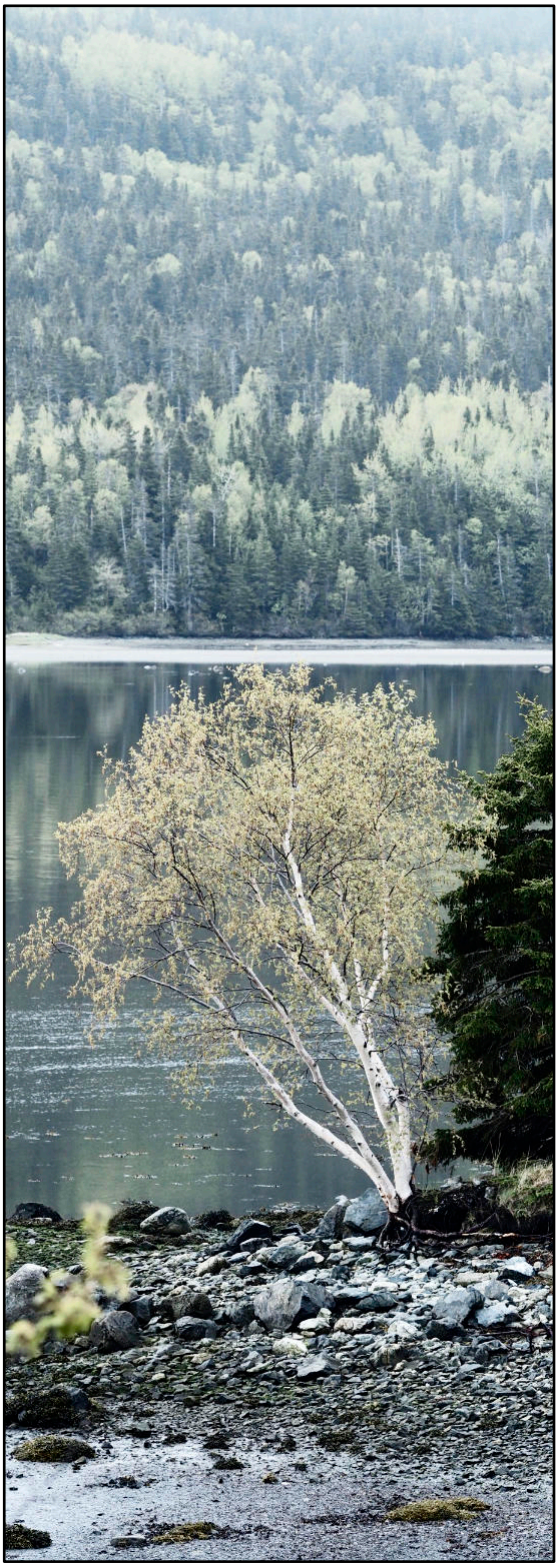
The representatives from communities across the Baie Verte Peninsula met on October 6, 2026, at the College of The North Atlantic Campus in Baie Verte. In the conversation with the municipalities and organizations in the region, the participants decided to treat the entire peninsula as a single region. The 21 registered participants represented elected municipal officials and staff, community organizations, provincial government and individual citizens from the region interested in a conversation about regional prosperity.

The participants decided on two projects they would like to continue to pursue with the help of the Municipalities Newfoundland and Labrador regional economic development facilitator.

The first project is focused on acquiring geo-park designation for the region and building a tourism strategy around it. This project is building on the previous work the region has done with the Harris Centre at Memorial University and Dr. Derek Wilton.

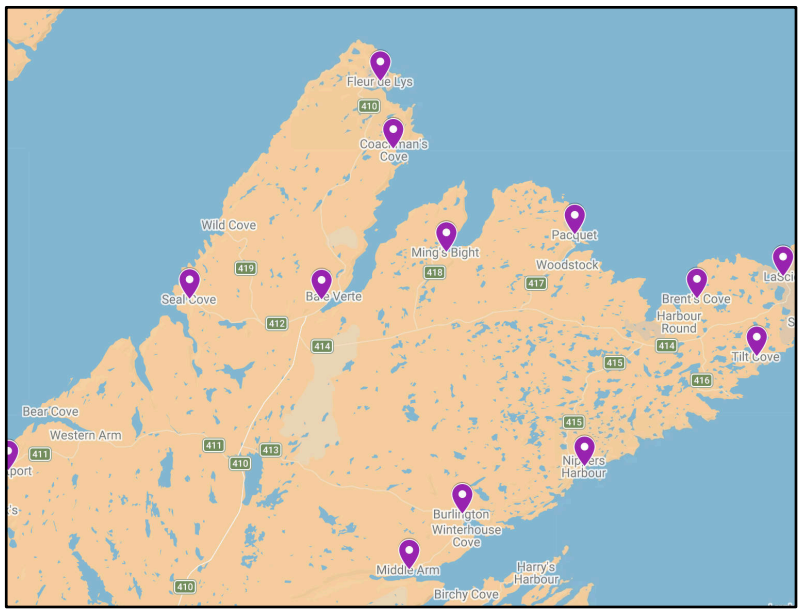
The second project is focused on creating a communications pathways for all regional economic development stakeholders in the region.

The participants developed project teams and project plans for the next 90 days that would allow them to explore the feasibility and move towards the development and implementation of those projects.



Introduction

Regional Prosperity Partnership program is a Municipalities Newfoundland and Labrador (MNL) program focused on facilitating regional economic development projects.



Two regional economic development facilitators deliver the program across the province.

For the purposes of this project, municipalities define their regions in preliminary meetings with an MNL facilitator. In those conversations, municipal leaders and staff agreed that the entire Baie Verte Peninsula constituted a region with the town of Baie Verte as its main hub.

There were 21 registered participants for the workshop **with 14 in attendance.** For a full list of registered participants please see Appendix 1.

Imagining a prosperous Baie Verte Peninsula

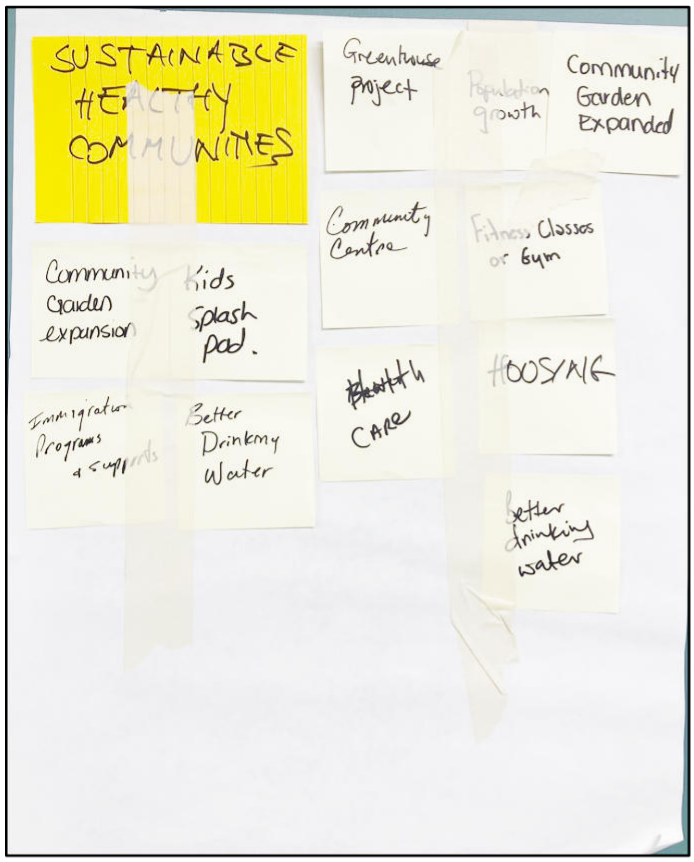
In order to help determine the development priorities that need to be addressed in the region, the participants worked on a guiding statement for the day that described what the region could be in 2031.

They arrived at the guiding statement as they explored various aspects of the region they would like to see thrive. Those included improved access to education, jobs and business growth, development of regional infrastructure and support systems, support for sustainable and healthy communities and for development of tourism, culture and recreation strategy and amenities.

The participants acknowledged that the mining industry is the economic driver during the boom times, but also pointed out that it required other aspects of economic development in order to even out the differences within the boom and bust cycle and help mitigate the negative social aspects of the rapidly developing mining sector. See figure 1 for the details and categories participants identified.

GUIDING STATEMENT: **In 2031, The Baie Verte Peninsula will be a sustainable, healthy region with education and business growth driving tourism, culture and recreation through regional infrastructure and support systems.**

Figure 1: Things we want to see in our region in 2031









Identifying barriers

Identifying barriers to greater regional prosperity is a crucial aspect of the planning and engagement process. Working together, the participants identified seven categories of barriers they face when it comes to building a more prosperous region. The seven categories were: the worst of us, economics and infrastructure, governance, demographics, regional behaviour, communications, and funding. For the full list of barriers the participants identified in the workshop see figure 2.

The participants identified communications and funding barriers and tourism, culture and recreation opportunities as two areas they wanted to focus on addressing. The participants felt that they had measurable control over how the region communicates and engages with the funding opportunities and they also felt they had a solid base to work on developing projects around tourism given previous work that was done in that area over the years.

In figure 2, the red dots indicate the importance of a particular obstacle and the stickers with dinosaurs indicate willingness to put time and effort into addressing a specific obstacle.

Figure 2: Things that stand in the way of a more prosperous region



Note on Figure 2: Some participants chose to vote on a specific barrier rather than a whole category. The votes were tallied based on the categories, but we also preserved the original voting pattern where the dots indicate the importance of a category or a specific barrier and the photo stickers indicate willingness to personally engage on an issue.

Figure 2: Things that stand in the way of a more prosperous region







Project development discussion

Participants worked in two groups on identifying potential projects that would address key development barriers and opportunities in the region.

Out of that brainstorming conversation came several possible projects (see figure 3) and each group eventually chose to further develop the most promising project on their list.

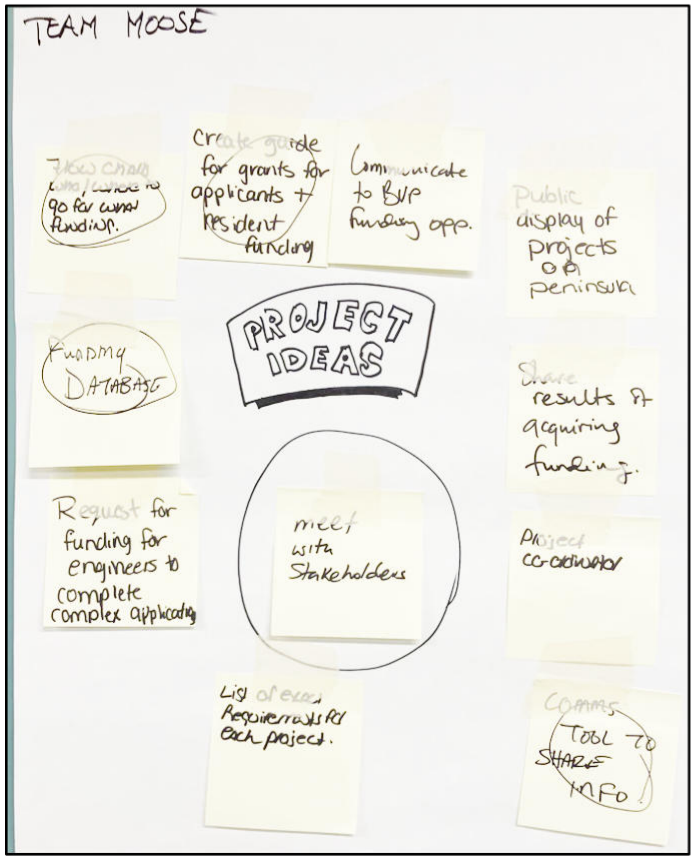
The first group (Team Moose) focused on developing a project that would improve regional communications and create a regional approach to developing funding opportunities and development strategies that are relevant and beneficial to the entire region.

The second group (Team Whale) focused on developing an integrated tourism project that will eventually result in an international geo-park designation for the region .

Each team engaged in a preliminary asset mapping exercise to help them determine some of the existing resources that could be used for their projects. Those assets were grouped in seven different categories: people, place, partnerships, economic, institutional, cultural, and digital (figure 4).

Following the asset mapping, the teams developed a project plan for the next 90 days and members of the team volunteered for the project team roles (figure 5).

Figure 3: Project possibilities



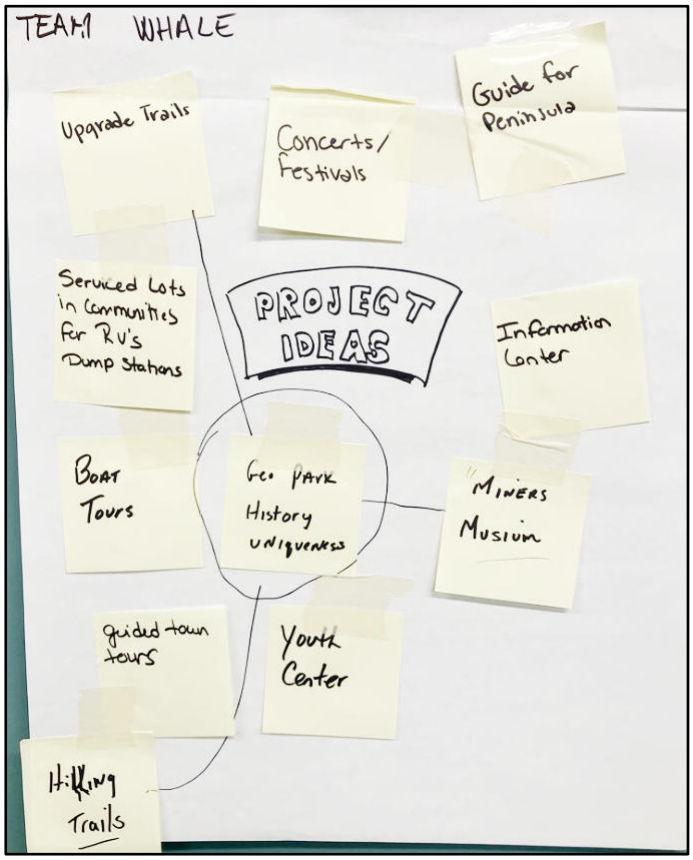
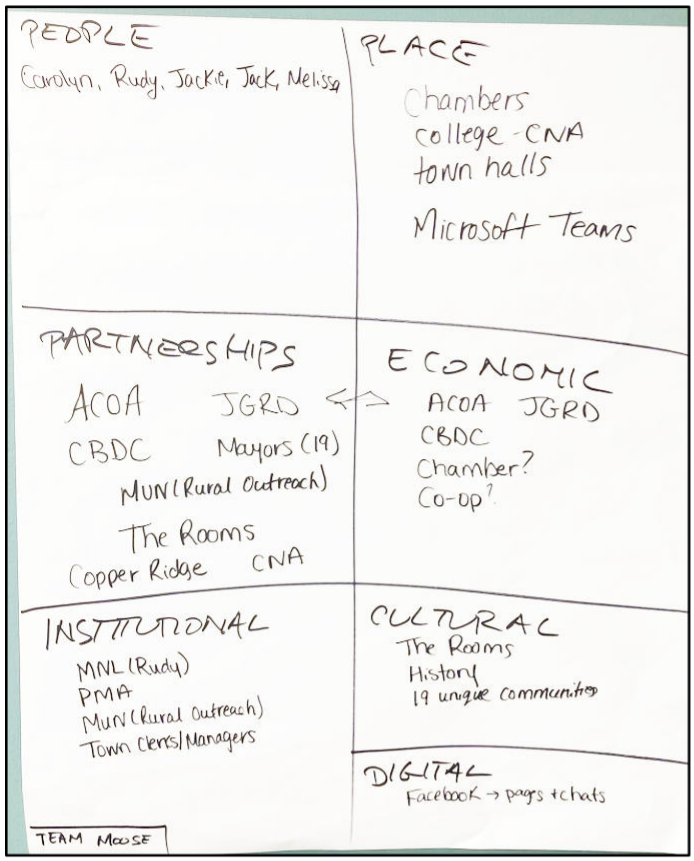
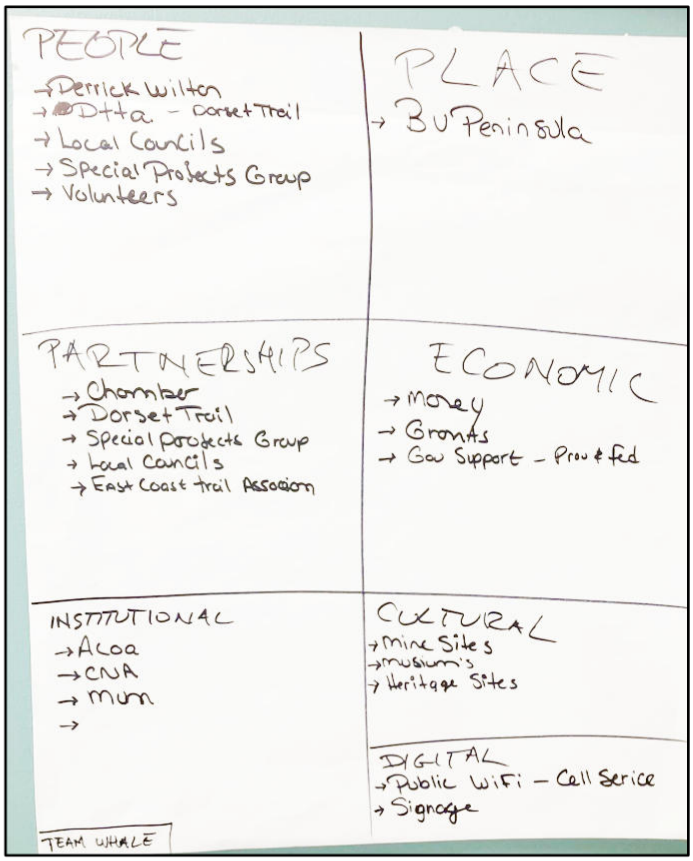


Figure 4: Asset mapping exercise for Team Puffin (Regional Development Team) and Team Starling (East Coast Trail)







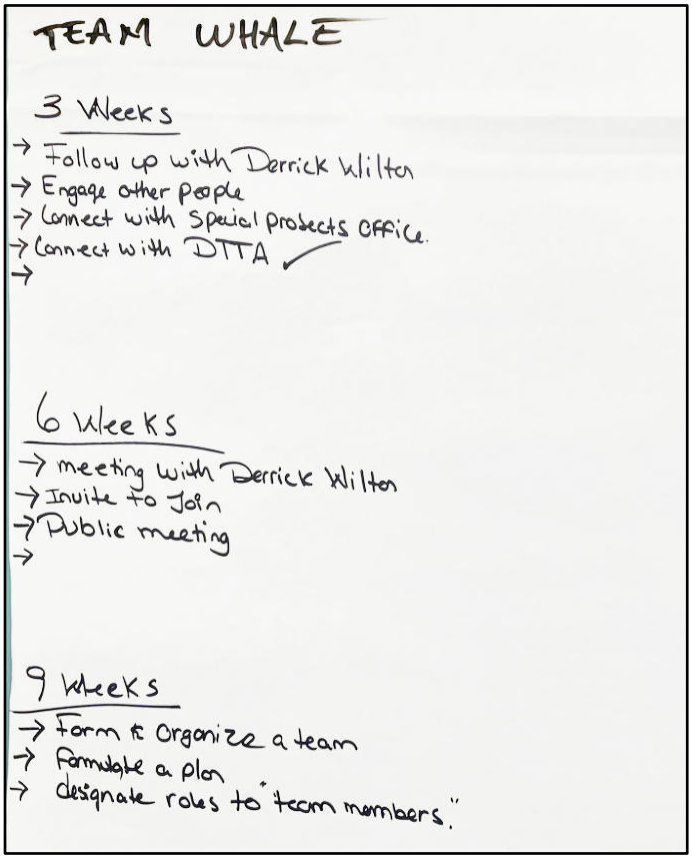
Next steps

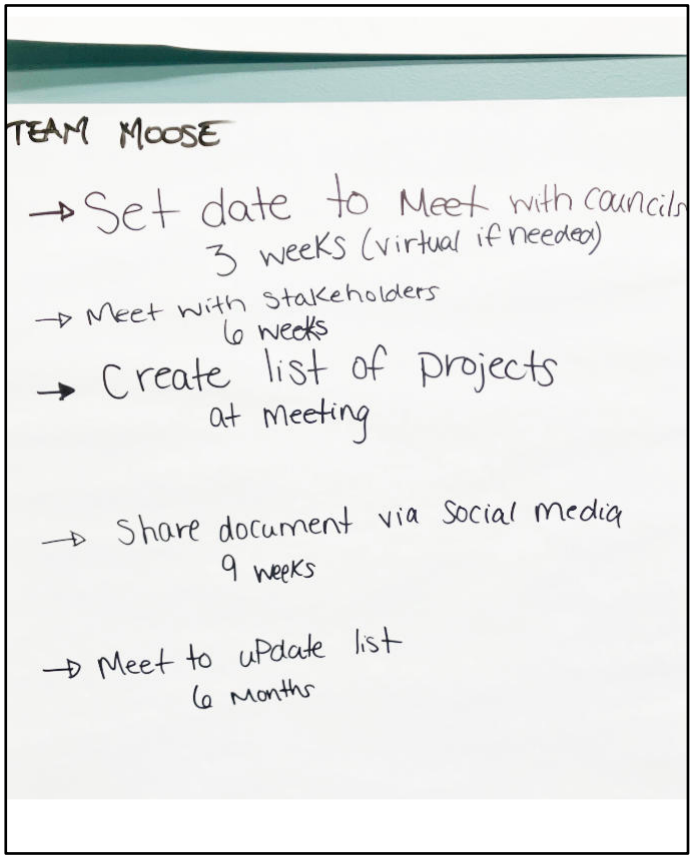
This workshop, following conversations with individual municipalities, is the first step in MNL's Regional Prosperity Partnership (RPP) program.

Following the workshop, an MNL facilitator will provide each team with support as outlined in their working plans. In addition, the RPP program consists of two additional public workshops. The next workshop will help the region reflect on ways they could improve their capacity to work together on regional economic development projects. The last workshop is a part of the project development and implementation and will focus on detailed asset mapping exercise for the region in support of the regional projects they decided to pursue.

The dates for these workshops will be determined in consultation with the project teams.

Figure 5: Next steps for each project





Appendix 1: Workshop agenda

Regional Prosperity Partnership | Municipalities Newfoundland and Labrador

Regional workshop | Baie Verte Peninsula

CNA - Baie Verte | OCTOBER 6, 2026

Agenda

8:30-9:00
Welcomes and Introductions

9:00-10:15
Imagining a prosperous region

10:15-10:30
Coffee Break

10:30-12:00
Identifying priorities we need to address

12:00-13:00
Lunch

13:00-15:00
Identifying regional project(s) and available project assets

15:00-15:15
Coffee break

15:15-15:45
Building project team(s) and identifying the next step

15:45-15:55
Closing and next steps

15:55-16:00
Goodbyes

Appendix 2: Workshop registrants

Name (first and last)	Role/Title	Community
Jack Dzerounian	Mayor	Fleur De Lys
Melissa Perry	Town Clerk	Brent's Cove
Kim Morey	Tourism Association Chair	La Scie
Kira Rideout	Mayor	Pacquet
Scott Dawe	Dev. Officer	Central NL
Kira Rideout	Mayor	Pacquet
Craig Lewis	Natural Born Citizen	Fleur de Lys
Brianna Sacrey	Administrative Assistant -	Baie Verte
Larry Pinksen	Chairman LSD of Wild Cov	Wild Cove
Jacqueline Dzerounian	Councillor	Fleur De Lys
Rodney Walsh	Councilor	Fleur de lys
Carolyn Greenham	CDBC Board member	Ming's Bight
Roddie Walsh	Councillor	Fleur De Lys
Kevin Winsor	Deputy mayor	Burlington
Amanda Mitchell	Town Clerk	Burlington
Alonzo Saunders	COUNCILLOR	Burlington
Bobby Welshman	Councilor	Burlington
Craig Furey	Chairperson - Baie Verte P	Baie Verte
ASHLEY WARD	MAYOR	LA SCIE
Scott Dawe	Economic Dev. Officer	ACOA
Barry Barrett	Business Owner	Baie Verte

Appendix 3: Project Teams

Team Moose

Melissa Perry	Town Clerk	Brent's Cove
Carolyn Greenham	CDBC Board member	Ming's Bight
Jack Dzerounian	Mayor	Fleur De Lys
Jacqueline Dzerounian	Councillor	Fleur De Lys
Rudy Norman	Mayor	Burlington

Team Whale

Kira Rideout	Mayor	Pacquet
Larry Pinksen	Chairman LSD of Wild Cove	Wild Cove
Roddie Walsh	Councillor	Fleur De Lys
Kevin Winsor	Deputy mayor	Burlington
Carolyn Greenham	CDBC Board member	Ming's Bight
Jack Dzerounian	Mayor	Fleur De Lys
Jacqueline Dzerounian	Councillor	Fleur De Lys