



## MUNICIPALITY OF CALVIN

1355 Peddlers Dr, Mattawa, ON P0H 1V0

Tel: 705-744-2700

Fax: 705-744-0309

clerk@calvintownship.ca



### Delegation Request Form

To speak at our Council meeting, you must complete this form. Upon receipt of this form, the Clerk will confirm your delegation and provide instructions on how to participate.

The requests to appear before Council must be received in writing by the Clerk NO LATER than 12:00 noon of the THURSDAY immediately preceding the scheduled Council meeting. Only one spokesperson per organization shall speak on behalf of the group at the delegation to Council.

**Name & Organization:** \_\_\_\_\_ Area Economic Development Committee

**Address:** \_\_\_\_\_ 350 Main Street, c/o P.O. Box 250, Mattawa, ON, P0H 1V0

**Email Address:** \_\_\_\_\_ vmb@belterworks.com

**Contact Telephone:** \_\_\_\_\_ 705-498-2129

**Date of Meeting you are requesting for the delegation:** \_\_\_\_\_ April 24, 2025 (If not possible, then May 20, 2025)

**Please state the purpose of the delegation: (Please attach Presentation if one will be given to Council)**

Vision: To position the Mattawa region as a thriving economic hub by supporting local businesses, fostering entrepreneurship, and enhancing regional collaboration.

Mission: To provide tailored business advisory services, attract investment, promote local enterprises, and enhance workforce development opportunities to drive long-term economic prosperity.

To ensure the success and longevity of the MABTDG, we humbly ask for the following municipal funding commitments, based on the 2021 Canada Census and based on a per capita model, ensuring fair and proportional investment in the region's economic development. These funds will be used to:

• Establish and operate the MABTDG.

• Implement key economic development initiatives, including business retention and attraction

• Support tourism and workforce expansion programs.

• Facilitate business mentorship, networking, and training programs.

• Apply for and leverage additional federal and provincial grants.

RECEIVED  
APR 22 2025  
@ 11:45am  
B.

# Mattawa Area Business & Tourism Development Organization (MABTDO)

## Executive Business Plan

### Presented to:

- Municipality of Calvin
- Municipality of Mattawa
- Municipality of Mattawan
- Municipality of Papineau-Cameron

**Prepared by Committee Members:** Gib Wood, Mark Wilkins, Catherine Taylor, Sheldon Crawford, Yura Monestime, Joel Arndt, Grant Browning, James O'Hare, Michelle Lahaie, Dave Thibault, and Vala Monestime Belter

**Date:** April 17, 2025

---

## About the Mattawa Area Business & Tourism Development Organization (MABTDO)

The Mattawa Area Business & Tourism Development Organization is a newly formed **non-profit corporation** (in process) created to foster economic growth, support local businesses, support tourism growth, enhance healthcare infrastructure, and attract new investments across the region. This five-year funding proposal outlines our strategic plan to drive sustainable economic development through coordinated business support services, workforce development, tourism promotion, and regional collaboration.

**MABTDO** will operate as a member of the **North Bay District Chamber of Commerce** to enhance regional connections and increase access to broader business networks and resources.

The board is composed of individuals with extensive experience in all aspects of business—large and small—across North America and Europe, including private enterprises, non-profit leadership, retail, commercial ventures, and healthcare administration. We plan to have a Main Street office in Mattawa.

To deliver on our mandate, we will:

- **Hire a full-time Economic Development Person (EDP)** to lead all programs and initiatives.



- **Employ 1–2 recent graduates** from recognized business and marketing programs to work under the EDP, bringing fresh ideas and technical skills to support local businesses.

We are committed to providing direct value to area businesses through:

- **A minimum of 12 hours per year of free, hands-on business support** (advisory sessions, grant-writing help, digital marketing guidance, etc.)
- **Free access to shared boardroom space** and virtual-enabled meeting tools.
- **Support with marketing materials**, grant application development, and other operational assistance.
- **A minimum of 4 hours per year of free, hands-on support to the taxpayers** of the four communities in help with navigating government forms when the intent aligns with our community development vision i.e., assistance with zoning applications, etc.

To ensure full transparency, we will provide **quarterly and annual reports** on activities, outcomes, and future plans to all funding municipalities.

We are seeking a **five-year funding commitment** from each municipality to ensure long-term stability and impactful execution of this initiative. A prompt response is requested to allow the **MABTDO** to take advantage of current provincial and federal funding opportunities, many of which require local matching contributions.

---

## Vision & Mission

**Vision:** To position the Mattawa region as a thriving economic hub by supporting local businesses, fostering entrepreneurship, and enhancing regional collaboration.

**Mission:** To provide tailored business advisory services, attract investment, promote local enterprises, and enhance workforce development opportunities to drive long-term economic prosperity.

---

## Strategic Goals

### 1. **Grow Local Business & Tourism**

Support small business expansion, host seasonal markets and innovation nights, and strengthen tourism branding and infrastructure. Promote the Mattawa Area as a destination through marketing, events, and local ambassador programs.

### 2. **Expand Healthcare & Workforce Development**

Collaborate with healthcare recruitment initiatives, establish community welcome programs, and expand local job placements and youth mentorship programs.

3. **Improve Infrastructure & Regional Collaboration**

Advocate for high-speed internet access, enhance community connectivity, and foster partnerships with neighboring municipalities and regional stakeholders.

4. **Advance Property & Community Development**

Map and promote available land and properties, incentivize residential and commercial projects, and collaborate with investors for future growth.

5. **Enhance Business Support Services**

Operate a Business Support & Advisory Office offering mentorship, training, funding guidance, and resources for entrepreneurs, while supporting co-working spaces, youth programs, and incubator initiatives.

6. **Develop Long-Term Innovation Projects**

Explore future ideas such as a local media and creative studio, advanced health diagnostics center, and regional research collaboration with Canadore College and industry leaders.

---

## Funding Request & Commitment

To ensure the success and longevity of the **MABTDO**, we humbly ask for the following municipal funding commitments, based on the 2021 Canada Census and based on a per capita model, ensuring fair and proportional investment in the region's economic development. These funds will be used to:

- Establish and operate the **MABTDO**.
- Implement key economic development initiatives, including business retention and attraction.
- Support tourism and workforce expansion programs.
- Facilitate business mentorship, networking, and training programs.
- Apply for and leverage additional federal and provincial grants.

Annual Per Capita Funding Model	Approximate Population (2021)	Per Resident	Per Year	5 Year Commitment
Calvin	557	30	\$16,710	\$83,550
Mattawa	1881	30	\$56,430	\$282,150
Mattawan	153	30	\$4,590	\$22,950
Papineau-Cameron	982	30	\$29,460	\$147,300
<b>TOTALS</b>	<b>3573</b>	<b>30</b>	<b>\$107,190</b>	<b>\$535,950</b>

We respectfully ask for a **five-year funding commitment** to support the stability and success of this regional initiative. As stated, **a timely response is appreciated**, as several provincial and federal funding opportunities are currently available and may be time sensitive. Early commitments will position the Mattawa region to leverage matching contributions and secure broader support.

---

## Projected Impact & Key Performance Indicators (KPIs)

Over the five-year period, we anticipate measurable economic improvements, including:

- **5% annual growth** in local business establishments.
- **Increased employment** through workforce development programs.
- **Three new regional events** launched to boost tourism and business engagement.
- **\$2 million+ in external grants** secured for regional development initiatives.
- **Expansion of high-speed internet coverage** to underserved areas.

## Implementation Plan

### Phase 1 (Year 1):

- Establish the Business Development Office and hire key personnel
- Develop business advisory programs and launch marketing initiatives.
- Begin municipal collaboration for regional branding and infrastructure.

### Phase 2 (Years 2-3):

- Expand workforce development and business mentorship programs.
- Increase tourism-related investments and events.
- Strengthen partnerships with provincial and federal agencies.

### Phase 3 (Years 4-5):

- Annually and comparatively, measure impact and refine strategic initiatives based on data.
- Expand funding sources and ensure program sustainability.
- Develop a long-term economic roadmap for continued growth.

---

## Accountability & Reporting

We are committed to full transparency with our municipal funders. Our reporting structure includes:

- **Quarterly Reports:** Key achievements, financial updates, and upcoming plans.
  - **Annual Reports:** Comprehensive performance review, financial statements, and strategic objectives.
  - **Public Engagement:** Regular updates through town hall meetings, e-newsletters, and digital platforms.
-



## Expected Economic Impact

By investing in regional economic development, we anticipate:

- A 5% annual increase in local businesses.
- A 5% annual boost in tourism.
- Creation of new employment opportunities.
- Strengthened infrastructure and regional collaboration.
- Attraction of private sector investments.

## Projected Return on Investment (ROI)

If a municipality invests **\$20,000 per year**, over five years (**\$100,000 total**):

- **Low-end ROI:** \$575,000 in economic benefit
- **High-end ROI:** \$925,000 in economic benefit

These projections are conservative and based on studies from organizations such as **FedNor**, **NOHFC**, and **Community Futures Development Corporations (CFDCs)**, which routinely track economic multipliers in rural development.

ROI Category	Estimated Return per \$1 Invested	Description
Business Growth	\$1.50–\$2.00	Increased local business activity and spending
Job Creation & Retention	\$0.75–\$1.25	Growth in employment, income taxes, and retention of skilled workers
Tourism Spending	\$1.00–\$2.00	Visitor spending in accommodations, retail, and services
External Grant Leveraging	\$2.00–\$3.00	Access to matching federal and provincial funds
Property Development & Tax Revenue	\$0.50–\$1.00	Increased tax base from new or improved properties
<b>Total Projected ROI</b>	<b>\$5.75–\$9.25</b>	Estimated overall economic return per \$1 municipal investment

---

## Next Steps

We seek a five-year funding commitment from each municipality to ensure stability and long-term impact. We welcome the opportunity to present this plan in person and discuss potential partnership opportunities.

We appreciate your consideration and look forward to working together to build a stronger regional economy.

---

## Contact Information:

### **MABTDO**

#### **Mattawa Area Business & Tourism Development Organization**

##### **Gib Wood, Chair**

[gibw@spenergycertified.com](mailto:gibw@spenergycertified.com)

1-519-589-2442

##### **Vala Monestime Belter, Vice-Chair & Treasurer**

1-705-498-2129

[vmb@belterworks.com](mailto:vmb@belterworks.com)