



BEAUSEJOUR BROKENHEAD OPEN FOR BUSINESS



www.OurHomeYourHome.ca



Who We Are?

The Beausejour Brokenhead Development Corporation (BBDC) is comprised of a board with representation from local municipal councils for Beausejour and Brokenhead, the business community and members at large in the community. There is also a Marketing Director and Administration Officer for the organization. BBDC is locally based organization that facilitates, develops, and implements the creation of an economic, social and sustainable environment to promote our community as the best place to live and to do business. One of BBDC's major objectives for developing business growth strategy is to identify the needs, concerns and opportunities of existing local businesses in order that, where appropriate, local action can be taken to respond to the business' needs or development opportunities.

Mission

BBDC is a community-based, non - profit organization that facilitates and promotes community economic development to enhance community growth and the quality of life for Beausejour - Brokenhead.

Vision

The Beausejour Brokenhead region will be a viable, sustainable, strong, family oriented region. It is the hub of the Eastern Region. It provides housing, education and services for all ages, including a new wellness centre and expanded health facilities. It will grow a business sector that combines chain and locally owned businesses and will expand industry (processing) that builds on the strengths of the region.



Key Factors to Grow:

- Prime Location at Highway 44 - only 40 min from the City of Winnipeg
- Business Hub for North Eastman Region
- Trade Zone (North Eastman Region)– 32,683 population
- A favourable business environment, including competitive office and land costs, reasonable construction cost and affordable taxes.
- Diversified Labour Force
- Favourable cost of living – lowest utilities cost in North America

Five Year Economic Development Plan

At the heart of North Eastman Region lies Beausejour, town it is well known as a place with atmosphere in which business can succeed. The economy diversification provides an extremely stable and positive environment to grow locally, nationally and internationally.

Beausejour Brokenhead Development Corporation (BBDC) has conducted a Regional Economic Assessment Process (REAP) Report in 2012 (and 2014) and has established an economic development strategy focused on significant economic growth. BBDC Economic Development Strategy builds on Beausejour & Brokenhead Region’s existing competitive advantages and concentrates on 5 target sectors and 5 Strategic Objectives.

Major Objectives	Major Deliverables
<ul style="list-style-type: none"> • Provide more skilled labour force locally trained • Attract more businesses to the area • Developed more commercial space in the area • Increase local employment • Provide more affordable housing options for the senior community • Renew and Upgrade Infrastructure 	<ul style="list-style-type: none"> • In 5 years to open a new Eastman Vocational School –skilled labour supply • In 5 years to complete the New Industrial Park – (24 lots) • In 5 years to build 50,000 sq ft of retail space • In 5 years to increase 10 % in value added jobs • In 5 years to complete an affordable housing project – 24 units • In 5 years to revitalize and to reconstruct Park Avenue

Vision for Success

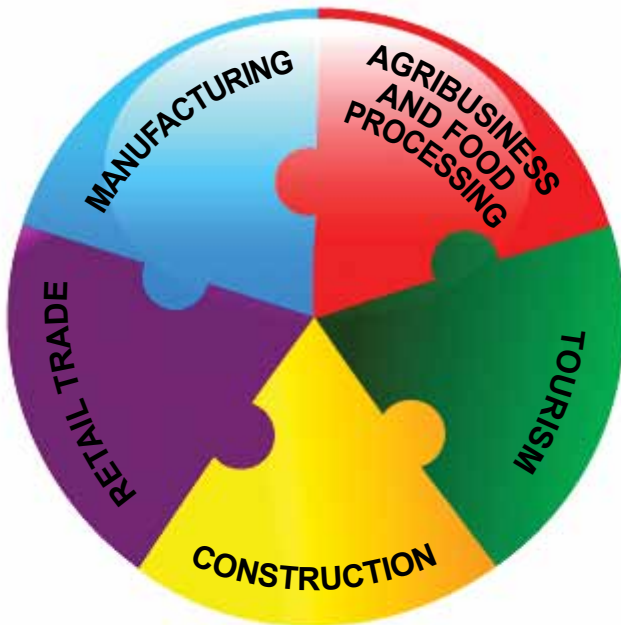
Beausejour & Brokenhead:

A unique place to achieve **both** business and personal goals.

A place where the business community helps you to grow.

A place where everyone (business, civic, political leaders) is working together to enhance economic development.

The Targeted Sectors



Goals, Strategic Priorities and Target Sectors

Goals	<ol style="list-style-type: none"> 1. Aggressive Marketing and Promotion 2. Focus on Economic Development Growth 3. Qualified labour force supply
Strategic Priorities	<ol style="list-style-type: none"> 1. Foreign Direct Investment (FDI) Attraction 2. Industry Attraction and Retention & Growth Strategy 3. Developing Regional Retail Trade 4. Opening an Eastman Vocational Training Centre 5. Tourism Attraction
Target Sectors	<ol style="list-style-type: none"> 1. Manufacturing 2. Agribusiness and Food Processing 3. Tourism 4. Construction 5. Retail Trade

Market Data

Population	8,828
North Eastman Trade Zone	32,683
Household Income	<p>Below \$50,000 - lower than Provincial Average</p> <p>Above \$ 60,000 - higher than Provincial Average</p> <p>Above \$ 100,000 - significantly higher than Provincial Average</p>
Education	<p>North Certified Diploma or degree: 17.2% (MB: 17.2%)</p> <p>High school certificate or equivalent: 24.5% (MB: 25.6%)</p> <p>Apprenticeship or trades certificate or diploma: 19/5% (MB: 10.6%)</p> <p>College, CEGEP or other non-university certificate diploma: 23.2% (MB: 19.3%)</p> <p>University certificate diploma or degree: 15.5% (MB: 27.4%)</p>
Industry Labour Force	Increase number of jobs in the region by 30.12% during last 7 years! (+ 772 more jobs)!
Business Assessment	<p>Over 60% self-employed</p> <p>Over 23% businesses that employ 1 to 4 people in this region</p>

Beausejour & Brokenhead Key Market Facts

Population	<ul style="list-style-type: none"> • The population in Beausejour-Brokenhead has shown the highest level of growth in all North Eastman Region. (38% increase during 1991 and 2013; Manitoba grew by 18.1%) • The largest group of people living in Beausejour and Brokenhead in 2013 was 50 to 54 years-old. The 50 to 75+ age categories are found in higher proportions in this region than provincial average. A strong need for additional health services and appropriate senior housing.
Household Income	<ul style="list-style-type: none"> • There has been a significant increase in the percentage of households with higher incomes in the two highest income brackets since 2005 which is very positive change for the region
Education	<ul style="list-style-type: none"> • The region has higher percentage of people with trades and college education than the provincial averages. • The region has smaller percentage of those with university certificate, diploma, or degree than provincial average • The region is very attractive to businesses needing skilled trades and college level training but less attractive to those businesses requiring post - secondary education
Industry Labour Force	<ul style="list-style-type: none"> • There were increase of 30.1% (+722 jobs) from 2006. During the same time, the number of jobs in Manitoba grew by only 7.5%. Beausejour Brokenhead is a business hub with the high-est increase in labour force in all entire North Eastman Region. • North Eastman Region Trade Zone: Over 60% of the region's 15,064 jobs are within industry sectors: Construction (1849); Healthcare (1709); Education (1296), Public Administration (1142); Agriculture, forestry, fishing (1139); and Other Services (1074).
Business Assessment	<ul style="list-style-type: none"> • There are more self - employed persons and businesses that employ 1 to 4 people in this region than the provincial average, but lower percentage of businesses in all size ranges.

Source: Manitoba Agriculture - Regional Economic Assessment (REAP), 2015
 More Information please visit our Community Profile at www.BBDCbiz.ca

- START,
- PLAN,
- FINANCE,
- MANAGE,
- & GROW...

...YOUR BUSINESS

BBDCbiz.CA



BEAUSEJOUR-BROKENHEAD
DEVELOPMENT CORPORATION

Testimonials

- **Over 30 new businesses have opened in the Beausejour-Brokenhead area during the last four years.**
- **Key franchise chains are welcomed in the area.**
- **Home businesses have doubled during the last five years, from 400 to over 800.**



The town of Beausejour is a great place to operate a business. Our Tim Hortons franchise is successful as it is well supported by the community. We have been able to staff our location with many local team members and both the town and the RM of Brokenhead have been extremely supportive throughout the entire process from conception to reality.

– Scott Johansson

Dollar Tree really enjoys being a part of a community that is always friendly and supportive to our store. We truly value and appreciate all of our customers”



– Dollar Tree Management



We just opened this store in 2013 and we are looking for a bigger space. The demand is beyond our expectations. We have customers from all over the North Eastman Region and Winnipeg. It is a great potential for growth in this region

– Rudie Friesen

Beausejour means a beautiful place to stay and to do business. It is a pro-business welcoming community. Location is a key to success.

– Tegan Jacobs



We opened a business here in 2011 and have received tremendous support from local government. The location is a huge asset. Also, I have excellent support from local producers contributing to our success.

– Don Hodgson

We found the Beausejour Industrial Park a great place set up our business with ready access to all the services we require. It's a great place to build a new business.

– Ray Wentz





- Highway 44 twinned from Winnipeg to Beausejour 50kms.
- Highway 75 twinned to USA Port of Entry 170kms.
- 80km to CentrePort Canada inland port.
- 60kms to Trans Canada Highway No. 1.



- 75kms to Winnipeg James Armstrong Richardson International Airport.
- 50kms to Lac du Bonnet Water Aerodrome.



- 1,465kms to Port of Churchill Arctic Seaport.
- 2,350kms to Vancouver Pacific Port.
- 3,470kms to Halifax Atlantic Port.



- Canadian National Railway and Canadian Pacific Railway lines within 20kms.
- Canadian Pacific Railway spur located in Beausejour.
- 60kms to Canadian National Railway Terminal.

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