

Current initiatives;

1. Community promotion and community group coordination
2. A forestry research and market development initiative
3. Development of a local food map, a community/school garden initiative and Community Supported Agriculture (CSA) program
4. A small business and non-profit training program on marketing and utilizing new technologies
5. Initiative to develop a stronger Tourism destination area
6. Micro-Volunteerism program, training and recognition
7. Youth engagement and entrepreneurship project
8. Engaging Seniors to stay active and involved in the community
9. Exploring options for Community Transportation

ACCOMPLISHMENTS (as of February 2014)

Community Promotion and Coordination

- Strong group of 4 community groups working together on marketing initiatives for the community.
- Working to coordinate efforts amongst community groups.
- Developed a community booth and attended the Halifax Co Exhibition.

- Developed and set-up an online community directory (66 community groups listed) www.musquodoboitvalleyguide.ca
- Collected an email distribution list of over 140 people and developed a newsletter to keep the community informed.
- Researching funds for Community Signs to enhance communication
- Have sent out 6 newsletters via email and to resident's mail boxes.
- Developed website, online event calendar and community directory.
- Working on details to host a "Community Trade Show" in May 2014.

Forestry

- Looking for unique market opportunities for local woodlot owners
- Have approached Conform Ltd. to be partner on initiative
- Looking to complete a basic woodlot inventory
- Hosting sector workshop to bring woodlot owners together
- Small working group of woodlot owners to be established.

Local Food

- Developed a local food map with 11 producers listed.
- Coordinated and operated a local CSA in the summer of 2013 with 5 producers and 5 member buyers.

- Continuing to explore local food projects and hosting workshops (Winter 2014) to explore more options for selling local produce.
- Phase 2 of the MVEC school/community garden upgrade project completed. Beds being used by Splash of Color, Musq Valley Food bank and MVEC Home & School.

Small Business

- In collaboration with Blue Water CBDC we received funding from ACOA and NSLAE to offer small businesses and non-profits a growth and technology training program.
- Developed online directory of 64 small businesses.
- Working on the implementation of business networking events to bring business owners together.
- Hosting sector workshops (Winter 2013) for Artists and crafters as well as Heritage and Cultural initiatives to explore collaboration projects.

Tourism

- Hosted a strategic development workshop February 16th, 2013
- Worked with MVTA to develop first ever tourism travel map for 2013
- Attended SaltScapes Expo with booth promoting the Musquodoboit Valley.
- Local gift and craft shop opened in Middle Musquodoboit.
- Developed a local Outdoor Adventure brochure.

Volunteerism

- Funding from Rural Communities Foundation to develop an online and offline way to match volunteers to volunteering opportunities.
- Gathering information from local groups.
- Looking to promote volunteer opportunities.
- Looking to provide further educational opportunities for groups to learn to better utilize their website, social media and other internet technologies.
- A Volunteer Kitchen party was held in Nov 2013 to show appreciation for volunteers and all that they do.

Youth Project

- A small working group of 5 organizations working collectively to engage youth in discussions.
- Discussions were hosted at the local Junior/High school with youth to find out their ideas for community involvement.
- A survey was done with youth, project ideas being generated and working to initiate a few youth projects.
- Approved for funding to explore entrepreneurship initiatives with youth.
- Researching transit and community recreation ideas brought forward by youth.
- Developed face book page to communicate with youth.
- Working with MRHS to engage youth in community projects and entrepreneurship.

Other

- Hired four local facilitators to work on various projects
- Hired a summer student (Summer 2013)
- Received funding from ESMV Community Health Board to look at Transportation issue.

Vision/Outcomes for the Future

As we continue onto phase 3 of our multiple projects we ultimately envision:

- A clearer Tourism Strategy
- Coordinated promotions of the events, groups, businesses and producers in the Musq Valley
- Active youth involvement in the community
- More food security and supporting local producers
- A coordinated voice to represent the Musq Valley on important issues.
- A Musq Valley brand and logo to be used to promote and sell local products across NS and beyond
- More opportunities for crafters, food producers, woodlot owners and businesses to explore unknown markets for their products or services.

For more information visit

www.musquodoboitvalleyguide.ca

Or contact

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Musquodoboit Valley Planning Committee

The Musquodoboit Valley Planning Committee is a subcommittee of the Middle Musquodoboit Agricultural Society. We are working to educate and empower individuals and groups in the Musquodoboit Valley to work collectively on projects that enhance the self sufficiency and health of our community.

