

Norfolk-Treherne Community Development Corporation (NTCDC)
2024 Annual Report

NTCDC Board met 7 times throughout 2024. The commitment of the volunteers on this non-profit corporation ensures that the mission statement of “promoting and developing both human and natural resources in order to maintain and enhance the economic and social well-being of the residents in the Norfolk-Treherne area.”

Kayla Beam, Community Development Officer, completed the final four training modules offered by Economic Developers Association of Manitoba (EDAM) while attending training in Beausejour and attending the annual conference in Portage. Further networking with others working in similar fields of interest continued to provide insight and resources for new initiatives and ideas within the Municipality of Norfolk Treherne (MNT). By attending the Treherne & District Chamber of Commerce meetings, along with MNT Council Meetings, the CDO continues to be informed of the many opportunities being pursued on a variety of fronts.

A focus for this year was on the value of partnerships and working with the many volunteers who give of their time for the betterment of the communities in MNT. The work of such groups was evident in the first printed publication of the “Reporting Back to the Community” which was distributed through mailbox drops in June. The Little Library book exchange at Central Park was a result of working with the Prairie Spirit Teachers’ Association.

Communication was another priority for the Board. Updates were provided in the

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MNT newsletters and time was invested in updating the Municipal website as it is instrumental in showcasing our assets and potential for businesses. It is also a valuable resource for residents as it highlights details about living here and current events and opportunities. The work has continued to ensure the arrival of digital signs in 2025 to display announcements in the towns of Rathwell and Treherne.

The Strategic Plan data was finalized for MNT and the results compiled and revealed in a document summarizing five key areas and action items relevant to the priorities. NTCDC considers itself to be an advisory body that may choose to make recommendations to the Council on initiatives that align with the Strategic Plan and its mission statement.

The Directors continue to monitor the activities pertaining to the Growth Prosperity Stakeholder’s Group (GPSG) and Boyne Valley Water Initiative (BVWI). Through their representation at these tables, critical issues remain at the forefront of discussion.

Tourism positively influences the economic forefront in many rural communities. Central Manitoba and Travel Manitoba featured the assets and amenities of the local landscapes with the intention of attracting people to visit the area. The Glass Bottle Buildings remain popular, along with the museums, activity options, historic sites and trails that are situated with the Municipality. The opportunity to share information about the area is accomplished through social media channels, distribution of

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brochures (eg. Discovery Centre in Brandon, Runs for Hills Marathon) and displays at events (eg. Home Show in Brandon).

The summer student assisted with organized tours for visitors at the Glass Bottle Buildings and worked on increasing the awareness of places to visit and activities to partake in while in the Municipality as a visitor or resident. The revival of Geocaching was a success as many individuals enjoyed the updating of caches, GPS coordinates and the placement of nine new caches. We have benefited from Manitoba Geocaching Association 's (MBGA) efforts to advance the adventure sport of geocaching through social activities, public education and the promotion of geocaching.

The Farmers' Market also benefitted from the efforts invested by the CDO and summer student to create 9 markets on Thursdays throughout July and August at Cottonwood Park. Local residents and visitors enjoyed the variety of products and contests while also capitalizing on the friendly surroundings to visit and be entertained by local performers.

Vegetables stands extended the availability of fresh produce to local consumers into fall. This was a win-win situation as people could take advantage of the free food and food waste was minimized! Thanks to all those who contributed to sharing their gardening skills and generously sharing their excess to stock the stands.

Nature's Tiger Hills south of Treherne created the landscape for the

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development of a 3 km trail that loops back into town from the staging area near the ball diamond. The path is intended to accommodate its users and be accessible from the staging area near the ball diamond. Funding obtained through a Trails Manitoba grant, municipal support and volunteer time made the project a reality.

The Holiday Light Contest for residents and businesses shed some welcome light during the dark days of December. The 22 participants were awarded prizes with gift cards from local businesses thanks to the monetary contributions of NTCDC, Treherne and District Chamber of Commerce and Community Futures Heartland. Thanks to the 110 participants who voted to determine the winners!

Business Grants continue to be available to new business start-ups, expansions and purchases of existing businesses in MNT. The grant may cover up to a maximum of \$5,000 to cover 50% of costs incurred during the start up or purchasing process. The grant is to be applied for within 12 months of business start-up or change in ownership. Costs must be intangible and specific to that business. Information and /or an application may be obtained through the CDO.

Thank you to the volunteers who served on the NTCDC Board. The Board invites individuals to share ideas and time on initiatives that may be of benefit to residents of Norfolk Treherne. Please contact the CDO at 204-723-2044 EXT #2225 or email cdc@norfolktreherne.ca or any Director to express your interest about fulfill an opening on the Board.