

INTRODUCTION

The Operating Plan provides Western Economic Diversification with insight into the goals, accomplishments and realities of your Community Futures Development Corporation, forms the basis for our funding relationship, and provides an action plan for your CF.

The Operating Plan is based on a multi-year Strategic Plan (normally five-years) with some sections requiring annual updates. All other sections should be updated annually if important changes occur. The performance indicators will need to be updated annually.

The flow is from long-term goals to strategies to short-term activities. Your CF's Strategic Plan sets long-term goals and the Operations Plan gives the short-term strategies to achieve specific accomplishments for the current year. The operating plan is submitted annually.

Please note that although you can use your own format as long as the information required is presented in an understandable manner and the linkages are made to the strategies and goals, it is preferable that you use the template format (Attachment "E") to lay out your plan for the coming year.

ORGANIZATION

1.0 BASIC INFORMATION (ANNUAL)

1.1 Basic Information:

CF Legal Name: White Horse Plains Community Futures Development Corporation

O/A: Community Futures White Horse Plains

Mailing Address: 56 Royal Road North, Portage la Prairie, Manitoba, R1N 1V1

Location Address: 56 Royal Road North, Portage la Prairie, Manitoba, R1N 1V1

Phone Number: (204) 856-5000

Fax Number: (204) 856-5006

E-Mail:

General email address: info@whpcfcd.ca

Manager's email address: ron@whpcfcd.ca

Chairperson's contact information, including email address:

Mr. James A. Knight

Mailing Address: 56 Royal Road N., Portage la Prairie, Manitoba R1N 1V1

Location Address: 56 Royal Road N., Portage la Prairie, Manitoba R1N 1V1

Phone Number: (204) 274-2104

Fax Number: (204) 856-5006

E-mail address:

Web site: www.whpcfcd.ca

1.2 List of Staff (ANNUAL - please use existing phone lists if possible)

Name: Ronald (Ron) N. Roteliuk

Position: Executive Director

Phone Number: (204) 856-5001

72% covered by WD core funding

Name: Paul Warthe

Position: Research and Business Analyst

Phone Number: (204) 856-5005

72% covered by WD core funding

Name: Bryan Spencer
Position: Business and Project Manager
Phone Number: (204) 856-5007
72% covered by WD core funding

Name: Jacki Hutlet
Position: Administration and Finance
Phone Number: (204) 856-5000
72% covered by WD core funding

1.3 Board of Directors (ANNUAL)

James A. Knight, Chair	RM of Portage la Prairie, Community Representative
Roger Poitras, Vice Chair	RM of St. Francois Xavier, Reeve
William Alford, Secretary/Treas.	RM of Portage la Prairie, Councilor
Gilles Chabot	RM of Cartier, Community Representative
Gerry Duclos	RM of St. Francois Xavier, Community representative
Marshall Piper	RM of Cartier, Councilor
Dave White	RM of Headingley, Community representative
Ian Ruth	RM of Headingley, Councilor

2.0 DESCRIPTION OF ORGANIZATION

2.1 Please provide information on how your organization is structured and operates:

White Horse Plains CFDC is governed by a board of directors consisting of two representatives from each of the constituent municipalities in the White Horse Plains area. One representative is appointed directly from each council, ensuring accountability to the local municipal authority. Each council then has the opportunity of appointing a "citizen at large" representative from their municipality, based on interest or expertise. This helps ensure accountability to the community at large.

The board is then responsible for hiring an executive director, who in turn is responsible for hiring support staff to carry out the day-to-day operations of the organization. The board has partnered with the regional development corporation, Central Plains Inc., to provide management, administrative and program staff.

The main office for White Horse Plains CFDC is located in the city of Portage la Prairie, Manitoba. The corporation also maintains a satellite office in the community of St. Francois Xavier. The satellite office is located in the Rural Municipal offices. The office is staffed one day per week with client meetings are held in the satellite office when required.

White Horse Plains CFDC has partnered with a number of community and government agencies. They are working in conjunction with the local office of Manitoba Competitiveness, Training, and Trade to help provide leadership to the Self Employment program. They are assisting local municipalities with the development of their industrial parks. The organization is also involved with the various Chambers of Commerce in the municipalities it serves. This latter involvement gives rise to opportunities to both gain feedback on the needs of the communities and present reports on the corporation's activities within the communities.

The Corporation's Annual Report is made available to the general public in our office and on our web site. It is mailed out to the councils and municipal offices which White Horse Plains serves. It is also available at appropriate events, trade shows, etc.

WHP CFDC also does work on behalf of Central Plains Inc. for which it receives remuneration.

The services offered by WHP Community Futures include:

- Support the creation and expansion of SME's
- Support economic diversification within the area
- Offer technical and advisory services to SME's
- Maintain and create new employment
- Marketing and promotion of small business
- Assistance in community development
- Strategic community planning
- Business plan development
- Demographic information
- Site selection assistance
- Video Conferencing facilities
- Community Internet Access site
- Business information lending library
- Investment funds
- Information on alternate sources of financing
- Client-specific training
- Feasibility study assistance
- Web site support for constituent municipalities
- Regional representation at various trade shows
- Application to other federal and provincial government programs

2.2 Please provide your CF's policies (required once only every five years unless there are changes) related to:

Investment fund management, Conflict of Interest, Board of Directors

The investment fund management policy is provided in a separate document. The conflict of interest and Board of Director policies are part of the corporation's by-laws, a copy of which is also attached.

2.3 Please provide a description of your CF's service area including:

Demographic Information (based on 2001 Census)

The White Horse Plains CFDC includes the Rural Municipalities of Cartier, Headingley, Portage la Prairie, and St. Francois Xavier.

- Population: 12,835 in 3,125 families
- Median age: 35.8 years
- Aboriginal Population: 1,050
- Major Occupation: Primary Industry (agriculture)
- Highest Average Education attained: High school
- Average household income: \$60,000
- Home owners: 87% own their home

Strengths

- Strong, diversified agricultural base
- Good rural "work ethic"
- Excellent transportation infrastructure (Trans-Canada highway, two main-line rail, airport)
- Good community infrastructure (water, sewer, gas, electricity, education, recreation, culture, etc.)
- Good technology infrastructure (communications, internet, etc.)

Weaknesses

- Close proximity to Winnipeg, which results in a drain of young people, resources, etc.
- Lack of post-secondary education facilities and general opportunities for young people
- Lack of secondary manufacturing and processing facilities
- No regional vision and problems with cooperation among communities
- Relatively small population base.

Opportunities

- Secondary processing of agricultural products and by-products.
- High technology initiatives utilizing fibre optic communications capabilities and resources of places like Southport Centre, including call centres, advanced education facilities, etc.
- Health care opportunities based on aging population issues and the need for facilities for housing and care.
- Tourism initiatives based on factors such as the close proximity to Winnipeg, Trans-Canada highway, etc.
- New technology initiatives, utilizing resources in the area such as the Food Development Centre, etc.

Threats

- Agricultural conditions. Because the region is still heavily dependent on agriculture, the economy is being impacted by such things as BSE, poultry issues, hog prices, etc.
- Volunteer burnout. Most economic development initiatives are dependent on a small core group of volunteers
- Changing government policies
- Youth out-migration which impacts on loss of skills in the area, etc.
- Reduction in program funding and government support

2.4 Community Accountability

Please address the following indicators: (as agreed to by WD and all Network Partners)

Community accountability has always played a significant role in the White Horse Plains organization.

This accountability begins with the composition of the Board of Directors. Each of the four municipalities which WHP serves has appointed a municipal councilor and a citizen representative to the Board. They are expected to act as a link between the organization and the community they represent. Corporate information is to be disseminated to the councils and communities through them while they are to bring forth information, concerns and needs of the councils and communities to the organization.

A second way public accountability is conducted is through the corporation web site. The annual reports are now being posted. These reports contain the usual reports on activities and performance as well as the corporation's Operations Plan for the upcoming year and the By-laws of the corporation. In addition to being in the Annual Report, a list the Board of Directors is posted on the corporation's web site.

Community Futures White Horse Plains is unique in that it is managed through contract with Central Plains Inc., a Manitoba Regional Development corporation. This arrangement allows for further scrutinizing of the organization by the Board of Central Plains Inc. The CPI Board is itself comprised of municipal councilors, liaison members of the Manitoba government, and other organizations and corporations.

This unique management arrangement also involves a cross-board representation, whereby one municipal representative serves as a director on both Boards. This arrangement helps insure the integrity of the organization.

The annual meeting is not currently open to the public.

3.0 VISION

3.1 Mission, Vision, and Strategic goals

Mission Statement:

The White Horse Plains Community Futures Development Corporation will endeavor to enhance the social and economic quality of life by bringing together and cooperating with all appropriate stakeholders in supporting, developing, and promoting communities, individuals, organizations and businesses within the White Horse Plains region of Manitoba.

Strategic Goals:

The White Horse Plains CFDC has set for itself the following as its strategic goals and key focus areas:

1. To operate exclusively as a non-profit Corporation; to administer and employ its property, assets and rights for the sole purpose of promoting or aiding in the promotion and development of the economic activity and adjustment measures within the White Horse Plains Region.

2. To encourage, support and advance employment through community economic development in the White Horse Plains Region.
3. To assist in the development and expansion of local business ventures in the White Horse Plains Region.
4. To encourage, support and advance employment through human resource and employment adjustments.
5. To develop and maintain a clear sense of its mission and strategic goals through systematic planning and research and to ensure that there is continuous updating of all plans and goals.
6. To maintain a strong commitment to community accountability elements and how the Corporation must actively relate to their member communities through:
 - a. Planning: The organization's vision, strategic, and operational plans are fundamentally driven by its communities' needs and realities.
 - b. Programs and services: the programs and services are designed and delivered in a manner which meets the communities' needs and creates self reliance and the capacity to manage change.
 - c. Governance: the organization will be governed by the communities through a system which is effective, equitable, and representative of the developmental interests and needs of the communities.
 - d. Communication: the organization will maintain a highly visible profile and will regularly and clearly communicate its plans, activities, and results to the White Horse Plains region's communities.
 - e. Partnerships: the organization will work through partnerships in order to strengthen the impact of its community development activities, streamline access to services, and contribute to cost effectiveness.
 - f. Assessment: the organization will regularly assess and communicate the impact of its activities on the life of the member community.

4.0 ACCOMPLISHMENTS FOR PREVIOUS FISCAL YEAR

4.1 Review of previous 12-month activities.

Provided in a separate document.

4.2 Please describe your CF's community involvement for the previous fiscal year i.e. 2007/2008.

Community Futures White Horse Plains has been involved with various community activities in the 2007-08 year. These have ranged from consulting roles to full-fledged project leadership and management.

Two examples closer to the consulting role include the St. Francois Xavier Day Care and the joint Rural Municipality and City of Portage la Prairie recreational multiplex.

The St. Francois Xavier Day Care received assistance with a community needs assessment, site selection, infrastructure needs identification, funding application assistance and business case preparation. This included a town meeting and survey development and analysis.

Committee representatives from the Portage la Prairie multiplex committee received path finding assistance when they began their investigations into the development of a new multiplex facility.

Three larger projects where the CF leadership and management capabilities are being utilized include a regional Internet Broadband program, a regional water study, and a regional marketing program.

WHP is working in partnership with Central Plains Inc. and Community Futures Heartland to establish an Internet Broadband network within the region. An assessment of the need was completed, an application for infrastructure funding submitted to a joint federal-provincial program, an RFP developed and a service provider was chosen. The infrastructure is currently being constructed with WHP assisting in the financial management of the project.

A regional water study was begun to assist the region in evaluating its water resources. This is being done to help the region with its economic planning. Once again, WHP is working to manage the project finances.

A regional marketing program is also underway to assist in the attraction of foreign investment. Surveys have been conducted, focus groups have been held, other primary and secondary data are currently being gathered. This will lead to the development of a new web site and new print material which will be used in conjunction with business cases to identify and attract the most likely foreign investors to the region.

5.0 CORE SERVICES, OBJECTIVES, PRIORITIES & ACTIVITIES FOR THE NEXT FISCAL YEAR (ANNUAL PLAN)

5.1 For each of your CF's strategic goals, please identify the objectives (strategies to achieve goals) and supporting activities (short term projects) in columns 3, 4, 5 of Attachment "E".

5.2 Inclusivity

Because community economic development promotes the inclusion and participation of all community members fully and effectively in the local economy, it is important to ensure that the CF program be accessible to the entire community.

White Horse Plains CFDC has historically aimed at providing its services to all groups within its region. They have participated in visioning sessions, planning sessions, and community roundtables, for First Nations communities, youth, women, and the disabled. The corporation has jointly funded both aboriginal and Métis clients with Métis and aboriginal loan programs offered through other organizations.

WHP CFDC plans on continuing to provide these services throughout the 2008-09 program year and beyond.

5.3 Please describe any strategies/activities that your CF may employ to support the social economy and social economy enterprises. (*"This is optional, however if your CF intends to provide support to social enterprise development, please describe."*)

6.0 PERFORMANCE INDICATORS (ANNUAL)

6.1 Performance target/budget information is required for the coming fiscal year for the following 14 indicators:

PERFORMANCE TARGET ACTIVITY	Targets for 2008-2009
# Activities improving leadership and/or expertise	10
# Instances facilitating community involvement	10
# Partnerships developed/maintained	200
# Advisory services provided to clients *	500 (* + ** = min. 116)
# Training sessions delivered	30
# Clients trained **	75
# Total volunteers	35
# Total hours committed by volunteers	950
# Loans approved - Please note # of EDP loans separately	5 non-EDP, 1 EDP (min. 6)
\$ Loans approved - Please note \$Value of EDP loans separately	\$175,000 non-EDP, \$25,000 EDP (min. \$200k)
# Instances of increased community stability	5
# Instances of increased capacity in community organizations	5
# Jobs created/maintained/expanded	225
# Enhanced community services or facilities	5

Once agreed to by the CFDC and WD Officer, the targets for the 14 indicators must be entered into the Performance Measurement Tool (PMT). In order to do this, please log into the WD PMT; open the WD PMT, and create a 'New Target'/'New Budget' report for this time period. Note that all information must be entered manually.

Your performance targets will only be accepted if they have been entered into the PMT. Therefore, you must attach the "print out" of your CF's budget/targets for fiscal year 2008/2009 that your CFDC has inputted. Only the "Print-out" of your CF's budgets/targets will be accepted as part of your Operations plan. Other indicators contained in the PMT are for the internal use of your CFDC. If an indicator will not be used, please enter a target of "0".

6.2 Community Economic Development:

In addition to the overall numeric targets requested for Community Economic Development (CED) please describe two CED initiatives planned for the coming year and the measurable results you intend to achieve. (This is required as a minimum performance standard as discussed in section 6.3)

CED Initiative 1 - Regional Marketing Program (Phase 2): In 2007, WHP partnered with the RM of Portage la Prairie, the City of Portage la Prairie, Southport Aerospace Centre, and Central Plains Inc., embarking on a multi-year regional marketing program, designed to generate materials in print, electronic, and web site form, with the intent of attracting foreign investment into the region. By the end of the first phase of the project in March, a logo, slogan, initial print materials, and basic web site (based on both primary and secondary research, focus groups, surveys, etc.) will have been completed.

Phase 2 of the program is a continuation of this. A comprehensive strategic planning component and further development of the marketing materials and web site will comprise the bulk of the second year of the initiative. The completion of the strategic planning component will initiate an opportunity analysis, this being the foundation for case study development in phase 3. An initial foray into foreign investment opportunities is also being considered in phase 2 of this initiative.

By the end of phase 2, it is expected that a variety of marketing materials, including printed brochures, pamphlets, profile reports, electronic disks (CD and DVD), etc., an enhanced web site, will be ready to use.

CED Initiative 2 - Biodiesel Feasibility study: Canola producers, and other interested parties, have approached WHP for assistance in conducting a feasibility study on a Biodiesel facility in the region. WHP assisted them with: a) managing the producer donations; b) applying for funds for the study from the Biofuels Opportunities for Producers Initiative (BOPI) program; and c) source a consultant to conduct the study. Funding for the study was approved and now WHP is preparing to assist the proponents manage the project and its funding. The short term result will be the consultant's report, either demonstrating or denying the feasibility of a plant. The long term expectation is that a biodiesel plant will be found to be viable and the project will continue on to see such a plant established.

6.3 Minimum Performance Standards:

In an ongoing effort to enhance overall performance and performance reporting, we are asking you to pay particular attention to the following key performance measures which are directly linked to the key goals of the Community Futures Program and for which core funding has been provided to your CFDC:

- # Business Advisory services provided to clients
- # Training sessions delivered
- # Clients trained
- # Loans Approved
- \$ Loans Approved

WD Officers will be responsible for ensuring that each CFDC has established targets that reflect its potential to meet their community needs. These targets will meet or exceed the **Minimum Performance Standards** (discussed in the next section) that will be established in each of the five areas noted above.

During the year, WD Officers will review CFDC performance against these targets and will identify with your CFDC any significance variances in order to ensure that your CFDC will have an opportunity to address performance issues that may emerge.

This chart displays the minimum performance standards that must be met or exceed by each CFDC. Please note that there are two sets of Minimum Performance Standards: basic numerical targets and a percentage of performance targets. The approach that yields the highest minimum targets will apply to your CFDC.

The process of setting overall performance targets should take into account considerations such the CFDC's historic performance, status and trends in your region's economy, activities of other business service providers, need of your community (ies), capacity of the CFDC, and so on. It is important to note that both the CFDC and the WD Officer must agree to the final overall performance targets.

Minimum Performance Standards

Area	Performance Indicator	Standard	
		Greater of Columns (1) or (2)	
		(1)	(2)
<i>Lending Services</i>			
	Number of Loans	Minimum of 6	75% of performance targets* for 08/09
	Dollar Value of Loans	Minimum of \$200,000	75% of performance targets* for 08/09
<i>Business Advisory Services</i>			
	Combination of # of Advisory Services & Clients Trained	Minimum of 116	75% of performance targets* for 08/09
<i>Community Economic Development</i>			
	Number of CED Projects that are fully reported to WD	Minimum of 2	75% of performance targets* for 08/09
	Number of Community Plans (Initiating, leading or participating in a community plan or public participation in a Community Futures plan)	Minimum of 1	75% of performance targets* for 08/09

* Negotiated with WD Business Officer

7.0 FINANCIAL

7.1 BUDGET FORECAST and CASH FLOW (WD CORE FUNDING) REQUIREMENTS

Please provide your CF's total budget (revenues and expenses) forecast for the coming year, shown by quarters. For sources of revenue, please include WD core funding, interest transfers (please refer to Attachment "B" *Special Conditions* of the contract), and other revenues of which there is a high level of certainty, as separate line items. The WD core funding will constitute the cash flow by quarter for advance purposes.

Note: The following budget is an Excel imbedded template.

Operations Budget (Total Operations) 2008/2009

	1ST Quarter Apr-Jun	2nd Quarter Jul-Sep	3rd Quarter Oct-Dec	4th Quarter Jan-Mar	TOTAL
CASH RECEIPTS - REVENUES					
Total WD Contribution**	71,529	71,529	71,529	71,529	286,114
Other Federal Funds	0	0	0	0	0
Other Provincial Funds	2,500	2,500	2,500		7,500
Other Revenue: bank interest	500	500	500	500	2,000
Other Revenue: GST rebate	1,250	1,250	1,250	1,250	5,000
Interest Transferred from Investment Funds Specify Fund					0
Interest Transferred from Investment Funds Specify Fund					0
Interest Transferred from Investment Funds Specify Fund					0
Interest Transferred from Investment Funds Specify Fund					0
Interest Transferred from					
Total Revenues	\$75,779	\$75,779	\$75,779	\$73,279	\$300,614
CASH DISBURSEMENTS - EXPENDITURES					
Wages and Benefits	45,230	38,770	45,230	38,770	168,000
Administration	16,250	16,250	16,250	16,250	65,000
Travel, Meals and Accommodations	10,000	10,000	10,000	10,000	40,000
Office Equipment/ Computers	5,500	5,500	5,500	5,500	22,000
Other: Projects	2,805	2,805	0	0	5,610
Other (specify)					0
Other (specify)					0
Total Expenditures	\$79,785	\$73,325	\$76,980	\$70,520	300,610
RECONCILIATION					
Surplus or Deficit	-\$4,007	\$2,454	-\$1,202	\$2,759	4

*Revenue and expenditure sub-totals should agree with Operational Estimates, above.

**Total WD Contribution breakdown should agree with Cash-Flow Requirements, above.

BOARD MOTIONS

Please attach the motion(s) from your CFDC’s Board of Directors that approves:

- 1) The Operational Plan and Budget
- 2) Requests for Interest Transfers

HISTORY OF INTEREST TRANSFERS

Please provide a description of how the Interest transferred was intended to be used and how the Interest transferred in the previous fiscal year was utilized for each fund.

In addition, please complete the table for the fiscal year for which this operations plan is being submitted.

Please list each transfer on a separate line and include both those that require approval and those that are for information purposes.

Fiscal Year	Fund Specify	Amount Proposed To Be Transferred	Amount Actually Transferred 2007-2008	Proposed Activities Which Will Utilize These Transfers	Activities That Were Achieved Using The Transferred Interest for 2007-2008
2007/08	Regular	\$27,000	\$0		
2008/09	n/a				

Attachment E:
 TABLE FORMAT

Core Service Area(s) (1)	Strategic Goal (2)	Long term/short term strategy (3)	Short term activities for Fiscal Year 2008-09 (4)	Targets/Indicators for Fiscal Year 2008-09 (5)	Evaluation /Measurement (if applicable) (6)	Target Groups if applicable (7)	For use in reviewing & analyzing your achievements towards your targets. (You may want to complete this section as the year proceeds depending on your targets. (8)	
							Achieved in Fiscal Year 2008-09	Analysis/Discussion of Variance
Community Economic Development	To encourage, support and advance employment through community economic development in the White Horse Plains Region.	Ensure that community and business development activities remain consistent with the needs and desires of the region.	WHP will involve itself in strategic planning opportunities on a regular basis. This will include overall discussions with board members and local authorities (councils, village committees, etc.) relating to the initiatives and activities of WHP- CFDC, as well as sector specific initiatives in support of other agencies or programs.	To be in contact with board members at least monthly. To be in contact with councils, etc. at least quarterly.				
	Deliver programs and services designed to meet the communities' needs and create self reliance and the capacity to manage change.	WHP will continue to work with Central Plains Inc. to update and implement a new strategic plan for the area.	WHP will work with Central Plains Inc. to implement a regional strategic plan					

			Increase development of organizations and infrastructure at the community level					
			Provision of community based information in conjunction with the regional development corporation and provincial departments					
			Encourage involvement of First Nations communities in the regional strategic plan and the tourism development planning.			First Nations		
		To develop an updated strategy for youth entrepreneurship in the region.	Promotion of initiatives to develop youth entrepreneurship in the area. This will be accomplished through attendance at career expos, school visitations and presentations, participation in Jr. Achievement activities, etc.			Youth		
		Regional Marketing. To work with Central Plains Inc. and the local municipalities to develop a regional marketing initiative for the area.	Regional Marketing. To work with Central Plains Inc. and the local municipalities to develop a regional marketing initiative for the area.					

			e-Commerce. WHP would like to work with entrepreneurs in the region to develop a local e-commerce solution that would support new technology developments in the area.					
		Pursuit of specific development projects that will build on the location of the Poplar Bluff and other industrial parks in the region.	Develop site selection proposals which put the appropriate industrial park in a desirable light for the proposed business.					
			Extension of the infrastructure to support developments in the Poplar Bluff park area					
	The organization will work through partnerships in order to strengthen the impact of its community development activities, streamline access to services, and contribute to cost effectiveness.	WHP will continue dialogue with key organizations in the region, such as local economic development organizations, Chambers of Commerce, etc., and neighbouring agencies such as Community Futures Heartland.						

		WHP will continue its relationship with Central Plains Inc., providing liaison with provincial authorities and additional interaction with municipal partners. These relationships will aid the organization in identifying and resolved CED issues as well as implementation of various projects.						
Investment Fund	To financially assist in the development and expansion of local business ventures in the White Horse Plains Region.	WHP will provide financial assistance to entrepreneurs or would-be entrepreneurs to encourage the development of a strong business community in the area.	To achieve this, the organization will utilize both its in-house loan program and other government support programs.	To make four loans out of its investment funds. The total value of these loans will be at least \$80,000.				

<p>Business Services -Technical & Advisory</p>	<p>To assist in the development and expansion of local business ventures in the White Horse Plains Region.</p>	<p>WHP will provide technical assistance to entrepreneurs or would-be entrepreneurs to encourage the development of a strong business community in the area.</p>	<p>The corporation will ensure that it has resources, both material and staff, to provide the kind of support necessary.</p> <p>This technical assistance will come in various forms, including: business plan development, feasibility studies, marketing plans, site selections, path finding, etc.</p>					
	<p>To encourage, support and advance employment through human resource and employment adjustments.</p>	<p>To provide service to potential entrepreneurs through the Self Employment program.</p>	<p>Negotiations will continue regarding the SE program and extension of services.</p>					
<p>Business Services -Information Services</p>	<p>To assist in the development and expansion of local business ventures in the White Horse Plains Region.</p>	<p>To provide information on business-related matters for those who request it in a timely manner.</p>	<p>WHP will attempt to build a well stocked library of business materials, building on what has been provided through our partnership with the Canada-Manitoba Business Service Centre. These materials can in the form of printed materials, videos, or computer disks and programs.</p>					

			WHP will also maintain a public computer station whereby people may come in to conduct research, develop a business plan, or other employment related activities.					
			WHP will maintain a web site with business-related materials which can be viewed on line or downloaded. Additionally, links to sites with other helpful information will also be available.					
Business Services - Training/Skill Development	To encourage, support and advance employment through human resource and employment adjustments.	To provide and promote training opportunities throughout the region, be they facilitated, developed and/or delivered by the organization.	WHP will continue to utilize the video conference training opportunities provided by the Canada-Manitoba Business Service Centre.					
			WHP will also continue to utilize training programs most suitable for its SE clients, be they in-house training or through the use of opportunities provided by other qualified organizations.					

			WHP will assistance partner organizations in the development of industrial projects and specific training initiatives.					
Marketing/Visibility	To promote the programs and services of the organization, the businesses in the region, and the contribution and support of Western Diversification.	Utilize any available method of communication and marketing opportunities to gain exposure for: a) the services and programs available; and b) the businesses in the region.	WHP will continue its regular contact with the region's media, including periodic press releases, invitations to CF sponsored events, radio promotion, and regular newsletters on business topics.					
			Publications, Brochures, Newsletter, etc: WHP has produced a number of brochures promoting its services and outlining various aspects of its programs. These will be distributed through various means such as mailouts, display in partner offices, on display at trade shows, public forums, meetings, etc.					

			General information on the CF will be distributed using display racks located in municipal offices, financial institutions and other key community locations.					
			An e-mail newsletter system is in use which facilitates delivery of regular e-mail updates to an opt-in subscription list.					
			WHP maintains an Internet web site at http://www.whpcfcd.ca . This site contains information on the CF, its programs and services as well as links to funding partners (such as WD), program partners and other service providers of interest to its clientele. During 2008-2009, it is expected that this site will be expanded and promoted through various Internet services.					

			Throughout all its signage, brochures and other publications, web site, etc. WHP will ensure that appropriate recognition is given to WD through the use of its name, wordmark, and other graphical symbols.					
			Trade Shows: During 2008-2009, WHP will participate in various trade shows and events throughout the area including: Career Opportunity Expo (Portage la Prairie); and the Headingley Home and Garden Show (Headingley). Other events that are typically attended with a display booth include Chamber of Commerce annual meetings, seminars and workshops.					

Administration - Management	To operate exclusively as a non-profit Corporation; to administer and employ its property, assets and rights for the sole purpose of promoting or aiding in the promotion and development of the economic activity and adjustment measures within the White Horse Plains Region.	To operate within our fiscal budget, utilizing our resources to the best of our ability, and monitor our activities to ensure we are conducting ourselves accordingly.	During 2008-2009, WHP will initiate a number of enhancements to its administrative and management systems and continue developing several that were initiated during past years.					
			The office will continue using the TEA program to better facilitate the reporting of information according to the latest requirements of WD.					
			Periodic meetings with council members and senior administrative staff will ensure accountability to the communities, along with annual meetings with councils and presentations as requested.					

			A review of computer facilities will be undertaken to ensure that resources are sufficient to meet administrative demands. Where necessary software and hardware will be upgraded. Staff will be encouraged to participate in skills upgrading and professional development opportunities.					
Administration - Accountability	The organization will remain open and accountable to the communities it serves, to its funders, and the general public in its activities and undertakings.	Reporting of activities will take place on a regular basis to boards, municipal councils and strategic partners. This will happen through meetings, presentations, literature distribution, and interactive web site activity.	WHP will undertake regular and specific initiatives to ensure that the organization is accountable to the stakeholders and clients that it serves. This includes meetings, publications, communication initiatives (web site, toll-free phone service, Internet mailing lists, etc.), and presentations.					
			Regular e-mail updates (newsletters) will be continued to provide information to clients, constituent municipalities and WD staff.					

			The organization's annual report and Operations Plan, along with other pertinent documents, will be posted publicly on the corporation's web site.					
			A schedule of regular board meetings and executive meetings will ensure accountability at the board level.					
Administration - Governance/ Board Development	The organization will develop and maintain a clear sense of its mission and strategic goals through systematic planning and research and to ensure that there is continuous updating of all plans and goals.	Planning: The organization's vision, strategic, and operational plans are fundamentally driven by its communities' needs and realities.	The organization will conduct appropriate analyses and surveys to determine the needs of its communities.					

		Governance: The organization will be governed by the communities through a system which is effective, equitable, and representative of the developmental interests and needs of the communities.	The organization will continue to request that Board members be appointed by the municipal council and that they include one council member and a citizen at large.					
		Assessment: The organization will regularly assess its impact on its communities and report its findings to the Board and other stakeholders.	Annual surveys of the Board members and/or the municipal offices will be conducted by the organization to assess the level of satisfaction the municipality has with the work of the organization. This will most likely be done in conjunction with the development of the Operations Plan.					

Table Notes:

Note: Columns (1) and (2) may be switched.

- (1) Please indicate how this project addresses the Core Service Areas. Please specify the Core Service. (See Attachment B)
- (3) How do you plan to achieve your strategic goal?
- (4) Projects and programs anticipated in the next twelve months, which will contribute to achieving your strategic goal.
- (5) Targets (goal) and Indicators (measurables), which will be used to measure (quantitatively or qualitatively) the success of your short-term activities.
- (6) The methods used to measure your indicators. E.g. survey, report, etc.
- (7) Please indicate how this activity will support specific target groups if applicable, ie. Aboriginal People, Women, Youth, Visible Minorities, Disabled Entrepreneurs, Francophones, etc or the Social Economy.
- (8) Use to measure/evaluate the achievement of your CF's previous fiscal years targets.