

ASSETS		REGIONAL ASSET MAP					
		Baie Ste-Anne	Blackville	Doaktown	First Nations	Miramichi City	Upper Miramichi
	<i>Individual community positioning / competitive advantage</i>	<i>Unique Acadian Fishing Village with deep roots</i>	<i>Blackville has a country setting and way of life and is only 20 minutes from "city" services.</i>	<i>Recreational, forestry and tourism combined</i>	<i>Progressive aboriginal communities</i>	<i>Dynamic multicultural city along a unique river - a great place to live, work & play</i>	<i>Growing Rural Community with Forestry Heritage</i>
1	COMMUNITY LIFE						
1.a	Unique Culture and Heritage	Acadian fishing community with fresh off the boat seafood and pristine beaches.	World renowned angling destination on the Miramichi River one of the most production wild salmon rivers in the world.	"One of the ten best places to call home" as referenced from the website www.doaktown.com.	30 decades of ancient First Nations Mi'kmaq culture and heritage.	300 years of Irish, Acadian and First Nation cultures.	250 years of forestry and logging heritage. Almost 100 years of fly-fishing and outfitting.
1.b	Sustainable Development / Environment	Established marine and natural ecosystem and active fisheries. Productive and rich peat resources.	Recent infrastructure improvements and upgraded roadways.	New Municipal Zoning Plan in place.	Conservation programs.	Extensive efforts for preservation and enhancement of the Miramichi River.	Forward thinking development approach. A developing rural development plan.
1.c	Community and Recreational Services	Major new arena (\$1 million development). Network of wharves, beaches, trails; network of community facilities for recreational and tourism use.	New recreational services.	Well-developed recreation services including 9 hole Old Mill Golf Club, arena and Doaktown Curling Club, extensive snowmobile and hiking trails, salmon-fishing, access to soft adventure outfitters	Communities have recreational services for Band Members.	City of Miramichi – 2 rinks, 2 pools, 2 marinas, 18-hole golf course, 22 kms of walking trails, recreational areas (soccer, baseball, etc) plus parks and waterfronts (French Fort Cove - 500 acres, Ritchie's Wharf)	Community halls and the Royal Canadian Legion, extensive trail system for hiking, biking and snowmobiling travels through the region, commercial fitness centres.
1.d	Tourism Resources	Unique fisheries heritage, marked by the Escuminac Disaster and supported by active fisheries sector. Fresh seafood, special events & celebrations, pleasure boating, beach & camping, walking trails, snowmobile trails.	Numerous fly fishing outfitters for wild Atlantic salmon on the Miramichi River, fly fishing gear and tackle available, riverside picnic area and park.	The Atlantic Salmon Museum and gift show, open seasonally. Doak House provincial historical restoration, open seasonally. Soft adventure outfitters, extensive public trails for summer and winter use. Fishing, hunting, canoeing, kayaking, hiking, biking, golfing, cross country skiing, snowmobiling, snowshoeing.	Metepenagiag Heritage Park in Red Band. Unique culture and heritage accommodations and meetings operations.	Accommodations and dining, boat tours and concerts, well established festivals and events. Extensive network of 11 tourism assets through the Eco Museum, Miramichi Landings project - www.miramichiecomuseum.com. Miramichi is Canada's Super Host City.	Established fly-fishing and adventures operators, riverside accommodation and cabins, retreat meetings services, Central New Brunswick Woodsmans Museum, Priceville Suspension Bridge, waterfalls, extensive trails system.

1.e	Health Services	Combination of medical, ambulance and natural health services.	Blackville Health Clinic with two staff doctors and extra mural nursing services. Within 20 minutes of City of Miramichi hospitals and services.	Central Miramichi Community Health Centre is staffed with two doctors plus two nurse practitioners. Major pharmacy, dental services and commercial fitness centers available.	Comprehensive and onsite health services and youth centers.	Miramichi City Health Facilities include state-of-the-art 167-bed acute care regional hospital, five health clinics, public health, community and mental health services. Extra-Mural Program. Headquarters for New Brunswick's Regional Health Authority B. See www.rhab-rrsb.ca .	Small health clinic with various services. One doctor onsite.
1.f	Housing / Real Estate (http://www.mightymiramichi.com/Services/realestate/default.aspx?c=Residential)	Single family housing, community low income housing, senior citizens housing available. Waterfront houses and lots available.	Homes and cottages, camp and log home development, riverfront property available.	Homes and cottages, riverfront property available.	Opportunity for housing development.	Affordable variety of housing options and waterfront properties. Retirement village with amenities. Heritage properties.	Growing residential base. Waterfront property and land available for resident and cottages
1.g	Cost of Living	Cost of living is low. Schools in town. Primary services and retail are in Miramichi City.	Cost of living is low. Office space available for \$8 per square foot.	Very affordable.	Very affordable.	Reasonable for city services. Office space is \$20 per square foot. 98 percent occupancy in rentals.	Affordable cost of living.
2	HUMAN CAPITAL & LABOUR FORCE						
2.a	Education	Quality education in both official languages from K-12 levels. Was community with one of the first francophone schools in the province.	Full service school from K-12 levels with provincial recognition for excellence.	A new school, Central NB Academy, is under construction between Doaktown and Boiestown for Grades 6-12. Opening in September of 2010. (See also Upper Miramichi).	One of the most digitally advanced First Nations schools in Canada.	In April 2007, SMART Technologies Inc. named School District 16 to its SMART Showcase School District Program. School district is considered a technology leader. See www.district16.nbed.nb.ca	A new school, Central NB Academy, is under construction between Doaktown and Boiestown for Grades 6-12. Opening in September of 2010. (See also Doaktown).
2.b	Continuing & Professional Training Programs	Available in post-secondary schools and colleges in City of Miramichi, within a 20 minute drive.	Available in post-secondary schools and colleges in City of Miramichi, within a 20 minute drive.	The high school has co-op and "gap" programs to help transition students to work life.	Planned/Underway	NBCC Community College and post secondary Academy of Learning. Proposal under review for extension services of Saint Thomas University. NBCC Multimedia Programs are internationally recognized. Additional alliances with other post secondary for first two year study programs.	Career Enrichment Centre specializing in employment counselling.

2.c	Skilled Labour Force Availability	Skilled labour force available in the community and in proximity of both the Northern Kent County area and the City of Miramichi. Primary (30.1%), Manufacturing (19.5%), Other Services (14.8%).	Relocated skilled workforce available to return. Business Services (23.4%), Manufacturing (15.5%), Health & Social Services (13.1%), Other Services (11.9%).	Relocated skilled workforce available to return. Other Services (24.2%), Retail (19.7%), Business Services (16.7%), Primary (12.1%).	Other Services (approx. 42%), Health & Social Services (16%), Primary (9% - 30%)	Total Labour Force 15,000+ in 2006. By major industry: retail 15%, manufacturing 14%, health services 13%, government 9%, education 8%.	Relocated skilled workforce available to return.
2.d	Specialty Trades and Professions	Fish processing and packaging (lobster, smelt, herring). Unique skills supporting the peat moss industry including value-added development and production of different peat mixes for specific growing needs. Construction and boatbuilding skills in wood and other advanced materials	Generations of forestry expertise and woods products processing. Miramichi River outfitters and guides. Tourism.	Generations of forestry expertise and woods products processing. Miramichi River outfitters and guides. Tourism.	Specialized skills in historical and cultural trades.	Manufacturing skills in metals and wood products, forestry, pulp and paper, manufacturing, tourism, retail and services.	Generations of forestry and outfitting/ tourism expertise.
2.e	Immigration Support	Bilingual community with immigration support services available in the City of Miramichi (within a 20min drive).	Support services in nearby City of Miramichi.	Support services in nearby City of Miramichi.		Settlement Services for Newcomers	Support services in nearby City of Miramichi.
2.f	Key Population Demographics and Attributes	Population: 2,484 (Hardwicke Parish, 2006 Census). Manufacturing and processing skilled labour force. Bilingual population.	Population: village 745, parish 1,755 in 2006. Well educated population.	Population: 888 (2006 Census).	Fastest growing demographics in Canada with significant youth Population, 72% less than 44 yrs old in 2006.	Population of 18,000 + and average age 43 years. Fourth largest city in New Brunswick. 20% bilingual population.	New Rural Community Amalgamation. Information pending.
3	NATURAL RESOURCES						
3.a	Earth	Productive bogs for the peat industry and newly developed for the cranberry industry.			Sustainable land resources. Gravel and sand resources available for development.	Agricultural zoning.	Huge land mass within the rural community limits.
3.b	Wind	Wind energy source with winds in excess of 7 m/s.			Feasibility study completed for Esgenospetitj.	WEICAN report which identifies potential wind project.	Potential wind projects with pockets in Holtville that could be developed into wind farms.

3.c	Solar	Average of 300 sun days per year and total is highest in Atlantic Canada.	Average of 300 sun days per year and total is highest in Atlantic Canada.	Average of 300 sun days per year and total is highest in Atlantic Canada.	Average of 300 sun days per year and total is highest in Atlantic Canada.	Umoe Solar \$600 million project is stimulating a new green energy cluster. Potential for value-add.	Average of 300 sun days per year and total is highest in Atlantic Canada.
3.d	Wood	Potential niche markets in value-added wood products.	Significant forestry resources.	Significant forestry resources	Sustainable forestry sector nurtured by Forest Stewardship Council Certified Woodlands.	Forestry Resource Base.	Huge land mass much of which is crown and forested land.
3.e	Water	Strategic coastal location for fisheries and recreation.	Immense watershed area: 13,500 sq. km with no obstructions. Clean river and largest runs of Atlantic Salmon in North America.	Immense watershed area: 13,500 sq. km with no obstructions. Clean river and largest runs of Atlantic Salmon in North America.	Immense watershed area: 13,500 sq. km with no obstructions. Clean river and largest runs of Atlantic Salmon in North America.	Immense watershed area: 13,500 sq. km with no obstructions. Clean river and largest runs of Atlantic Salmon in North America.	Immense watershed area: 13,500 sq. km with very few obstructions. One of top cleanest rivers. Largest producer of Atlantic Salmon in North America.
3.f	Mineral	Rich peat bog resources and unique peat cliffs.				Local company exploring copper, led, zinc.	Tungsten exploration in the area.
4	MAJOR INFRASTRUCTURE						
4.a	Waterways	Largest inshore wharf in Canada, one of the closest points crossing to PEI by water.	Miramichi and Bartholomew Rivers intersect at Blackville.	Miramichi river is primary feature of the area. Fly-fishing and sporting camps that attract fisherman for the famous Atlantic salmon.	Miramichi River and tributaries are tradition sources of food and recreation	City at the mouth of the Miramichi River. It is clean, recognized around the world and accessible.	Miramichi river is primary feature of the area. Fly-fishing and sporting camps that attract fisherman for the famous Atlantic salmon.
4.b	Municipal Services	Local service district with basic rural services.	Basic municipal services.	Recently upgraded infrastructure.	Basic services.	Full city municipal services.	Newly formed rural community.
4.c	Tourism Assets	Quaint fishing community with recreational facilities, fresh seafood, and beaches. Just 20 minutes away from Kouchibouguac National Park.	Outfitters, guided tours and recreational services supporting sport fishing for wild Atlantic salmon. Riverside picnic park.	Well developed heritage tourism resources in the provincial Doak House and Atlantic Salmon Museum. Accommodations and dining, outfitters and tackle available. Seasonal festivals.	Metepenegiag Heritage Park, part of the 28 Best Aboriginal Tourism Experiences in Canada.	Growing tourism sector as the region implements its integrated tourism experience through the Miramichi Landings Project.	Classic Miramichi style outfitting camps for fishing/hunting, Central New Brunswick Woodmen's Museum. Fully-serviced space for retreat meetings. Dining.

4.d	Industrial and Business Parks	Not officially designated however commercial land is available for development.	Industrial Park lots available.	Industrial park lots available and accessible along Route 8.	Land available for development.	Miramichi Industrial Park (Newcastle): 64.22 hectares of which 13% is available and 6.5% is for future development. Miramichi Industrial Park in Chatham offers 92.57 hectares of which 14.7 percent is available now and more for development - www.ent-miramichi.ca/commercial_property.html	Industrial Park being developed.
4.e	Vacant Land and Available Buildings	Buildings available. Available waterfront properties.	Riverfront properties available.	Commercial buildings available for sale and for rent. Riverfront property is available.	Additions To Reserves Program (ATR) offers opportunities to acquire and transfer land to First Nation peoples for community benefit.	Skypark Miramichi Inc: broad range of facilities at the former Canadian Forces Base Chatham, including over 300 acres available for development www.miramichi.org .	Commercial land is available for sale. Riverfront lots and buildings available for sale.
4.f	Transportation Network	NB Acadian Coastal Drive, the Northern access point to one of the only two national parks in NB, Kouchibouguac National Park.	Route 8, Miramichi River Route.	Route 8, Miramichi River Route.	Route Highway 108.	Fully accessible transportation network: air, rail, road, water.	Geographical centre of the province. Route 8, Miramichi River Route. New and quicker road access to Fredericton under construction.
4.g	Energy and Utilities	NB Power	NB Power	NB Power	NB Power	NB Power, potential Plasma Gasification, Uptime ratio, Millbank.	NB Power
4.h	Information, Communication and Technology Networks	High Speed Access	High Speed Internet	High Speed Internet	High speed Internet	Dual digital, DSL, Wireless	High Speed Internet
5	ECONOMIC SECTORS & BUS. DEV.						
5.a	Economic Base	Fisheries, peat processing and tourism.	Tourism, recreational fishing, small services.	Forestry, tourism and local services.	Fisheries, forestry, tourism.	Health care and education, manufacturing.	Forestry, tourism, local services.

5.b	Major Employers	Peat industry cluster: 7 of 24 NB peat producers are in the area and employ up to 800 people on a seasonal basis.	The school is the largest full-time employer.	Irving White Pine Value-Added Mill.	First Nation Government Services.	1,000 throughout Education District 16, Regional Health Authority employs 950, Sunny Corner Enterprises 450, Northumberland Co-op, Dew Engineering, UMOE (future). For details http://www.miramichi.org/en/business-overview-employers-e.asp .	Schools and health care. New operation, Miramichi Lumber should be underway by spring 2010. Value added mill in Doaktown employs many residents.
5.c	Export and Trade	Many major exporters in these sectors. Worldwide focus on Asian markets.		Products from value-added mill are exported to the Northeastern US.		Dairy, value-added products, metals exported worldwide.	
5.d	Emerging Sectors	Wind energy			Value-added forestry, tourism, casino project, gasification plant.	Tourism, renewable "green" energy, technology associated with animation and game development, advanced manufacturing.	Value-added wood and non-timber products. Land development. Potential for mining.
5.e	Key Sector Development Clusters	Value-added peat products, wind energy.			Fisheries, forestry, tourism.	Renewable energy, knowledge industries and innovation, tourism, value-added manufacturing.	Value-added wood and non-timber products.
5.f	Entrepreneurial Spirit	Independent fishermen.	Independent entrepreneurs in forestry and contracting.	Base of independent entrepreneurs with SMEs in tourism, forestry and contracting.		SMEs in many sectors and large companies in manufacturing. Chamber of Commerce nurtures entrepreneurship. Education system offers programs.	Base of independent entrepreneurs with SMEs in tourism, forestry and contracting
6	INNOVATION / R&D SUPPORT						
6.a	Research & Development Centres	Disaster planning R&D (Perfect Storm NBCC)	Miramichi Salmon Conservation Centre in South Esk--centre of excellence for Atlantic salmon studies.	Miramichi Salmon Conservation Centre in South Esk--centre of excellence for Atlantic salmon studies.	Lobster research. Culture and archaeological research.	National Research Council in collaboration with NB Community College- Miramichi and UMOE in collaboration with UNB in Fredericton.	Proposed Centre of Excellence for Non-Timber Forest Products.
6.b	Business Incubators					NBCC Multimedia Centre of Excellence stimulate a business development.	
6.c	Technology Transfer Resources					NBCC Multimedia Centre of Excellence.	

6.d	Business / Industry Services	Peat Producer Working Group, Enterprise Miramichi, Service NB and MRTA.	Enterprise Miramichi, Service NB and MRTA.	Enterprise Miramichi, Services NB and MRTA	Band specific development and fisheries management centres, Enterprise Miramichi, MRTA.	Northern New Brunswick Metalworking Consortium, Enterprise Miramichi, Miramichi Chamber of Commerce, Miramichi River Tourism Association (MRTA), Service New Brunswick and local business and area associations.	Upper Miramichi Community Development Centre, Enterprise Miramichi and MRTA.
7	FINANCIAL RESOURCES & INCENTIVES						
7.a	Types of financing available	Caisse Populaire, government programs.	Credit Union, government programs.	Scotiabank, government programs.	Federal Department of Indian & Northern Affairs	Various financial institutions, government programs.	Financial Institutions, CBDC-Northumberland.
7.b	Government Programs	Government programs and access to Northern New Brunswick Development Fund.	Government programs and access to Northern New Brunswick Development Fund.	Government programs and access to Northern New Brunswick Development Fund.	Federal Department of Indian & Northern Affairs	Government programs and access to Northern New Brunswick Development Fund.	Government programs and access to Northern New Brunswick Development Fund.
7.c	Financial & tax Incentives		Land available.		Employees: no income tax , Addition to Reserve (ATP) Program	Northern Funds	
7.d	Cost advantages of doing business here	Municipal 2010 tax rate: \$0.4330/\$100	Municipal 2010 Tax rate: \$1.2655/\$100	Municipal 2010 Tax Rate: \$1.2700/ \$100	First Nation tax advantages	Municipal 2010 Tax Rate is the fifth lowest of the eight cities in New Brunswick; at \$1.6971/\$100	Municipal 2010 Tax Rate: \$0.3809/ \$100 for services administered by the rural community plus \$0.0758/ \$100 for services administered by the provincial government
8	CONNECTIVE ORGANIZATIONS						
8.a	Local Leadership & Teamwork	Active Local Service District	Elected mayor and council, Village of Blackville www.villageofblackville.com	Elected major and council, Village of Doaktown www.doaktown.com	Elected Metepenagiag First Nation Band Council www.metepenagiag.com Elected Eel Ground First Nation Band Council www.eelgroundfirstnation.com	City of Miramichi and Miramichi Department of Economic Development www.miramichi.org	New Rural Municipality of Upper Miramichi, with priority to develop an overall strategic economic development plan www.uppermiramichi.ca
8.b	Professional / Technical Business Services	Enterprise Miramichi/ Team Miramichi	Enterprise Miramichi/Team Miramichi	Enterprise Miramichi/ Team Miramichi	Community development, fisheries and forestry development staff, business liaison services, Enterprise Miramichi	Enterprise Miramichi/ Team Miramichi, CBDC	Enterprise Miramichi/team Miramichi

8.c	Business & Sector Networks	Baie Ste-Anne Chamber of Commerce, Escuminac Wharf Port Authority, Fishermen's Coop, MRTA	MRTA	MRTA	Connection with 500 First Nations Groups across Canada, North Shore MicMac Tribal council, First Nations Business Liaison Group (NB)	Miramichi Chamber of Commerce, two (2) downtown district groups, Women in Business Network, Miramichi District Planning Commission, Miramichi River tourism Association, Miramichi Advisory Committee on Youth (MACY), Miramichi Young Entrepreneurs and Professionals (MY PIE), Youth Entrepreneurship Development Initiative	Upper Miramichi Board of Trade
9	OTHER POINTS OF INTERESTS						
9.a	Major projects planned or underway	Living Wharf			Metepenegiag: Sunbay Gasification Plant, Casino Project		Municipal strategic plan