



# Vision 2019-2020

For vibrant and prosperous bilingual  
communities in Manitoba



# AMBM

ASSOCIATION DES MUNICIPALITÉS  
BILINGUES DU MANITOBA

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ASSOCIATION OF MANITOBA  
BILINGUAL MUNICIPALITIES

# TABLE OF CONTENTS

<b>1.</b>	Introduction	4
<b>2.</b>	AMBM Group Leadership	6
2.1	About the AMBM Group	6
2.2	The economic vision of bilingual municipal leadership	7
2.3	Priorities of the AMBM Group	7
2.4	Economic impacts of the AMBM Group	9
2.5	The AMBM Group and official languages	12
2.6	The AMBM Group: partnering with the Government of Canada	14
<b>3.</b>	Social Infrastructure	16
<b>4.</b>	Sustainable Development Infrastructure	17
<b>5.</b>	Tourism Infrastructure	18
<b>6.</b>	Digital Infrastructure	19
<b>7.</b>	Conclusion	20
	<b>APPENDIX A</b>	21
	2019-2020 Priority Infrastructure Investment Plan for Manitoba Bilingual Municipalities	



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## 1 — INTRODUCTION

With the 2019 Federal Election this fall, the AMBM Group<sup>1</sup> is seeking to engage in a dialogue with federal stakeholders with a view to sharing the vision and initiatives of Manitoba's bilingual municipal leadership and setting the stage to stimulate its partnership with the Government of Canada. The AMBM Group has therefore prepared six recommendations aimed at increasing the effectiveness, efficiency and coherence of economic development and infrastructure in Manitoba's bilingual municipalities and promoting greater stakeholder accountability.

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<sup>1</sup> Association of Manitoba Bilingual Municipalities



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**RECOMMENDATION 1**

The AMBM encourages the Government of Canada and the Government of Manitoba to ensure that the next Bilateral Agreement for the *Investing in Canada Infrastructure Program* (ICIP) contains a binding language clause providing for: 1) creating a predictable and stable investment fund meeting the needs of bilingual municipalities and official language minority communities in the AMBM's purview; 2) holding effective annual consultations with the AMBM and the official language minority communities in its purview (including a representative appointed by the AMBM on the Manitoba Local Consultative Committee); and 3) listing the parties' reporting responsibilities.

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**RECOMMENDATION 2**

The AMBM encourages the Government of Canada and the Government of Manitoba to ensure that that next Gas Tax Fund (GTF) Administrative Agreement includes a representative appointed by the AMBM on the Agreement Oversight Committee tasked with monitoring its implementation.

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**RECOMMENDATION 3**

The AMBM encourages the Government of Canada to keep its promise to work together with municipal governments to meet the needs of rural communities and promote the development and vitality of official language minority communities by investing \$66.4 million over the next two years in the social infrastructure of Manitoba's Francophone and bilingual rural communities.

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**RECOMMENDATION 4**

The AMBM encourages the Government of Canada to support the transition to a green economy of Manitoba's Francophone and bilingual communities by investing \$38.6 million over the next two years in their sustainable development infrastructure. The municipalities can then receive the professional support they need from Eco-West Canada.

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**RECOMMENDATION 5**

The AMBM encourages the Government of Canada to inject \$31.5 million in funding over the next two years into the Francophone and bilingual tourism industry to support the development of entrepreneurial initiatives and job creation in Manitoba's Francophone and bilingual communities.

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**RECOMMENDATION 6**

The AMBM encourages the Government of Canada to bring reliable and affordable high-speed Internet access and mobile connectivity to Manitoba's Francophone and bilingual rural communities by investing \$1.65 million over the next two years in their digital infrastructure.

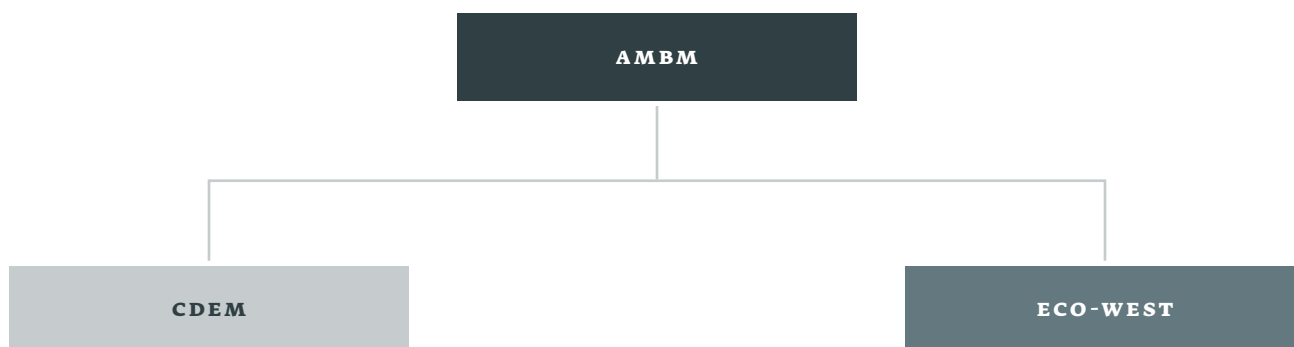


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## 2 — AMBM GROUP LEADERSHIP

### 2.1 — ABOUT THE AMBM GROUP

By leveraging the vitality and prosperity of bilingual communities, the AMBM Group has become a true political and economic powerhouse, bringing together three organizations with complementary aims: the AMBM, CDEM<sup>2</sup> and Eco-West Canada.



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#### THE AMBM

Acting as a catalyst for the development, prosperity and sustainability of bilingual communities in Manitoba, the Association of Manitoba Bilingual Municipalities (AMBM) is an effective political and strategic leader in bringing together, supporting and representing strong and cooperative municipal governance. The AMBM continues to thrive and currently consists of 15 Manitoba municipalities that have adopted policies to promote the active offer of French-language services, with a total population of around 182,000 residents.

**Governance:** Each member municipality appoints one elected representative to the AMBM Board of Directors.

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#### CDEM

Since 1996, CDEM has been encouraging, stimulating and organizing economic development in Manitoba's bilingual municipalities. With countless success stories to its credit, and recognized across Canada for its leadership, CDEM has 20 employees and provides services in six key areas: Business Support, Community Economic Development, Youth Integration, Immigration, Employment and Tourism.

**Governance:** CDEM Board members are appointed by the AMBM.

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<sup>2</sup> CDEM = Economic Development Council for Manitoba Bilingual Municipalities  
(Conseil de développement économique des municipalités bilingues du Manitoba)



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## ECO-WEST CANADA (EWC)

Previously under the direction of CDEM, Eco-West Canada is the latest addition to the AMBM Group's family (2017).

EWC is a not-for-profit organization and one-of-a-kind model tasked with educating and supporting small and medium-sized municipalities<sup>3</sup> in Western Canada and other provinces in greening their local and regional economies. EWC's primary services include creating greenhouse gas (GHG) emissions inventories, developing Climate Change Local Action Plans (CCLAPs), implementing sustainable infrastructure projects, and developing value chains<sup>4</sup> in different areas of the green economy. EWC also supports municipalities in bringing innovative green technologies to the marketplace, attracting

foreign direct investments and developing a skilled workforce. The organization focuses on establishing partnerships with stakeholders (all three levels of government, private businesses and local residents) to fully engage them in the success of the initiatives undertaken. Eco-West Canada is actively involved in the following five areas:

- Energy and carbon emission reduction
- Transportation
- Wastewater treatment
- Waste management and organics diversion
- Creating agricultural product value chains

**Governance:** EWC Board members are appointed by the AMBM.

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## 2.2 — THE ECONOMIC VISION OF BILINGUAL MUNICIPAL LEADERSHIP

For the AMBM Group, investing within viable and sustainable infrastructure is the very pillar of the economic development and prosperity of its communities. Whether it is tourism, social, sustainable or digital development infrastructure, some fundamental principles are central to the investment priorities of the AMBM's municipal government members. These principles are: economic efficiency, the added value French brings to bilingualism, social solidarity and environmental protection.

The AMBM Group's recommended approach and its infrastructure investment targets are in line with the vision advocated by the Government of Canada and its main political parties.

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## 2.3 — PRIORITIES OF THE AMBM GROUP

The infrastructure investment priorities of the AMBM Group are based on the 2019-2020 Priority Infrastructure Investment Plan for Manitoba Bilingual Municipalities.<sup>5</sup> A total of some 50 "shovel-ready" infrastructure projects valued at approximately \$138 million have been identified.

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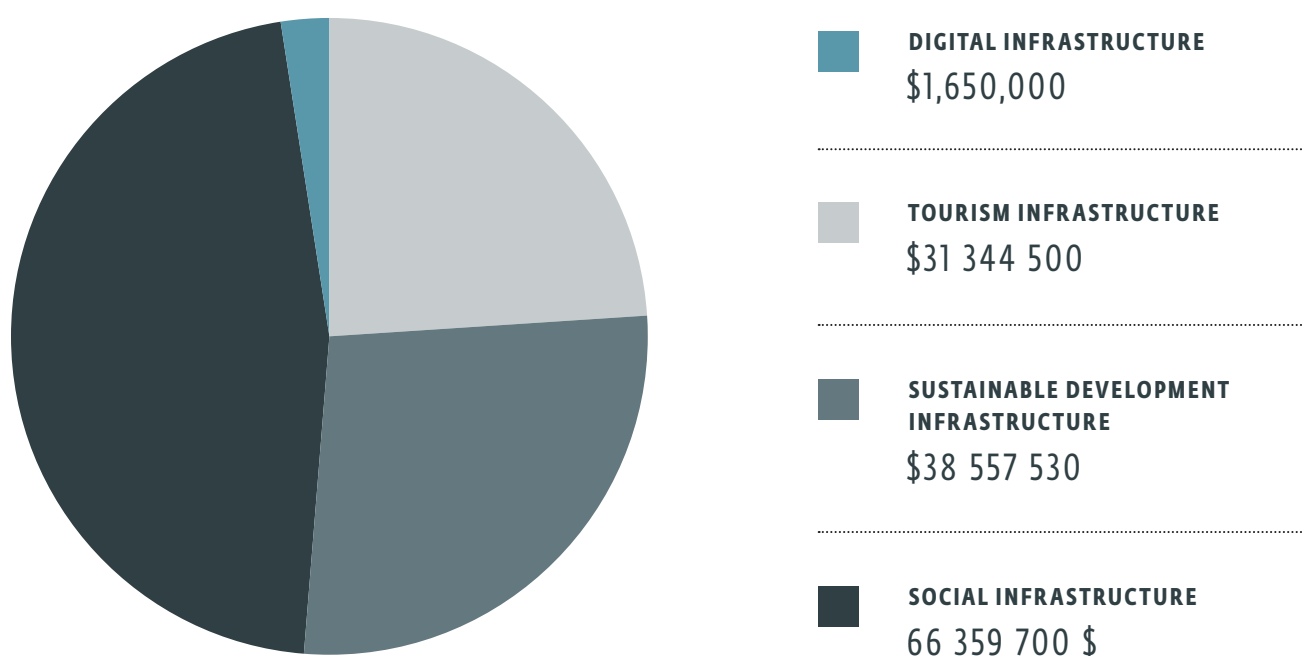
3 Max. 20,000 residents

4 Examples: project for establishing 12 hemp processing/deercortication plants in Manitoba, Saskatchewan and Alberta valued at \$180 million.

5 This Plan is informed by rigorous consultation led by the AMBM Group with its 15 member municipalities and their Community Development Corporations (CDCs).



## 2.3 — PRIORITIES OF THE AMBM GROUP



**FIGURE 1**

Breakdown of the projects in the 2019-2020 Priority Infrastructure Investment Plan for Manitoba Bilingual Municipalities

The above figure illustrates the bilingual municipalities' key social (48%), sustainable development (28%), tourism (23%) and digital (1%) infrastructure needs.

A number of challenges will have to be addressed to implement the Plan's priorities. Key social actors, starting with the various levels of government and the private sector, will therefore be encouraged to be involved.

As outlined in the next section, public investment in bilingual municipal endeavours has been shown to stimulate the local economy and have an exceptional leverage effect in generating new investments.



## 2.4 — ECONOMIC IMPACTS OF THE AMBM GROUP

In 2017-2018, the AMBM had a leverage effect of 250% when it transferred \$154,000 to its members, which in turn invested an additional \$376,000 in initiatives implemented by the bilingual municipalities.

Concomitantly, CDEM, recognized by the Government of Canada as one of four Francophone Economic Development Organizations (FEDOs), has had outcomes and impacts confirming its added value in the socio-economic development architecture of Manitoba and the four Western provinces.

A recent study on the economic spinoffs and impacts of the four FEDOs confirms CDEM's importance in the economic fabric of its province and all of Canada. The study's findings show that objectives and expected results were achieved and even exceeded by the *Francophone Economic*

*Development Initiative* funding program of Western Canadian Diversification Canada (WD), specifically: strong businesses, capacity for socio-economic development, stronger strategic planning and implementation, and access to business development services in Western Canadian Francophone communities.

The economic spinoffs describe the scope of the economic activities associated with spending in terms of employment and economic productivity. The analysis of CDEM's financial statements for four recent years (2012-2015) show a spending shock (aggregate spending) of \$2,522,964 in a typical year.<sup>6</sup>



<sup>6</sup> In the years of interest, Eco-West Canada was still a CDEM initiative. This study therefore shows the cumulative spinoffs for the AMBM Group's two economic organizations at that time.

## 2.4 — ECONOMIC IMPACTS OF THE AMBM GROUP

### MANITOBA

The breakdown of economic spinoffs per project, ranked according to spending size, shows that:

RANKING	SPENDING IMPACT FOR PROJECTS IN	SPENDING AMOUNT	ADDED VALUE CREATED (CANADIAN GDP)	TAX REVENUE GENERATED	ESTIMATED FTEs
1	Economic Diversification and Development	\$1.1 million	\$1.6 million	\$97,433	16
2	Employment and Social Development	\$0.7 million	\$1 million	\$59,709	10
3	Tourism	\$0.32 million	\$0.44 million	\$27,414	5
4	Economic Immigration	\$0.23 million	from \$0.32 million	\$19,715	3
5	Green Economy	\$0.17 million	\$0.23 million	\$14,428	2
6	Youth	\$0.11 million	\$0.15 million	\$9,500	1

The activities or services proposed and completed by CDEM (and Eco-West Canada, identified under the “Green Economy” heading) in support of Francophone businesses and communities in their province create socio-economic gains measured by results achieved, action taken and avoided cost.

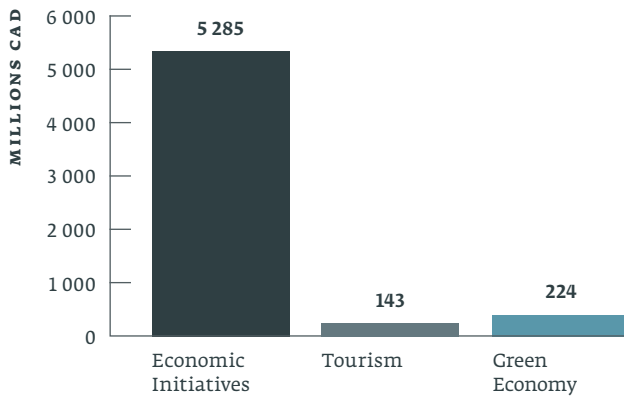
#### **Socio-economic impacts: leverage effect of 400%**

The following box presents an overview of the economic gains related to the management of the four FEDOs by project type. The analysis clearly shows CDEM to be a leader in this area, for all the economic projects undertaken.



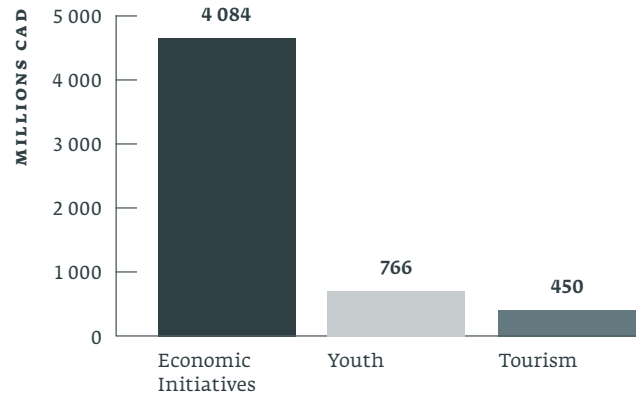
## WESTERN CANADA

Société de développement économique de la Colombie-Britannique



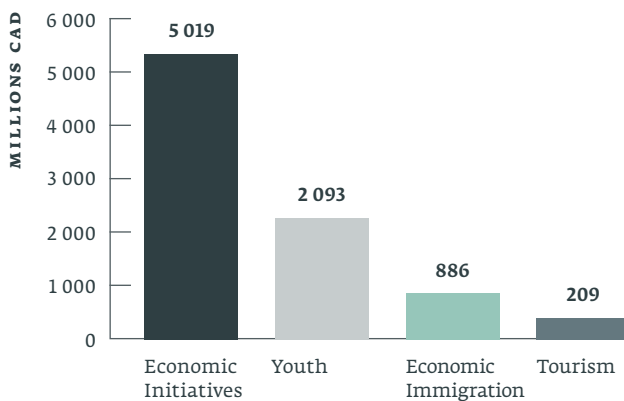
GAINS (BRITISH COLUMBIA)

Conseil de développement économique de l'Alberta



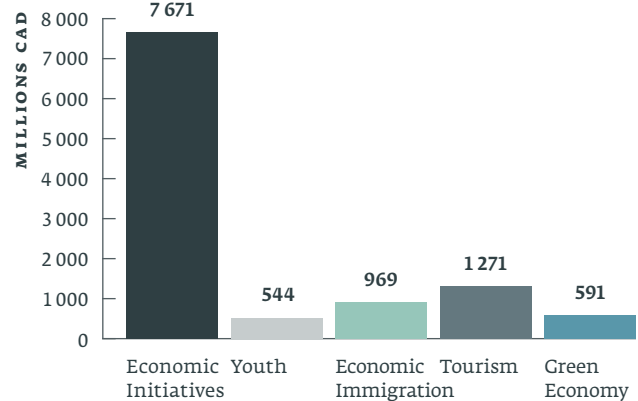
GAINS (ALBERTA)

Conseil économique et coopératif de la Saskatchewan



GAINS (SASKATCHEWAN)

Conseil de développement économique du Manitoba



GAINS (MANITOBA)

The socio-economic impact of the actions/initiatives of the four FEDOs is estimated at \$30 million (economic projects represent 73% of this global impact with \$22 million). The cost of their actions/projects is estimated to be \$7 million. In total, it is estimated that the impact of the four FEDOs on society (monetarily speaking) is more than four times the cost of their actions, representing an exceptional return on investment for funders.

**Every dollar invested in CDEM's economic activities (including Eco-West Canada) generates four dollars in spinoffs.**



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## 2.5 — THE AMBM GROUP AND OFFICIAL LANGUAGES

In Part VII of the *Official Languages Act* on the advancement of English and French, Section 43 states that: “(1) The Minister of Canadian Heritage shall take measures as that Minister considers appropriate to advance the equality of status and use of English and French in Canadian society and, without restricting the generality of the foregoing, may take measures to: ... d) encourage and assist provincial governments to support the development of English and French linguistic minority communities generally and, in particular, to offer provincial and municipal services in both English and French and to provide opportunities for members of English or French linguistic minority communities to be educated in their own language.”

Similarly, Section 45 on Consultation and negotiation with the provinces states that “Any minister of the Crown designated by the Governor in Council may consult and may negotiate agreements with the provincial governments to ensure, to the greatest practical extent but subject to Part IV, that the provision of federal, provincial, municipal and educational services in both official languages is coordinated and that regard is had to the needs of the recipients of those services.”

According to the Report of the Royal Commission on Bilingualism and Biculturalism (Book 1: The Official Languages): “In 1967, the Royal Commission on Bilingualism and Biculturalism stated the critical role of Canadian municipalities in official languages.”

In the English abstract of their article “Les municipalités canadiennes et les langues officielles,” published in 2011, authors Daniel Bourgeois and Yves Bourgeois write: “In 1988, the *Official Languages Act* made municipalities full partners in the promotion of bilingualism. After two generations, we do not know which

municipalities intervene in the matter or how they intervene. This article presents and analyzes the results of a survey of 209 Canadian municipalities on official languages. It reveals that many municipalities intervene, but these interventions are far from the objectives of the Royal Commission and the *Official Languages Act*.”

This article shows that several Canadian municipalities (including Manitoba’s bilingual municipalities) intervene in official languages, both to promote bilingual service delivery and develop minority communities. It also reveals that they focus more on minority language service delivery and communications, especially written communications, than on the vitality and development of their minority. However, these interventions are relatively recent; municipalities and their actions are increasingly prominent in the social sphere, which should bode well for official languages and bilingualism in Canada.

In his report *Above All, Common Sense* (1998), Judge Richard Chartier wrote: “I first examined the issue of the boundaries of the designated areas and sought to group the vitality indicators of each community forming part of the Francophonie of Manitoba. I was able to get a fairly accurate picture of the Francophone reality in Manitoba in 1998. It turns out that the community no longer identifies itself by school divisions that existed before the Division scolaire franco-manitobaine, but by municipality.”



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All of these sources clearly show that the AMBM's member bilingual municipalities play a key role in the vitality and development of official language minority communities in Manitoba. They have also indisputably been of paramount importance to promoting official languages over the past 50 years and have had a significant impact on the development and vitality of the province's Francophone community.

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### **Bilingual municipal leadership and the Official Languages Act**

The AMBM Group represents bilingual municipal leadership in the Manitoba context. It also embodies local government that promotes the advancement and the equality of status and use of English and French in Canadian society and enhances the vitality and development of official language minority communities.

2019 marks the 50th anniversary of the *Official Languages Act*. The AMBM Group shares the view advanced by the Fédération des communautés francophones et acadienne (FCFA) of Canada that now is the time to seize the opportunity to modernize the *Official Languages Act* to strongly reaffirm the importance of linguistic duality as a fundamental Canadian value.

The FCFA is therefore proposing that the government add new wording to the *Official Languages Act*,<sup>7</sup> including the definition of a language clause: “41.2 (1) Every agreement between the Government of Canada and a province providing for a transfer of funds shall contain a binding language clause with the objective of

fostering progress toward the equality of status of English and French in Canadian society, and the growth and development of official language minority communities.”

According to the FCFA's model bill, this binding language clause should explicitly provide for the following: (1) the allocation of specific funds to the needs of official language minority communities; (2) consultations with interested organizations within official language communities; and (3) a list of the responsibilities of the parties with regard to reporting.

The FCFA's model bill requires federal institutions to apply the subsidiarity principle: “...the principle of subsidiarity, according to which implementation is best achieved at a level of government that is not only effective, but also closest to the citizens affected and thus most responsive to their needs, to local distinctiveness, and to population diversity.”

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7 Source: [https://fcfa.ca/wp-content/uploads/2019/03/Time-for-Action-The-FCFA-Proposes-a-new-Wording-of-the-Official-Languages-Act\\_2019-03-05.pdf](https://fcfa.ca/wp-content/uploads/2019/03/Time-for-Action-The-FCFA-Proposes-a-new-Wording-of-the-Official-Languages-Act_2019-03-05.pdf)



The success of many economic (including infrastructure) projects implemented under AMBM Group leadership hinges on the expertise and experience gained over the past thirty years, as well as its close relationship with municipal officials and administrators, businesses and community organizations. One of the AMBM Group's strengths is its ability to mobilize local stakeholders, including socio-economic decision-makers, in implementing infrastructure with direct growth-generating impact on citizens' quality of life of and on local economic development. AMBM Group stakeholders work on the ground with developers and know their reality. They are therefore in a position to identify success factors and pitfalls in order to bring projects to a successful outcome.

By leveraging the added value French brings to bilingualism, the AMBM Group supports the Government of Canada's desire to create an increasingly innovative, prosperous and equitable Canada. To achieve this, infrastructure investments in Francophone minority communities are required to strengthen the social and economic fabric and allow the federal government to meet its own obligations to these communities.

By definition, the AMBM Group is sensitive to the needs of its members and their citizens while respecting the diversity and distinctiveness of their official language minority communities. Through its leadership, legitimacy, representativeness and proximity to citizens, and its successful track record, the AMBM Group is ideally placed to implement any binding language clause under provincial-federal agreements and arrangements.

### **The Investing in Canada Infrastructure Program (ICIP) Bilateral Agreement**

In June 2018, the federal and provincial (Manitoba) governments signed a Bilateral Agreement for the Investing in Canada Infrastructure Program. The AMBM Group welcomes this program through which "Manitobans will see more than \$3 billion over 10 years in combined federal, provincial, and other partner investments."<sup>8</sup>

However, it is most unfortunate that this Agreement makes no reference to Manitoba's bilingual municipalities or its Francophonie. The AMBM Group is a catalyst that combines municipal leadership and economic development expertise. It is a natural ally of the Government of Canada given that it can intervene at various levels on economic and infrastructure issues by identifying and carrying out forward-looking projects that create prosperity and leverage the bilingual advantage. The AMBM Group can therefore promote a more prosperous and sustainable Canada on a daily basis.

Given the federal government's responsibilities to official language minority communities, it would make sense for the ICIP Bilateral Agreement to allocate investment funds for strengthening the capacity of the AMBM's member bilingual municipal governments and their public infrastructure, further contributing to the vitality and sustainability of the official language minority communities they govern.

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<sup>8</sup> Source: <https://www.gov.mb.ca/fpir/strainfrasec/investing/index.html>



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### The Federal Gas Tax Fund (GTF)

The Federal Gas Tax Fund (GTF) “is a permanent source of funding provided up front, twice a year, to provinces and territories, who in turn flow this funding to their municipalities to support local infrastructure priorities. Municipalities can pool, bank and borrow against this funding, providing significant financial flexibility.”<sup>9</sup>

The GTF is allocated on a per capita basis for provinces, territories and First Nations. This funding is administered through administrative agreements outlining the terms and conditions for the use of the GTF. In 2016-2017, the sum of \$68,744 from the GTF was allocated to Manitoba in addition to \$835,093 from the same Fund as “an additional transfer from remaining unused legacy funds.”<sup>10</sup>

It is paramount that these transfer calculations consider the First Nations. In the same inclusive vein, Manitoba’s bilingual municipalities – which work with an official language minority population – would benefit from being brought into the equation.

An Oversight Committee established by Canada and Manitoba monitors the overall implementation of the GTF Administrative Agreement and serves as the principal forum to address and resolve issues arising from its implementation.<sup>11</sup> Eligible projects for GTF funding include those for capacity building, including investments related to strengthening the ability of local governments to develop long-term planning practices. Under this Agreement, “ultimate recipient”<sup>12</sup> means “a Local Government or its agent (including its wholly owned corporation); and a non-municipal entity, including for-profit, non-governmental and not-for-profit organizations, on the condition that (a) the Local Government(s) had (have) indicated support for the project through a formal resolution of its (their) council(s).”

#### **Recommendations for leveraging the partnership between the AMBM Group and the Governments of Canada and Manitoba on infrastructure issues**

The AMBM encourages the Government of Canada and the Government of Manitoba to ensure that the next **Bilateral Agreement for the Investing in Canada Infrastructure Program (ICIP)** contains a binding language clause providing for: 1) creating a predictable and stable investment fund meeting the needs of bilingual municipalities and official language minority communities in the AMBM’s purview; 2) holding effective annual consultations with the AMBM and the

official language minority communities in its purview (including a representative appointed by the AMBM on the Manitoba Local Consultative Committee); and 3) listing the parties’ reporting responsibilities.

The AMBM encourages the Government of Canada and the Government of Manitoba to ensure that that next **Gas Tax Fund (GTF) Administrative Agreement** includes a representative appointed by the AMBM on the Agreement Oversight Committee tasked with monitoring its implementation.

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9 Source: <https://www.infrastructure.gc.ca/plan/gtf-fte-eng.html>

10 Source: <https://www.infrastructure.gc.ca/prog/gtf-fte-tab-eng.html>

11 This committee includes two representatives of the Association of Manitoba Municipalities.

12 Source: <https://www.infrastructure.gc.ca/prog/agreements-ententes/gtf-fte/2014-mb-eng.html>



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### 3 — SOCIAL INFRASTRUCTURE

With one in five Canadians living and working in rural communities contributing nearly 30% of Canada's total GDP, rural economic development is essential to Canada's prosperity.

As stated in the federal government's new rural economic development strategy, "[w]e cannot have a prosperous country without successful, competitive, and thriving rural communities."<sup>13</sup> However, across the country, rural communities face many challenges that impact their vitality and sustainability. For Manitoba's Francophone and bilingual communities, these challenges include maintaining vibrant local economies, access to affordable housing, access to reliable and affordable high-speed Internet and mobile connectivity, building new or improved infrastructure, the increased out-migration of youth and seniors to urban centres, and attracting and retaining new Canadians.

Building inclusive communities is one of the key objectives of Canada's Long-Term Infrastructure Plan (2018). Inclusiveness is one of the five fundamental principles on which it is based.<sup>14</sup> According to the Plan, "investments in infrastructure can enhance the vitality of the English and French linguistic minority

communities in Canada," and all communities are built on a foundation of infrastructure. To ensure the success of Canada's rural economic development strategy (2019), the federal government has pledged to work together with official language minority communities and the municipalities. The creation of a federal department fully dedicated to rural economic development confirms the idea long advanced by municipal stakeholders according to which better cooperation among the municipal governments and the federal government is paramount to rural economic development. The AMBM strongly supports all of these things and is ready to work toward this goal and share its expertise in economics and innovation based on CDEM and Eco-West experiences.<sup>15</sup>

#### **Recommendation for Social Infrastructure**

The AMBM encourages the Government of Canada to keep its promise to work together with municipal governments to meet the needs of rural communities and promote the development and vitality of official language minority communities by investing \$66.4 million over the next two years in the social infrastructure of Manitoba's Francophone and bilingual rural communities.

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<sup>13</sup> Rural Opportunity, National Prosperity: An Economic Development Strategy for Rural Canada (2019) <https://www.infrastructure.gc.ca/rural/strat-eng.html>

<sup>14</sup> Investing in Canada: Canada's Long-Term Infrastructure Plan (2018) <https://www.infrastructure.gc.ca/plan/icp-publication-pic-eng.html#4.2>

<sup>15</sup> Les zones rurales satisfaites de la création d'un ministère consacré à leur développement économique – French only [Rural areas pleased with the creation of a federal department fully dedicated to their economic development] <https://ici.radio-canada.ca/nouvelle/1147503/nouveau-ministere-rural-manitoba-ambm>



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## 4 — SUSTAINABLE DEVELOPMENT INFRASTRUCTURE

Meeting the needs of the present without compromising the ability of future generations to meet their own needs has been Canada's sustainable development vision since 2008<sup>16</sup>.

With Canada's Climate Plan (2017)<sup>17</sup>, Canada's Long-Term Infrastructure Plan (2018) and the Federal Sustainable Development Strategy (2019)<sup>18</sup>, the federal government has the tools for achieving its key sustainable development objectives, namely to address climate change and move Canada to a prosperous, clean growth, resilient and low-carbon economy. Eco-West Canada has operated in this niche since 2014, focusing primarily on assisting small and medium-sized municipalities (up to 20,000 residents) in their greening initiatives by capitalizing on the synergies between economic and sustainable development.

The AMBM therefore strongly supports the federal government's efforts to "make Canadian communities more resilient to climate change

and to address persistent challenges to air, water and soil quality"<sup>19</sup> through investments for green infrastructure, and encourages it to consider implementing federal support specifically for small and medium-sized Francophone and bilingual municipalities, including those in rural areas, with a view to promoting access to drinking water and deploying innovative greening initiatives that create businesses and jobs.

In the context of implementing the 2019-2020 priority infrastructure investment plan for Manitoba bilingual municipalities, Eco-West Canada serves as a real catalyst. Its expertise and unique turnkey support model will fully engage the municipalities and stakeholders in achieving the targeted objectives.

### **Recommendation for Sustainable Development Infrastructure**

The AMBM encourages the Government of Canada to support the transition to a green economy of Manitoba's Francophone and bilingual communities by investing \$38.6 million over the next two years in their sustainable development infrastructure. The municipalities can then receive the professional support they need from Eco-West Canada.

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<sup>16</sup> Federal Sustainable Development Act (S.C. 2008, c. 33)  
<https://laws-lois.justice.gc.ca/eng/acts/F-8.6/page-1.html>

<sup>17</sup> *Pan-Canadian Framework on Clean Growth and Climate Change* (2017)  
<https://www.canada.ca/en/services/environment/weather/climatechange/pan-canadian-framework/climate-change-plan.html>

<sup>18</sup> *Achieving a Sustainable Future: A Federal Sustainable Development Strategy for Canada* (2019)  
<http://www.fsds-sfdd.ca/index.html#/en/goals/>

<sup>19</sup> *Investing in Canada: Canada's Long-Term Infrastructure Plan* (2018)  
<https://www.infrastructure.gc.ca/plan/icp-publication-pic-eng.html#4.2>



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## 5 — TOURISM INFRASTRUCTURE

Canada's tourism industry accounts for 2% of the country's total GDP, generating \$102 billion in annual economic activity and 1.8 million jobs, over half of which are in rural areas. While it is already a key pillar of the Canadian economy, it has the potential to generate more spinoffs and make a greater contribution to Canada's economic growth<sup>20</sup>.

In Manitoba, where it is also estimated that tourism's economic contribution to the provincial GDP could increase if the province's extraordinary tourism potential were leveraged,<sup>21</sup> CDEM has been working for several years with its tourism sector partners to introduce and market new signature experiences similar to the Francophone and bilingual tourism products listed in the Francophone heritage, cultural and tourism corridor.<sup>22</sup> To help it continue its efforts, the federal government recently provided the organization with \$280,000 in funding over two years to further develop Francophone and Métis tourism in Manitoba.

While this funding is aligned with the federal government's vision outlined in its new tourism strategy to "sustain existing initiatives while creating new opportunities for long-term development from coast to coast to coast," and is enthusiastically welcomed by the AMBM, the

fact remains that it contributes very little to the ongoing economic and tourism development of Francophone and bilingual communities.

If the Government of Canada, through its tourism strategy, is committed to making sure that tourism growth continues in a sustainable way, that the industry remains robust and that communities, including Francophone and bilingual communities in Manitoba, can act on their opportunities and gain their share of tourism revenue, investments in Francophone and bilingual tourism must be more substantial and targeted.

### Recommendation for Tourism Infrastructure

The AMBM encourages the Government of Canada to inject \$31.5 million in funding over the next two years into the Francophone and bilingual tourism industry to support the development of entrepreneurial initiatives and job creation in Manitoba's Francophone and bilingual communities.

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<sup>20</sup> *Creating Middle Class Jobs: A Federal Tourism Growth Strategy* (2019) <http://www.ic.gc.ca/eic/site/134.nsf/eng/00003.html>

<sup>21</sup> *Provincial Tourism Strategy for Manitoba* (2019) [https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/manitoba/Provincial\\_Tourism\\_Strategy\\_LR\\_66e4c2bf-2324-4011-926a-80d5cob23efo.pdf](https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/manitoba/Provincial_Tourism_Strategy_LR_66e4c2bf-2324-4011-926a-80d5cob23efo.pdf)

<sup>22</sup> [https://corridorcanada.ca/centre\\_interet\\_rdee/arts-and-culture/?lang=en#manitoba-en](https://corridorcanada.ca/centre_interet_rdee/arts-and-culture/?lang=en#manitoba-en)

<sup>23</sup> "Budget fédéral 2019: Internet haute vitesse, la priorité des municipalités rurales" – French only [Federal Budget 2019: High-speed Internet, a top priority for rural municipalities]

<sup>24</sup> *High-Speed Access for All: Canada's Connectivity Strategy* (2019) [https://www.ic.gc.ca/eic/site/139.nsf/eng/h\\_00000.html](https://www.ic.gc.ca/eic/site/139.nsf/eng/h_00000.html)  
*Rural Opportunity, National Prosperity: An Economic Development Strategy for Rural Canada* (2019) <https://www.infrastructure.gc.ca/rural/strat-eng.html>



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## 6 — DIGITAL INFRASTRUCTURE

Connectivity is a critical element of economic development. Without reliable connectivity, small businesses, especially those conducting business online, are unable to operate effectively. This issue is more acute in rural communities where mobile broadband connectivity is often less than optimal. In Manitoba, outside Winnipeg and a few urban centres, virtually the rest of the province does not have broadband. Two underlying factors of this digital divide are cost and availability.<sup>23</sup>

In developing two complementary national strategies for rural economic development and connectivity, the federal government recognizes that Canada's economic prosperity depends on its connectivity and that the rural communities making a significant contribution to it should have full opportunity to share in it.<sup>24</sup> The 2019 Budget includes an unprecedented investment in modern high-speed broadband networks, starting from the premise that “[d]elivering high-speed Internet...in more rural and remote areas, will help businesses grow, create new jobs and connect more people to the resources, services and information they need to build a better future.”<sup>25</sup>

While it welcomes all of these federal measures, the AMBM hopes that they will fully and rapidly benefit Manitoba's Francophone and bilingual rural communities and that the new investments in broadband services will guarantee them access to rapid, reliable and affordable Internet services, putting them in a better position to attract new investments and create quality jobs in their communities. The AMBM is concerned by the fact that, of the 109 rural municipalities in Manitoba recently targeted by the federal government to receive an \$84 million investment to give them access to high-speed Internet, only one is a rural bilingual municipality.<sup>26</sup>

As highlighted by the Federation of Canadian Municipalities (FCM), “Rural Canada drives a third of this country's economy, but unlocking its modern potential starts with levelling the online playing field...Strategic initiatives to achieve universality should prioritize fast, reliable Internet for rural...communities.”<sup>27</sup>

### Recommendation for Digital Infrastructure

The AMBM encourages the Government of Canada to bring reliable and affordable high-speed Internet access and mobile connectivity to Manitoba's Francophone and bilingual rural communities by investing \$1.65 million over the next two years in their digital infrastructure.

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<sup>25</sup> Building a Better Canada: Universal High-Speed Internet  
<https://www.budget.gc.ca/2019/docs/nrc/infrastructure-infrastructures-internet-en.html>

<sup>26</sup> “More than 100 rural communities in Manitoba will benefit from faster Internet”  
[https://www.canada.ca/en/innovation-science-economic-development/news/2018/01/more\\_than\\_100\\_ruralcommunitiesinmanitobawillbenefitfromfasterint.html](https://www.canada.ca/en/innovation-science-economic-development/news/2018/01/more_than_100_ruralcommunitiesinmanitobawillbenefitfromfasterint.html).  
With the exception of the RM of Montcalm (St. Jean Baptiste, St. Joseph, and Letellier), the rural bilingual municipalities are not affected by this announcement.

<sup>27</sup> *A critical time to deliver for Canadians. Municipal recommendations for Federal Budget 2019*, pages 8-9. <https://fcm.ca/sites/default/files/documents/resources/submission/a-critical-time-to-deliver-for-canadians.pdf>



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## 7 — CONCLUSION

This AMBM Group brief will be submitted to federal political stakeholders during the fall of 2019 in the context of the upcoming federal elections. The document is the result of a formal consultation process with member municipalities of the AMBM and their Community Development Corporations (CDC).

The six recommendations developed by the AMBM Group are aimed at increasing the effectiveness, efficiency and coherence of economic development and infrastructure in Manitoba's bilingual municipalities and promoting greater stakeholder accountability. They are based on a number of findings and address current priorities. The additional resources allocated to the AMBM Group and its members will first and foremost enable it to act more effectively and systematically as a level of government closest to the citizens affected to ensure that they (including official language minority communities) have the infrastructure to meet their needs. Special consideration should be given to small rural municipalities to help them adapt to the economy of tomorrow and attract new residents.

Through this brief, the AMBM Group is seeking to further develop its partnership with the Government of Canada to implement the 2019-2020 Priority Infrastructure Investment Plan for Manitoba Bilingual Municipalities and all of the recommendations outlined above.

The AMBM Group remains at the disposal of the Government of Canada to clarify any of the recommendations and how they can be implemented.



## APPENDIX — A

### 2019-2020 Priority Infrastructure Investment Plan for Manitoba Bilingual Municipalities

#### 1 – SOCIAL INFRASTRUCTURE

BILINGUAL MUNICIPALITIES AND CDCs <sup>28</sup>	PRIORITY PROJECTS	COST
<b>La Broquerie CDC</b>	Developing a community kitchen and programming	\$132,000
<b>Lourdéon— Notre-Dame-de-Lourdes CDC</b>	Building a daycare centre	\$2,310,000
	Building a helipad	\$198,000
	Building an apartment block	\$1,980,000
<b>Saint-Pierre-Jolys CDC</b>	Renovating the arena	\$844,800
	Industrial development plan	\$27,500
	New business attraction strategies	\$44,000
<b>Village of Saint-Pierre-Jolys</b>	Building a residential complex for frail seniors	\$1,100,000
<b>RM of Salaberry</b>	Building a rest area in St. Malo	\$110,000
	Recreational development plan	\$55,000
<b>Town of Sainte-Anne</b>	Rehabilitation of the baseball field	\$110,000
<b>Sainte-Anne CDC</b>	Reconfiguring the arena to make it universally accessible	275 000 \$
	Building a community multiplex	\$9,900,000
	Promoting Ste. Anne (attracting residents)	\$11,000
<b>Sainte-Agathe CDC</b>	Marketing of industrial park	\$11,000

<sup>28</sup> Community Development Corporations



## APPENDIX — A

### 1 – SOCIAL INFRASTRUCTURE

BILINGUAL MUNICIPALITIES AND CDCs	PRIORITY PROJECTS	COST
RM and CDC of Ritchot	Building a community centre at Grande Pointe	\$301,400
	Main Street revitalization	\$11,000,000
Town of Powerview-Pine Falls	Resurfacing Highway 11	\$8,800,000
RM of Taché	Building a multiplex	\$12,100,000
	Building a seniors housing co-op (41 units) in Lorette	\$14,850,000
Riel District, City of Winnipeg	Mixed-use development (light industry, commercial, institutional, recreational and residential) on the former Public Markets site on Marion St. in St. Boniface	\$2,200,000
Total		\$66,359,700



## APPENDIX — A

### 2 – SUSTAINABLE DEVELOPMENT INFRASTRUCTURE

BILINGUAL MUNICIPALITIES AND CDCs	PRIORITY PROJECTS	COST
Saint-Georges CDC	Developing the Trans-Canada Trail (Great Falls)	\$280,500
Town of Saint-Pierre-Jolys	Developing an industrial park	\$7,150,000
Town of Sainte-Anne	Expanding the lagoon	\$14,300,000
Somerset CDC	Building a natural gas line to Somerset	\$1,650,000
	Drinking water infrastructure	\$1,320,000
RM of Alexander	Expanding the lagoon	\$742,500
	Expanding the drinking water distribution system	\$1,100,000
RM of Ellice-Archie and Saint-Lazare CDC	Redeveloping the lagoon and wastewater management infrastructure in St. Lazare and McAuley	\$3,850,000
	Renewing the drinking water and wastewater infrastructure in St. Lazare	\$550,000
RM and CDC of Saint-Laurent	Developing a waste management centre	\$1,100,000
	Retrofitting the lagoon to extend its lifetime	\$1,320,000
RM of Montcalm	Expanding the lagoon in Letellier	\$904,530
	Creating a landfill	\$1,650,000
RM of Powerview-Pine Falls	Refitting the lagoon to increase capacity and reduce groundwater infiltration	\$1,980,000
RM of Taché	Surveying and identification project for the area's drainage system	\$660,000
Total		\$38,557,530



## APPENDIX — A

### 3 – TOURISM INFRASTRUCTURE

BILINGUAL MUNICIPALITIES AND CDCs	PRIORITY PROJECTS	COST
La Broquerie CDC	Developing a campsite and community gardens	\$528,000
	Developing and holding a summer festival	\$82,500
RM of La Broquerie	Renovating a building to create a recreation centre	\$3,850,000
	Purchasing a golf course	\$1,650,000
	Building a water park	\$550,000
Saint-Georges CDC	Building a museum	\$4,620,000
	Developing the beach and a campsite in St. Georges	\$22,000
Town of Saint-Pierre-Jolys	Building a recreation centre	\$11,000,000
Town of Sainte-Anne	Enhancing walking trails	\$82,500
Sainte-Agathe CDC	Building a dock with a boat launch	\$330,000
	Preparing a vision and plan for Parc Cartier Park	\$55,000
RM of Alexander	Installing a boat launch at Traverse Bay	\$1,320,000
RM of Ellice-Archie and Saint-Lazare CDC	Developing the Fort Ellice historic site	\$110,000
RM and CDC of Ritchot	Building a dock with a boat launch	\$346,500
RM and CDC of Saint-Laurent	Métis heritage centre	\$550,000
	Preservation of a heritage building	\$66,000



## APPENDIX — A

### 3 – TOURISM INFRASTRUCTURE

BILINGUAL MUNICIPALITIES AND CDCs	PRIORITY PROJECTS	COST
<b>RM of Montcalm</b>	Developing the public space in St. Jean-Baptiste	\$1,100,000
<b>Riel District, City of Winnipeg</b>	Adding a visitor centre at the CCFM (Centre culturel franco-manitobain) Franco-Manitoban cultural centre	\$3,300,000
	Installing a commemorative park in St. Norbert to identify, mark and celebrate the historic event that took place at La Barrière	\$132,000
	Developing the public spaces around Provencher Boulevard	\$1,650,000
	<b>Total</b>	<b>\$31,344,500</b>

### 4 – DIGITAL INFRASTRUCTURE

BILINGUAL MUNICIPALITIES AND CDCs	PRIORITY PROJECTS	COST
<b>La Broquerie CDC</b>	Access to broadband Internet	\$385,000
<b>Lourdéon — Notre-Dame-de-Lourdes CDC</b>	Access to broadband Internet	\$275,000
<b>Somerset CDC</b>	Enhanced access to cellular service in the area	\$110,000
<b>RM of Ellice-Archie and Saint-Lazare CDC</b>	Enhanced access (tower) to area cellular service	\$550,000
<b>RM of Montcalm</b>	Access to broadband (fibre) Internet	\$330,000
	<b>Total</b>	<b>\$1,650,000</b>



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