



**CONSOLIDATED
ACTIVITY REPORT**

Leveraging our collective striking power



**PERIOD APRIL 1ST, 2022
TO MARCH 31ST, 2023**

Association of Manitoba Bilingual
Municipalities (AMBM)

Economic Development Council for Manitoba
Bilingual Municipalities (CDEM)

Eco-West Canada (EWC)



The Association of Manitoba Bilingual Municipalities (AMBM) is the voice of bilingual municipal leadership in the province of Manitoba. It represents 15 local governments committed to offering services in both official languages to their citizens. Together, these municipalities represent the majority of Manitoba's population.

Manitoba's bilingual municipal leadership is also at the head of the AMBM Group, a consortium of three organizations with complementary mandates: the AMBM, the Economic Development Council for Manitoba Bilingual Municipalities (*Conseil de développement économique des municipalités bilingues du Manitoba*, or CDEM) and Eco-West Canada (EWC), which specializes in the green economy.

Complementing each other, these three organizations support the priorities of Manitoba's bilingual municipal leadership and actively contribute to the development, vitality and sustainability of the province's Official Language Minority Communities (OLMCs).

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SYNERGIES AND CONCRETE RESULTS

First of all, we would like to extend our warmest congratulations to everyone elected in the fall 2022 municipal elections, and to recognize all Manitobans who ran in this election. We applaud their courage, their conviction and their willingness to take an active part in the public debate aimed at advancing Manitoba's bilingual municipalities.

At first glance, the title *Leveraging Our Collective Striking Power* may seem rather mundane, but it is not. The year 2022-23 paved the way for an intensification of the strategic and tactical intervention capability of the AMBM Group, consisting of the AMBM and its two subsidiaries, CDEM and EWC.

In this respect, each of the organizations has carried out structuring work aimed at strengthening their action and their collective striking power, to better respond to the priorities of Manitoba's 15 bilingual municipalities.

We are very proud that our Board of Directors has adopted the new Municipal Maturity Model (3M) and its application by-law. This model was designed by the AMBM, based on the model initially developed by the Office of the Commissioner of Official Languages. The purpose of the 3M and its by-law is to provide member municipalities with the support, resources and tools they need to enhance their delivery of municipal services in both official languages, based on their realities and priorities.

The AMBM also continued to roll out its vast economic immigration project. In addition to releasing our *Strategy to Support Economic Immigration to Manitoba's Bilingual Municipalities*, we proudly hosted the first edition of our Municipal Economic Immigration Forum in March 2023, under the theme *Ready to Welcome*. The forum brought together several public decision makers and dozens of municipal and immigration stakeholders from across Canada.

The issue of economic immigration is one of the major projects on which the AMBM is working closely with its two subsidiaries. On the one hand, the CDEM has an official mandate to recruit French-speaking economic immigrants, and on the other, EWC has the expertise and networks to support municipalities and their promoters in addressing housing, transportation and connectivity issues related to attracting and retaining immigrants.

At the same time, the AMBM has held numerous political meetings, issued many public statements and communicated several documents to public decision makers in order to help shape the provincial and federal political agendas for the benefit of its members. Issues included the new *Official Languages Act (OLA)* and the *Action Plan for Official Languages (APOL)*. In addition, we worked with the Association of Manitoba Municipalities (AMM) to introduce a new funding model for Manitoba municipal operations.

The near-simultaneous arrival of Gab-Riel "Pit" Turenne and Madeleine Arbez, respectively President and Executive Director of the CDEM, has created a whole new dynamic within the AMBM Group. Pit and Madeleine have undertaken an in-depth review of CDEM processes and are successfully implementing a new, adapted and strengthened approach to successful economic development in Manitoba's bilingual municipalities, with a particular focus on rural areas. Not to mention the expansion of EWC, which enjoys the confidence of all three orders of government in using its expertise to support the energy transition across Western Canada.

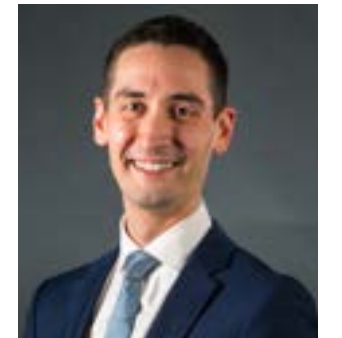
Capitalizing on an increased willingness to leverage their actions for the benefit of the community, the AMBM, the CDEM and EWC have collaborated extensively on the deployment of the *Economic Recovery Strategy for Manitoba's Bilingual Municipalities* and the *Strategy to Support Economic Immigration to Manitoba's Bilingual Municipalities*. Together, our three organizations have worked tirelessly with local governments to find and implement solutions to the major issues of the day: labour shortages, housing, sustainable mobility (transportation) and municipal infrastructure.

More than ever, the synergy of the AMBM Group's expertise and resources is delivering concrete results.

As 2022-23 has brought Manitoba's bilingual municipal leadership priorities to the forefront of the conversation, we are well positioned to continue mobilizing public decision makers to work together to build prosperous, attractive and sustainable Francophone and bilingual communities across the province of Manitoba.



Ivan Normandeau
President
Reeve of the Rural Municipality of La Broquerie



Justin Johnson
Chief Executive Officer



POLITICAL

STRIKING POWER

During the 2022-23 period, the AMBM continued to act on several fronts to carry the voice of its member municipalities and help shape the agenda of the other two orders of government in order to create an environment conducive to improving the continuum of government services in both official languages and achieving the priorities of Manitoba's bilingual municipal leadership.

POLITICAL

STRIKING POWER

The MBVotes.ca project: municipal elections live in both official languages

Thanks to a mutually beneficial partnership between the Association of Manitoba Municipalities (AMM) and the AMBM, Manitobans were able to get the results of the October 26th, 2022 municipal elections live. Thanks to an investment by the AMBM, the results dashboard was translated into French and the bilingual platform was up and running in time for the elections.



Shaping the federal and provincial agendas

It's been a busy period in terms of the publication of public statements and letters of support sent to various ministries in support of projects submitted by AMBM member municipalities or related organizations. AMBM leaders also held regular, targeted meetings with elected officials and key players in the federal and provincial governments to share bilingual local governments' issues and priorities.

One of the most obvious results is that, in 2022-23 alone, the federal and provincial governments invested a total of \$29.1 million in infrastructure in Manitoba's bilingual municipalities. Beyond the investment, the AMBM's political actions enable it to constantly gain prominence and credibility with both orders of government, and to appear at the top of the list of groups to be consulted and called upon when examining the issues and priorities of its members by public decision makers.

As such, the AMBM is invited to participate on an ongoing basis in a variety of relevant provincial and federal government committees and groups.

Here are the main groups in which the AMBM participates:

- Working Group on Cooperation and Consultation between the Government of Manitoba and the AMBM;
- Public Libraries Advisory Board;
- Rural Manitoba Economic Development Corporation (RMED);
- Advisory Council on Economic Immigration and Settlement created by the Province of Manitoba;
- Steering committee for the project to develop an integrated rural development strategy for Manitoba's Francophone community.

Towards implementation of the Municipal Maturity Model (3M)

The Municipal Maturity Model (3M), developed by the AMBM in conjunction with the elected officials and chief administrative officers of Manitoba's bilingual rural municipalities, and its implementation by-law were formally adopted by the AMBM Board of Directors in June 2022.

A Canadian first on the municipal scene, the 3M will enable AMBM member local governments to assess their degree of maturity for each of the indicators relating to: 1) service delivery and communications with the public; 2) governance, leadership and strategic direction; and 3) people management.

The implementation of the 3M by our member municipalities is an opportunity to modernize and optimize their approach, heighten their commitment and reinvigorate their service delivery in both official languages. It is also an ideal tool for strengthening provincial-municipal partnerships in this area, since it will enable us to align the objectives of the stakeholders involved and take joint action on various official languages issues.

AMBM members intend to adopt the 3M by-law over the next year, in accordance with Manitoba's *Municipal Act*, but will inevitably require additional resources to implement it.

When it comes to providing municipal services in both official languages, the City of Winnipeg is governed by *The City of Winnipeg Charter* and the *French Language Services By-law*.



The municipal perspective at the heart of the issues surrounding the modernization of the Official Languages Act

During the year, the AMBM undertook three direct strategic actions to promote the importance of including municipal governments in the new *Official Languages Act* (OLA) and in the new *Action Plan for Official Languages* (APOL), so that they might access financial support for their provision of services in both official languages:

- submission of a brief to the federal government in anticipation of the new OLA;
- appearance before the Senate Committee on Official Languages;
- participation in a face-to-face consultation in Winnipeg on the APOL with the Minister of Official Languages.

In this context, the AMBM lobbied the federal government to thoroughly modernize the OLA, and to ensure that the final text of the OLA explicitly reaffirms and strengthens a direct federal-municipal partnership on official languages in a manner that respects provincial and territorial jurisdiction¹, as the bilingual character of Canadian municipalities that are committed to bilingualism must be clearly recognized and supported. We also wish to see the final text of the new OLA include the tools and mechanisms (legislative and administrative) that are relevant and necessary to establish a funding program, as well as to provide official language resources and training for interested municipalities, in order to support and promote the vitality of Official Language Minority Communities (OLMCs). In turn, the AMBM aims to ensure that the next *Action Plan for Official Languages* (APOL) includes a program to strengthen the capacity of municipalities to deliver services in both official languages, so that public institutions may have the authority and the capacity required to take concrete action.

Finally, we call on the federal government to create a round table of Francophone and bilingual municipal associations from outside Quebec, in keeping with its firm intention to establish a new linguistic balance in Canada to reflect the particular situation of French in North America. In partnership with the AMBM, the *Fédération des communautés francophones et acadiennes (FCFA) du Canada* has developed a project along these lines with the Department of Canadian Heritage.

¹ This statement is part of the Federation of Canadian Municipalities (FCM) Board of Directors' March 2020 resolution on the *Official Languages Act* (OLA). The FCM's resolution was subsequently supported by several other municipal associations, including the Association of Manitoba Municipalities (AMM), the Alberta Bilingual Municipalities Association (ABMA) and the *Association francophone des municipalités du Nouveau-Brunswick* (AFMNB). This resolution was originally successfully submitted to FCM by the AMBM in 2018.

Francization of communication and signage tools in the municipal public space

During 2022-23, the AMBM supported bilingual municipalities and their local partners in the francization of their communication and signage tools, such as minutes, public information notices, official communications, administrative documents and municipal by-laws. In all, 463,905 words (484 documents or projects) were translated by AMBM resources, for a total estimated value of \$120,597.

Sustaining our bilingual municipal libraries in rural areas

With financial and technical support from the Province of Manitoba, and in collaboration with Consultation Alegria Consulting Inc. the AMBM began work in the summer of 2022 on an inventory of public libraries in Manitoba's bilingual municipalities. The main objective is to identify structuring partnerships for Manitoba's rural bilingual libraries, and to propose future avenues for optimizing and sustaining the offering of French-language library services and resources in Manitoba's bilingual municipalities and across the province.

The Working Group on Cooperation and Consultation between the Government of Manitoba and the AMBM: strategic leverage for AMBM members

In 2022-23, the Working Group on Cooperation and Consultation between the Government of Manitoba and the AMBM held two meetings. Using this formal mechanism, the AMBM and the Government of Manitoba have the opportunity to reflect on and advance key issues such as the implementation of the Department of Municipal and Northern Relations' multi-year strategic plan for French-language services, the provision of municipal services in both official languages, the deployment of the Municipal Maturity Model (3M) and the implementation of improved funding models for AMBM subsidiaries (CDEM and EWC) so that they can continue to better serve Manitoba's bilingual municipalities in line with the Government of Manitoba's objectives. This new mechanism has created a unique collaborative lever with the Province for the benefit of owner-members. At the same time, it validates the existence and relevance of the AMBM on Manitoba's municipal scene.





ECONOMIC

STRIKING POWER

With the adoption of the *Strategy to Support Economic Immigration to Manitoba's Bilingual Municipalities* in June 2022 by the AMBM Board of Directors, and the CDEM's wide-ranging actions in the areas of economic immigration, employability, business support and youth, Manitoba's bilingual municipalities are well on their way to finding solutions to the labour shortage and continuing on the path to prosperity.

ECONOMIC

STRIKING POWER

Attractive municipalities ready to welcome economic immigrants

Thanks to the support of Immigration, Refugees and Citizenship Canada (IRCC), since 2020 the AMBM has been carrying out its project titled *Building Knowledge and Capacity on Immigration in Manitoba's Bilingual Municipalities*. The goal of this project is to define the role, responsibilities, assets and needs of Manitoba's bilingual municipalities in the continuum of Francophone and bilingual economic immigration.

In addition to adopting its *Strategy to Support Economic Immigration to Manitoba's Bilingual Municipalities* in June 2022 and beginning its implementation, the AMBM organized and held the first edition of the Municipal Economic Immigration Forum in Manitoba's bilingual municipalities, on the theme *Ready to Welcome*. This first edition of the forum was aimed at achieving just that, becoming ever more ready to welcome. The presence and active participation of Manitoba's bilingual municipal leadership and numerous distinguished guests from across Canada demonstrated just how topical and interesting the reception, settlement and quality of life of newcomers are.

Over the course of two days, more than 90 people contributed to a fruitful dialogue and shared their constructive perspectives on the future of immigration, all through a triple lens: Francophone/bilingual, regional and municipal. More than ever, Manitoba's bilingual municipal leadership is determined to make a success of immigration. To achieve this, it relies on a wide variety of partners across the country, including Immigration, Refugees and Citizenship Canada, Manitoba Labour and Immigration, the AMBM and its two subsidiaries (Economic Development Council for Manitoba Bilingual Municipalities and Eco-West Canada), as well as numerous partner organizations along the immigration continuum.

Accomplishments during the 2022-23 year include:

- development of the *Labour Market Outlook for Manitoba's Bilingual Municipalities 2022-2028*;

- development of the *Trousse d'information pour favoriser un vivre-ensemble harmonieux dans les municipalités rurales du Manitoba* (Information Kit to Promote Harmonious Coexistence in Manitoba's Rural Municipalities);
- documentation and transfer of immigration best practices (from other provinces) to the AMBM and its members;
- three training and consultation sessions for elected officials and chief administrative officers of member municipalities on economic immigration.



Helping immigrants find jobs in our municipalities

The CDEM offers seven employability programs designed to help Francophone individuals obtain and maintain employment in Manitoba's bilingual municipalities:

- Job Integration;
- *Emploi pour tous* (Employment for All);
- *Destination emploi* (Destination Employment);
- *Passeport emploi* (Employment Passport);
- *Programme pancanadien de mentorat PROAction* (PROAction Pan-Canadian Mentorship Program);
- Pre-Departure Services;
- *Espace Emploi* (job fairs).

Each program helps develop critical employability skills such as how to write a resume and cover letter, and perfect interview techniques for a successful job search.

NUMBERS THAT SPEAK FOR EMPLOYABILITY:

Almost **500** people benefited from employability support services

107 immigration candidates were taken in hand

225+ people have been placed with businesses, found a job and/or an internship

50+ employers were involved and **50** partnerships were made

500 job interviews were conducted



Francophone economic immigration: 486 candidates selected

As part of a formal partnership with the Manitoba government under the Manitoba Provincial Nominee Program (MPNP), the CDEM coordinates the strategic Francophone subcomponent *Invitation au Manitoba*. The mandate of the CDEM's Employability and Immigration sector is to work with qualified Francophone candidates. In addition to promoting the program and supporting the immigration process for all eligible French-speaking clients, the sector team supports prospective immigrants with Pre-Departure Services.

NUMBERS THAT SPEAK FOR FRANCOPHONE ECONOMIC IMMIGRATION

486 candidates were selected by the Manitoba Provincial Nominee Program

185 requests for exploratory visits were approved.

500 candidates visited the CDEM booth at the Destination Canada trade show.

107 immigration candidates were taken in hand.

31 new businesses launched in rural areas: a leverage effect of nearly \$4 million

In 2022-23, the CDEM's Business Services sector was particularly active, generating numerous positive spin-offs for the economy and prosperity of Manitoba's bilingual municipalities:

- 82 new businesses created
 - 33 by women
 - 5 by Métis people
- 31 businesses created in rural areas: leverage of \$3,938,900
- 51 urban businesses created: leverage of \$2,912,000
- 38 businesses created by immigrants: leverage of \$1,348,000
- 18 tourism businesses: leverage of \$2,962,000
- 181 new jobs created

The CDEM offers a multitude of services to French-speaking businesspeople who wish to capitalize on the added value of French within the strength of bilingualism to start up or ensure the succession of a business in one of Manitoba's bilingual municipalities. Its business advisors offer their expertise for all the key stages involved in setting up and growing a business.

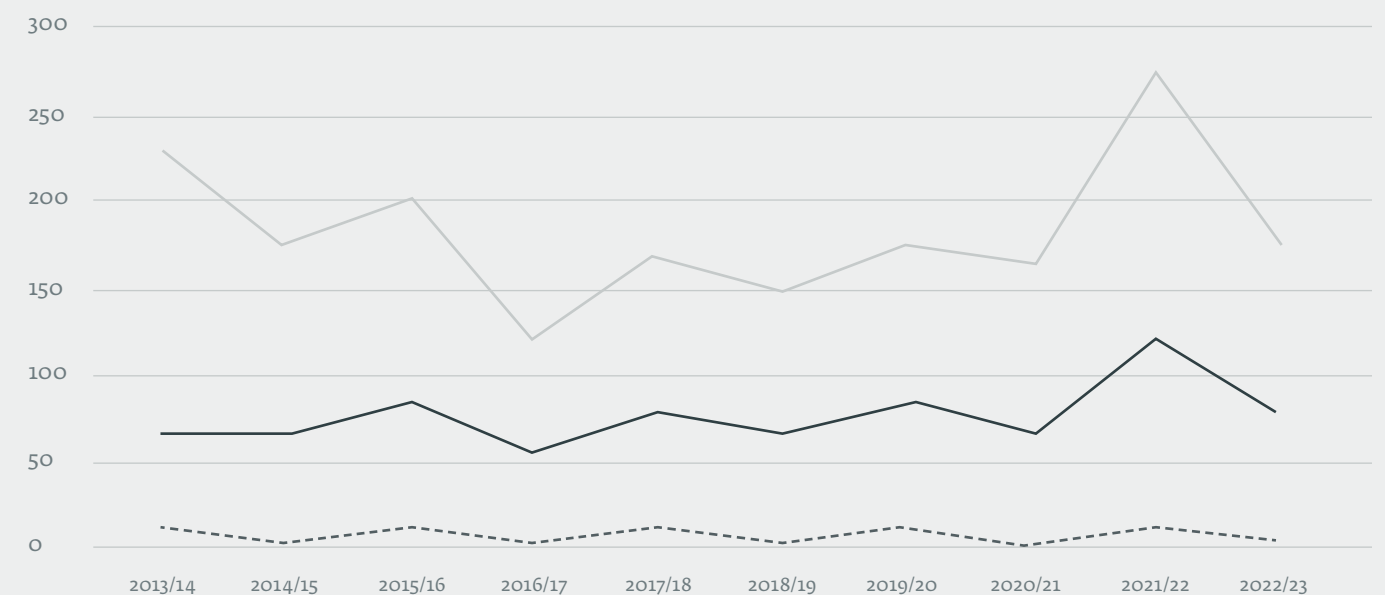
803 businesses created in the last 10 years

Over the past 10 years, the CDEM has established an impressive track record in business support, backing the start-up of 803 businesses, for an overall leverage effect of some \$88 million and the creation of 1,862 jobs.



Business services sector results over a 10-year period

— Full-time jobs created
 — Number of businesses supported
 - - - Leverage (in millions of dollars)





COMMUNITY AND TOURISM

STRIKING POWER

One of the many strengths of Manitoba's bilingual municipalities is their strong commitment to community development, which translates into a wealth of projects that have a direct impact on the quality of life in those communities. These municipalities also cultivate a vast cultural heritage and unique points of interest of shared pride, which deserve to be showcased to a vast tourist clientele. The year 2022-23 saw a number of advances in community economic development and tourism in Manitoba's Francophone and bilingual communities.

COMMUNITY AND TOURISM

STRIKING POWER

Proud partners of the new *Integrated Rural Development Strategy for Manitoba's Francophone Community*

In December 2022, the new *Integrated Rural Development Strategy for Manitoba's Francophone Community* was presented to community leaders at a gathering held in the Rural Municipality of Ritchot. The project aims to increase the quality of life in French in rural Manitoba.

The strategy aims to recognize and maximize the potential of existing assets, lay the groundwork for the uniform deployment of French-language services across the province, and take a long-term view of rural development. It dares us to innovate, renew ourselves and explore new ways of doing things, and then to collaborate with the education and continuing education community to ensure skills development, contribute to language security and contribute to the evidence base. It involves setting up and continuously updating a field intelligence system based on the needs of the rural French-speaking community, as well as operating in solution mode, treating every request made by rural French-speaking communities with respect and consideration.

The AMBM's CEO acts as project director for the *Integrated Rural Development Strategy for Manitoba's Francophone Community* initiative. The AMBM and CDEM participate on the project steering committee, along with the project's sponsor, the *Société de la francophonie manitobaine* (SFM).

The AMBM and the CDEM are enthusiastic about teaming up with the SFM, the *SFM au rural* and other stakeholders in Manitoba's Francophone community to meet the needs and aspirations of our province's Francophone communities, while respecting each other's mandates and in a spirit of collegiality.



The CDEM: championing community economic development and tourism

The CDEM's 2022-23 community economic development results speak for themselves. In total, the organization has supported 35 projects that have been fully implemented and 16 projects in progress, in addition to developing four strategic plans in 20 Francophone communities. These actions have led to the creation of over 50 new partnerships.

STRATEGIC PLANNING CARRIED OUT

- Monseigneur Taché Historic Site Museum
- Catholic Foundation of Manitoba
- Parents Against Racism
- Saint-Joseph Museum

Over the same period, the sector completed 24 tourism projects worth \$2,369,088, of which \$550,000 was invested by the CDEM itself. In addition, 18 tourism businesses were launched, creating 70 jobs and generating a leverage effect of \$2,962,000, including \$2,052,000 in rural areas and \$910,000 in urban areas.

The following is an inventory of community economic development and tourism projects supported by the CDEM team in Manitoba's bilingual municipalities.

RURAL MUNICIPALITY OF LA BROQUERIE

- support for the creation of the Woodlands Nook tourism business: website translation, coaching, marketing plan, photography and launch
- search for funding for the construction of the new fire station

RURAL MUNICIPALITY OF MONTCALM

- financial and technical support for new residential development in Saint-Jean-Baptiste
- financial and technical support for the construction of a picnic shelter in Saint-Jean-Baptiste
- public consultation and search for funding for the Rendez-Vous At 4 Corners project
- Saint-Joseph Museum: design and construction plan

LOCAL URBAN DISTRICT OF NOTRE-DAME-DE-LOURDES

- financial and technical support to improve tourist facilities and campground services

TOWN OF POWERVIEW-PINE FALLS

- support for the Winnipeg River Corridor Project
- development of a master recreation plan



CITY OF WINNIPEG

- support for the creation of a tourism product cluster and new banner: *Les Jeudis de la francophonie* (Francophonie Thursdays)
- support for the development of tourism products in Saint-Boniface:
 - Saint-Boniface Summer Market
 - *Cinéma sous les étoiles* (Cinema Under the Stars)
- search for funding for the new La Barrière site
- search for funding and support for improvements to Festival du Voyageur tourist facilities
- support for the attraction of a bilingual armwrestling sports tournament
- support for the development of a new master plan for Vermette Park as a future Métis tourism, heritage and cultural site
- development of a master plan for La Vérendrye Park
- support for the development of a heritage trail linked to the Dawson Trail circuit
- support for the development of a tourist circuit (augmented reality tour) in Saint-Boniface focusing on reconciliation
- search for funding and support for the installation of two digital tourism kiosks: on the Esplanade Riel and at the Franco-Manitoban Cultural Centre
- financial support for the *Marché noir et fier* (Black and Proud Market)
- support for the creation of a community economic development course at Université de Saint-Boniface
- hosting an environmental awareness evening and financial support for Earth Day

RURAL MUNICIPALITY OF RITCHOT

- search for funding and technical support for the construction of the Saint-Adolphe Civic Centre
- search for funding and technical support for the Sainte-Agathe Arena refurbishment project

TOWN OF SAINTE-ANNE

- financial and technical support for the construction of a Co-op grocery store in Sainte-Anne

RURAL MUNICIPALITY OF ALEXANDER

- support for the development of lodging infrastructure in Saint-Georges
- Saint-Georges Museum: support for the creation of an interactive exhibition

RURAL MUNICIPALITY OF TACHÉ

- development of a future tourist, heritage and cultural site in Sainte-Geneviève
- support for Borealis Beading to create a Métis experiential tourism product in Sainte-Geneviève
- search for funding and support for the design and installation of water and electrical services at the Centre of Canada site

RURAL MUNICIPALITY OF SAINT-LAURENT

- support for a local company to develop *Francofish 2.0*, a bombardier fishing experience



- support for the transformation of Saint-Laurent's former city hall into a museum
- Starlink program follow-up
- support for the seniors' residence renovation project

RURAL MUNICIPALITY OF ELLICE-ARCHIE

- fundraising and First Nations involvement for the development of the Fort Ellice site (Saint-Lazare)

LOCAL URBAN DISTRICT OF SOMERSET

- search for funding for arena and curling rink renovation project

VILLAGE OF SAINT-PIERRE-JOLYS

- support for a new summer tourism offering through a concert series
- support for the campground expansion and Carillon Park development project

CDEM's Cell-Fi funding research service leads to investments of \$4.5 million

Within the CDEM, the Cell-Fi team helped 49 promoters complete funding applications to the provincial and federal governments to set up community projects. A total of 20 applications were approved, generating investments of \$4.5 million in Manitoba's bilingual municipalities. In addition, the CDEM's investment fund invested \$54,000, either directly in those projects (\$33,238) or by covering the cost of consulting services for writing applications (\$20,830).

Cell-Fi (*Cellule de financement*) is a new, free service offered by the CDEM, designed to support promoters in Manitoba's bilingual municipalities who are looking for funding (grants) to carry out community projects.

Youth with a passion for business!

The CDEM's Youth Sector offers young people in Manitoba's bilingual municipalities a variety of programs to teach them about the economy and entrepreneurship.

The **School Program** consists of presenting and facilitating workshops for students (kindergarten to post-secondary) in French-language schools and schools offering the French immersion program. The activities and workshops presented by CDEM Youth have two main themes: financial literacy and entrepreneurship. During the 2022-23 period, the CDEM made 218 presentations to 5,777 students.

The 2022-23 edition of the **programme Été en affaires** (Summer in Business Program) helped four (4) boys and six (6) girls to create 10 youth businesses. This program is designed to encourage young Francophones in bilingual Manitoba municipalities to experience entrepreneurship by starting their own business. CDEM advisors helped them get their business off the ground and provided business advice throughout the summer to optimize the business's operation. Each youth business was even eligible for a CDEM grant, as well as access to the organization's expert advisors.

The **Canal des jeunes entrepreneurs des minorités visibles** (Visible Minority Youth Entrepreneur Stream) was created in 2022. The aim of this initiative is to provide a network, mutual support and a sharing of information. Over the past year, the Canal has set up a five-person board of directors for the initiative, recruited 16 members and held four activities (networking, workshops, training) in collaboration with other organizations.





SUSTAINABLE INFRASTRUCTURE

STRIKING POWER

During the 2022-23 period, the provincial and federal governments provided significant support for the development and maintenance of key infrastructure in Manitoba's bilingual municipalities. On the one hand, the AMBM made a number of political representations to raise awareness among public decision makers of the importance of investing in its members, and on the other, EWC actively prepared applications for public funding, in addition to supporting the implementation of sustainable infrastructures on the territory. Well-funded municipalities are essential to sustaining Manitoba's economic and demographic growth. With the appropriate modern financial tools, local leaders can confidently tackle today's challenges, including housing, transportation, infrastructure renewal and climate resilience.

SUSTAINABLE INFRASTRUCTURE

STRIKING POWER

Increased government investment in infrastructure projects in Manitoba's bilingual municipalities

Over the period, the AMBM developed partnerships with governments to maximize their investment in infrastructure (and other projects) in line with its members' priorities. Result: \$29.1 million was invested by the provincial and federal governments in the infrastructure of AMBM members during the period, including:

- \$3.5 million from the provincial government towards infrastructure projects in Manitoba's bilingual municipalities;
- \$1.2 million in federal funding for high-speed Internet access in the Rural Municipality of Saint-Laurent;
- \$300,000 from Natural Resources Canada to Eco-West Canada for the installation of electric vehicle charging stations;
- \$15 million from the Building Sustainable Communities (BSC) Program and the Urban/Hometown Green Team (UHGT) Program to support approximately 500 projects in Manitoba's bilingual municipalities;
- \$1 million from PrairiesCan for tourism development in Manitoba's bilingual municipalities;
- \$4.4 million from the Investing in Canada Infrastructure Program (ICIP) and \$3.7 million from the Manitoba government for the construction of the new Taché Community Complex;
- Southeastern Manitoba Regional Transportation Initiative (Taché, Ritchot, La Broquerie, RM/Town of Sainte-Anne, De Salaberry, Village of Saint-Pierre-Jolys).



EWC: leader and trusted partner of governments in energy transition across Western Canada

EWC's expertise and pragmatic approach ensure that public decision makers achieve measurable results and allows it to create multiple leverage effects for the funding of key infrastructure. Today, EWC is recognized by the governments of Manitoba and Canada as a preferred partner for the execution of large-scale projects supporting the energy transition.

As such, in 2022-23, EWC was awarded important assignments by both orders of government.

- February 2022: investment of \$300,000 by Natural Resources Canada (Zero Emission Vehicle Infrastructure Program - ZEVIP) with EWC to design and deploy a series of webinars and workshops aimed at increasing and accelerating the Canadian Prairies' shift towards zero-emission vehicles;
- July 2022: announcement of a \$560,000 investment by Natural Resources Canada (Zero Emission Vehicle Infrastructure Program - ZEVIP) in EWC for the installation of up to 100 chargers in Manitoba and Saskatchewan;
- 2021: establishment of a two-year contract with Efficiency Manitoba to provide energy transition support to three bilingual Manitoba municipalities: Rural Municipality of De Salaberry, Village of Saint-Pierre-Jolys and Local Urban District of Notre-Dame-de-Lourdes (Rural Municipality of Lorne).

ZERO EMISSION VEHICLES

Here are the highlights of EWC's zero-emission vehicle achievements in 2022-23.

- Natural Resources Canada's Zero Emission Vehicle Infrastructure Program (ZEVIP):
 - confirmation of 13 recipients for the installation of 76 electric charging stations in Manitoba and Saskatchewan (ZEVIP-2);
 - order for six Level 2 and eight Level 3 electric charging stations for installation in Manitoba (ZEVIP-3);
- Natural Resources Canada's Zero Emission Vehicle Awareness Initiative: development and implementation of a series of awareness initiatives to promote the adoption/transition to electric vehicles in Manitoba and Saskatchewan;

- support for the transition of the Stonewall & Area Mobility Service (SAMS) to new electric vehicles in the City of Stonewall;
- car-sharing program run by the Rural Municipality of Ritchot: preparing the project, meeting and recruiting municipal partners and writing funding applications;
- feasibility study for 11 municipalities and one First Nation as part of the Southeast Regional Transportation Project (SERTi): collaboration agreement signed with the Rural Municipality of Piney, regional meetings at Association of Manitoba Municipalities (AMM) conferences, submission of a funding application to the Federation of Canadian Municipalities (FCM) and financial support from the CDEM, the Province of Manitoba and Community Foundations of Canada.



ENERGY EFFICIENCY

Here are the highlights of EWC's energy efficiency achievements in Western Canada in 2022-23.

- launched the Prairies Cohort initiative as part of the Net-Zero Communities Accelerator Program, in collaboration with four other partners: QUEST (national), MCCAC (Alberta), CIER (First Nations) and CEA (British Columbia);
- provided energy efficiency consulting services to the Rural Municipality of De Salaberry, the Village of Saint-Pierre-Jolys and the Local Urban District of Notre-Dame-de-Lourdes (Rural Municipality of Lorne): drafted a funding application to the Green and Inclusive Community Buildings program (Infrastructure Canada) and coordinated Ecofitt's audit of municipal buildings as part of the Small Business Lighting program.

CIRCULAR ECONOMY

EWC was also active in the field of the circular economy, as illustrated by the following actions:

- prepared four reports and an Expression of Interest for the Energy Innovation Program - Clean Fuels and Industrial Fuel Switching, providing measurement and evaluation services for Canada's first-ever Green Bond program;
- completed an analysis of the state of the finished compost market in Manitoba, including identification of gaps and opportunities for the development of a compost value chain in the context of the circular economy;
- white goods (household appliances): EWC participated in six meetings with the Province, the Manitoba Ozone Protection Industry Association (MOPIA) and other stakeholders to determine how to structure and proceed with a white goods recovery and recycling pilot project.

SUPPORTING MANITOBA MUNICIPALITIES IN THEIR ENERGY TRANSITION

On an ongoing basis, EWC provides information, training, programs, resources and consulting services to all Manitoba municipalities, including bilingual municipalities, to strengthen their capacity to advance local initiatives, particularly in the following priority areas:

- transition to green transportation;
- developing local circular economies and improving waste management;
- reducing emissions by improving buildings and infrastructure;
- advancing work on climate resilience and preparedness for emerging risks.





ORGANIZATIONAL STRUCTURE

Focusing on the vitality and prosperity of Francophone and bilingual communities, the AMBM Group has acquired real political and economic clout by bringing together under its umbrella three organizations with complementary vocations: the *Association of Manitoba Bilingual Municipalities* (AMBM), the Economic Development Council for Manitoba Bilingual Municipalities (*Conseil de développement économique des municipalités bilingues du Manitoba*, or CDEM) and Eco-West Canada (EWC).

In doing so, Manitoba's bilingual municipal leadership has equipped its advocacy organization, the AMBM, with two economic subsidiaries, each with a complementary mandate and responding to the priorities of Manitoba's bilingual municipal governments.



AMBM

As a driving force for the development, prosperity and sustainability of Manitoba's bilingual communities, the AMBM is the political and strategic leader in bringing together, supporting and representing strong and supportive municipal governance. The AMBM is a strong and well-established organization with 15 municipalities in Manitoba that have adopted a policy of offering services in both official languages.

GOVERNANCE: Each member municipality appoints an elected representative to the AMBM Board of Directors, in addition to having a representative from among the member municipalities' chief administrative officers.

CDEM

Since 1996, the CDEM has been promoting, motivating and organizing economic development in Manitoba's bilingual municipalities. The CDEM has a history of success and is recognized across Canada for its leadership. It has over 20 employees and offers its services in six different impact sectors:

- Business Support
- Community Economic Development
- Employability and Immigration
- Youth
- Tourism
- Communications

GOVERNANCE: CDEM Board members are appointed by the AMBM.

EWC

Since 2008, Eco-West Canada (EWC) has been a non-profit organization dedicated to promoting sustainable economic development in Canadian municipalities.

EWC's activities focus on assisting rural and urban municipalities in designing environmental projects based on reliable data, researching and developing environmental projects, drafting funding applications and managing projects.

EWC specializes in the following sectors:

- Energy efficiency/Building renovation
- Transportation: Electric vehicles/Recharging infrastructure/Feasibility studies - municipal vehicle fleets
- Wastewater treatment
- Waste management: Composting, recycling, waste reclamation/gasification
- Low-carbon municipal clusters
- Circular Economy

GOVERNANCE: EWC Board members are appointed by the AMBM.



THE AMBM GROUP'S ORGANIZATIONS

AS AT MARCH 31ST, 2023

Each AMBM Group organization has its own governance structure.

Association of Manitoba Bilingual Municipalities (AMBM)

Mr. Justin Johnson
Chief Executive Officer

Members of the Board of Directors

Mr. Ivan Normandeau
President
Reeve of the Rural Municipality of La Broquerie

Mr. Raymond Maynard
Vice-President
Mayor of the Village of Saint-Pierre-Jolys

Mrs. Liliane Sorin
Treasurer and Representative of the Chief Administrative Officers
Administrative Assistant at the Local Urban District of Notre-Dame-de-Lourdes (Rural Municipality of Lorne)

Mr. Armand Poirier
Secretary
Mayor of the Rural Municipality of Taché

Mr. Mathieu Allard
Director
Councillor of the City of Winnipeg

Mr. Denis Bibault
Director
Member of the Local Urban District of Notre-Dame-de-Lourdes (Rural Municipality of Lorne)

Mr. Adrien Cailler
Director
Member of the Local Urban District of Saint-Léon (Rural Municipality of Lorne)

Mr. Yves Combot
Director
Councillor of the Rural Municipality of Saint-Laurent

Mr. Darrel Curé
Director
Reeve of the Rural Municipality of De Salaberry

Mr. Paul Desrosiers
Director by proxy for the Town of Powerview-Pine Falls

Mrs. Diane Dubé
Director
Councillor of the Rural Municipality of Alexander

Mr. Chris Ewen
Director
Mayor of the Rural Municipality of Ritchot

Mr. Angelo Fouillard
Director
Councillor of the Rural Municipality of Ellice-Archie

Mr. Paul Gilmore
Director
Reeve of the Rural Municipality of Montcalm

Mr. Aimé Pantel
Director
Member of the Local Urban District of Somerset (Rural Municipality of Lorne)

Mr. Yvan St Vincent
Director
Mayor of the Town of Sainte-Anne

Economic Development Council for Manitoba Bilingual Municipalities (CDEM)

Mrs. Madeleine Arbez
Executive Director

Eco-West Canada (EWC)

Mr. Dany Robidoux
Executive Director

Members of the Board of Directors

Mr. Gab-Riel Turenne
President

Mr. Philippe Mailhot
Vice-President
Tourism Sector

Mr. Alain Dampousse
Treasurer
Rural Municipality of Montcalm

Mr. Gaëtan Bisson
Director
Rural Municipality of La Broquerie

Mr. Guy Bradet
Director
Rural Municipality of Alexander

Mrs. Bev Collet
Director
Local Urban District of Notre-Dame-de-
Lourdes (Rural Municipality of Lorne)

Mr. Paul Desrosiers
Director
Town of Powerview-Pine Falls

Mr. Guy Dumont
Director
Rural Municipality of Saint-Laurent

Mrs. Charlene Geiler
Director
Rural Municipality of De Salaberry

Mr. Normand Grenier
Director
Local Urban District of Saint-Léon (Rural
Municipality of Lorne)

Mr. François Lambert
Director
Cooperative Movement Sector

Mr. Jacques Lavack
Director
Self-Financing Sector

Mr. Rémi Lemoine
Director
Youth Sector

Mr. Gilbert Mabon
Director
Local Urban District of Somerset
(Rural Municipality of Lorne)

Mr. Marcel Manaigre
Director
Rural Municipality of Taché

Mrs. Salwa Meddri
Director
Immigration Sector

Mr. Marc Proulx
Director
Village of Saint-Pierre-Jolys

Mr. Yvan St. Vincent
Director
Town of Sainte-Anne

Mr. Mario Tanguay
Director
Rural Municipality of Ellice-Archie

Mrs. Éveline Touchette
Director
Rural Municipality of Ritchot

Members of the Board of Directors

Mr. Ivan Normandeau
President

Mr. Conrad Durand
Secretary-Treasurer

Mr. François Catellier
Director



MAP OF MANITOBA'S BILINGUAL MUNICIPALITIES

- | | | |
|---------------------------------------|--|-------------------------------------|
| 1 Rural Municipality of Alexander | 6 Rural Municipality of Ritchot | 11 Town of Ste. Anne |
| 2 Rural Municipality of De Salaberry | 7 Rural Municipality of St. Laurent | 12 Local Urban District of St. Léon |
| 3 Rural Municipality of Ellice-Archie | 8 Rural Municipality of Taché | 13 Village of St. Pierre-Jolys |
| 4 Rural Municipality of La Broquerie | 9 City of Winnipeg | 14 Local Urban District of Somerset |
| 5 Rural Municipality of Montcalm | 10 Local Urban District of Notre-Dame-de-Lourdes | 15 Town of Powerview-Pine Falls |





ASSOCIATION DES MUNICIPALITÉS
BILINGUES DU MANITOBA

ASSOCIATION OF MANITOBA
BILINGUAL MUNICIPALITIES



Government
of Canada

Gouvernement
du Canada



The AMBM, the CDEM and EWC would like to thank the Government of Canada and the Government of Manitoba for their financial support and continued commitment to their respective missions.

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