



The Northeast Avalon Regional Economic Development Board – NEAREDB – (formerly Capital Coast Development Alliance (CCDA)), is the regional economic development board for the Northeast Avalon Peninsula (Zone 19), one of twenty across the Province. Our mandate is to facilitate, support, promote and coordinate economic development in the northeast Avalon region. We are the largest in terms of population, with **37%** of the total provincial population living in this region (according to the 2006 census) but the smallest in terms of geography. Zone 19 is a region of contrasts, with a diverse range of communities from rural areas like Chapel’s Cove with a population of 395 to the metro area of St. John’s with a population of 100,645 according to the 2006 census.

In the spring of 2009, we officially rebranded the organization. Now known as the Northeast Avalon Regional Economic Board, our rebranding was the result of many factors, including the desire for a name that was more reflective of our region and of what we do and a logo that would more closely identify us with our pan-provincial organization Newfoundland and Labrador Regional Economic Development Association.

#### **Highlights of Activities 2009 – [www.northeastavalonredb.ca](http://www.northeastavalonredb.ca)**

#### **Highlights of Activities 2010**

2010 will be a continuation of the work begun in 2009.

- Continuing enhancements (translation into a third language) to our Business development/attraction website – [www.Catchourwave.ca](http://www.Catchourwave.ca) - now fully bilingual, the first in the Province. We are also the first in the Atlantic region to be included on the Invest in Canada website ([www.investincanada.gc.ca](http://www.investincanada.gc.ca)) under the “Explore our Regions” component;
- Working with the Logy Bay Development Association and representatives of the NL Cold Ocean Aquarium Association in support of a \$23 million Cold Ocean Aquarium;
- NEAREDB has completed a demographic profile on the sector, and identified a series of recommendations, many of which are now being implemented. Report is on our website. “The Avalon Agriculture Advantage: Growing Opportunities” conference and showcase is planned for the fall of 2010;
- Working on identifying the needs of 2<sup>nd</sup> career entrepreneurs and developing an action plan based on these needs;
- Transportation is a critical issue for this Region, NEAREDB will conduct research to gain a better understanding of the issues and challenges in the region;
- NEAREDB will identify potential demonstration projects through the Province’s broadband initiative;
- Working with the Conception Bay Central and Killick Coast regions to identify economic opportunities and utilize the urban prosperity to their advantage; and
- Developing welcoming community strategies for newcomers as part of our work in supporting immigration in an effort to address labour market shortages in the Region.

