

an opportunity for the people who attended the conference to present their views as to the development potentialities of their immediate area. These workshops serve to acquaint the consultants with the intimate details of the region and also to stimulate the interest of local leaders in the opportunities that exist. The communities are asked to complete a community evaluation form for submission to the economic consultants. This evaluation supplies the local people with a summary appraisal of their natural advantages as well as factors inhibiting development.

It has been our experience in the past that these workshop meetings should generate sufficient interest to carry forward a number of projects while the economic survey is being written. When the survey has been completed and published, a second regional conference is held and at this time the report is distributed to the delegates. Subsequently a second series of workshop meetings is held to discuss ways and means of implementing the report. This program of workshop meetings is a continuing part of the regional development program.

Community Surveys

Four types of community surveys are in progress, including:

- *Community data surveys
- *Industrial location studies
- *Drawing power surveys
- *Industrial impact studies

Community Data Surveys

A four-page community data sheet which includes all relevant municipal information and insert schedules for hydro, gas and water utility rates has been prepared for virtually all communities of greater than 750 population outside of Metropolitan Winnipeg. These sheets, which are reviewed and revised semi-annually, are sent to local development agencies for distribution as well as financial houses and other investment groups.

Drawing Power Surveys

Three communities ranging from 1,000 to 3,000 population have been approached to undertake these surveys and each has indicated initial interest. These surveys will extend beyond the retail trading areas of each town. They are based on the practical value to a town's businessmen as a relative measure of their customer attraction. Questionnaires which determine where the customers come from, how often, for which items, etc. are tabulated and indicate how services should be expanded or improved.

Industrial Impact Studies

In past years towns were surveyed to determine the impact of a new industry on a town's population, retail sales, service facilities, etc. A new technique of "before and after" studies has commenced for two small towns where two large industries have recently located. A careful "before" analysis is being made now of the communities' facilities and activities prior to the industries locating there. Approximately 3 to 5 years from now, an "after" study will be made to record the changes in the community that are attributable to the industry. Such studies have applied research value as well as promotional value in showing other towns what industry can mean to their economy.

Industrial Location Studies

The preparation of industrial location studies is one of the more important industrial services provided by the Department of Industry and Commerce.