

THRIVE

Prince Edward County

Asset-Based Community Development

Champions Guide



What is Thrive PEC?

Thrive PEC is a partnership of community groups, business supports and the municipality, all focused on community and economic development.

Prince Edward County is facing many pressing issues, including emerging from COVID, diversifying and strengthening our economy, adapting to changing demographics and preparing for the future.

Thrive PEC has two goals: one is creating a community-led development plan that is about more than jobs and growth. It's also about community liveability and neighbourliness. The other is about recognizing divisions in our community and finding ways toward common ground and a shared vision for our future.

Key Questions for Community Building

What do you love about where you live?

What would you miss if it was gone?

Who makes your neighbourhood great?

What does "The County way" mean to you?

What aspects of County history or culture do you wish more people knew?

How can we get to know our neighbours better?

Who's missing from this conversation and how can they get involved?

These are complex issues. It's not something that community groups can tackle by themselves. Nor is it something that local businesses can take on by themselves. Nor is it the responsibility of the municipality alone. We all need to work together.

Learn more at [ThrivePEC.ca](https://thrivepec.ca).

What is Asset-Based Community Development (ABCD)?

- It's a positive lens to look at one's community. What do we have that can be further built, developed or leveraged?
- Mapping community assets involves identifying and linking local assets, whether natural, built, historical, businesses, services, people or institutions.
- Once we understand who and what we have, we can then start asking ourselves:
 - How is this asset a springboard to something more?
 - How can we protect this asset while we promote it?
 - Are there ways this asset could further improve our community?

Key Questions for Economic Prosperity

- Thinking about the assets that have been identified, what types of employers do you see as fitting into The County's economic landscape?
- Dream big! What educational opportunities are needed to help County kids grow and prosper?
- Who do you know that could mentor young people and interested business operators?
- Thinking about some of your favourite County businesses, what makes them special?

Key Questions for Community Development

- What small actions or activities could make your neighbourhood even better?
- How can we better welcome new families and help them feel ready for rural living?
- What makes you feel like you belong in The County?
- What activities could help kids and teens feel like they belong?



Submit Feedback

- Send photos or scans of worksheets to contactus@thrivepec.ca
- Drop physical copies of worksheets at The Edward Building, Suite 103, 280 Picton Main Street.
- Send write ups, observations, follow up questions and any other ideas or queries to the Thrive team at ontactus@thrivepec.ca.

Conversation Guide

- Where your group is unlikely to know one another, start with introductions. An easy ice breaker is to ask everyone to say their first name and why they're participating today. Or keep it light and ask people to say their name and the first concert they attended. Try to take no more than 15-20 seconds per participant. There's a lot to discuss!
- Set the tone. Everyone's ideas are welcome and valid. Everyone's experience is different. Encourage participants to save criticism and second-guessing for a future conversation.
- Thrive PEC doesn't have all the answers and no one expects you to have all the answers either! Encourage participants to make suggestions and come up with solutions of their own.
- If the conversation is being dominated by only a couple voices, reiterate that you'd like to hear from everyone and will start calling on folks who've been quieter.
- If things turn heated, pause the meeting. Acknowledge the passion in the room and note that it's a good thing - it shows we care. Ask those involved in the exchange to leave room for others to comment and share.
- If needed, get up and move around. Work in smaller groups. Get hands-on with worksheets and tools.



Go deeper.

Questions to keep the conversation going

- You're given \$500 to make your community better. What do you do with it?
- Volunteers are vital to any community. What can be done to help encourage or reward volunteerism here?
- Who can YOU bring into this conversation?
- What are YOU committing to do to help address some of the things discussed today?

FAQs

How will Thrive PEC actually use my input?

Thrive is a partnership of community groups, business and economic supports and the municipality. These conversations are meant to collectively develop a vision for the future and ways to work towards that. Some partners will use this input to refine their priorities, some will use it to guide funding decisions. The municipality is likely to analyze feedback and incorporate it into an economic development strategy and look at ways to support groups looking to undertake community improvement projects.

What is Thrive PEC doing to reach people who aren't around the table?

We're working with partners, champions and participants to help make connections to people who can be hard to reach.

Who is funding Thrive PEC?

Thrive PEC received support from the Shorefast Foundation. The municipality, Community Futures and The County Foundation have contributed with funding and in-kind help. The group is identifying funding partners and sponsors and looking to build community funds to keep the work going.

What's next?

- Watch for a University of Guelph report on PEC's economy and a short documentary on Thrive's community conversations.
- The release of *Vital Signs*, a data snapshot of our community, from The County Foundation. This year's release features a "Data Walk," a visual representation of some of the numbers that help tell the story of our community.
- The introduction of a new data dashboard.

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What do you love about where you live?

How can we get to know our neighbours better?

Who makes your neighbourhood great?

What would you miss if it was gone?

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What makes you feel like you belong in The County?

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What can be done to help encourage or reward volunteerism here?

What activities could help kids and teens feel like they belong?

What are YOU committing to do to help address some of the things discussed today?