

First Impressions Community Exchange

Community Visited:

LUD of Rosenort

Date of Visit:

September 2, 2009

Visit Completed by (community):

Town of Teulon



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Community Visited: LUD of Rosenort

VISITING TEAM PROFILE

Name: Colleen Engel	Age:	Gender: Female
Address: Teulon, Manitoba		
Phone: (204) 886-2314	E-mail: engelcro@mts.net	

Name: Glenn Marmonier	Age:	Gender: Male
Address: Teulon, Manitoba		
Phone: (204) 886-2314	E-mail:	

Name: Cherise Griffin	Age:	Gender: Female
Address: Teulon, Manitoba		
Phone: (204) 886-2582	E-mail: cherisegriffin90@msn.com	

Name: Michael Ledarney	Age:	Gender: Male
Address: Teulon, Manitoba		
Phone: (204) 294-6171	E-mail: mledarney@leg.gov.mb.ca	

Name: Val Weiss	Age:	Gender: Female
Address: Teulon, Manitoba		
Phone: (204) 886-2952	E-mail:	

Name: Grant Carlson	Age:	Gender: Male
Address: Teulon, Manitoba		
Phone: (204) 886-7454	E-mail: grant.carlson@gov.mb.ca	

Date of visit and time spent: September 2, 2009 4hours

Weather on date of visit: Beautiful warm sunny day

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PRIOR TO YOUR VISIT

What was your impression of the community before the visit? What have you heard about this community? What are you expecting to see? What did you know about this community?

- We expected to see a community similar to Teulon with lots of manufacturing industry and a fair amount of retail businesses.

Ease of getting information by mail and telephone about the community visited:

- There wasn't a problem getting information from the R.M. office, there just wasn't much information to get.

Level of satisfaction with the quality of the information received:

- There wasn't any real information specific to Rosenort available.

Timeliness of arrival of the requested information (if appropriate):

-

Ease of obtaining information on the community through a web search:

- Unless you knew that Rosenort was in the RM of Morris, there wasn't anything available although the website for the Rosenort festival was very good.

Quality of the community's online materials and information:

- What information that was found was outdated. i.e. Chamber of Commerce and even the school website had information for June posted.

THE "FIVE MINUTE" IMPRESSION

After taking a five-minute drive through the community without stopping, the following reactions were noted:

- Very clean and very busy (industry)
- Large yards and nice newer homes
- Lots of industry, not much retail
- Very impressive Credit Union Building

COMMUNITY ENTRANCES

The following observations were noted when entering the community from major entrances:

Entrance #1, approached from east:

1 2 3 4 5 6 7 8 9 10

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Needs Urgent Attention **Satisfactory** Excellent

Nice signage

Entrance #2, approached from west:

1 2 3 4 5 **6** 7 8 9 10
Needs Urgent Attention **Satisfactory** Excellent

Nice signage although the feed company almost overpowered the sign

Entrance #3, approached from N/A:

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent

Entrance #4, approached from N/A:

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent

HOUSING AND RESIDENTIAL AREAS

Overall quality, affordability and availability of housing in the community:

Quality (scale of 1 to 10)	Type of Housing
5	Existing/Older Homes
9	Senior Citizen Housing
8	New Construction
4	Apartments/Rental Housing

Comments:

- Most homes were ‘family’ homes, not many ‘starter’ homes
- Not many “older” homes
- Very few homes were for sale in the community
- Seniors apartments were very nice.
- Serviced lots in the subdivision were selling for \$25,000 which seemed very reasonable.

Adequacy of housing mix to suit a variety of income levels?

- Not much of a mix really, most homes seemed to be family type homes, approx. 1500 square feet.

Comments:

-

Most appealing and least appealing features of the housing in this community:

- Large well kept yards and gardens with homes that appeared to be quite ‘new’
- Least appealing was the subdivision located directly behind industries.

Quality and availability of residential infrastructure (e.g., roads, sidewalks, lighting, public transportation, green space):

- Streets were well kept, not much patching on them.
- The river walk was very nice.
- We noticed that there weren’t very many sidewalks except the long one which followed the contour of the land. We thought this might pose difficult for those with mobility issues. It definitely would provide a good work out for anyone using it.
- Large recycle bins placed conveniently for residents to drop off their recyclables was a very good thing for the community. I read on the website that these were new in August.

<i>Overall Appeal of Housing (scale of 1 to 10)</i>	<i>Group</i>
3	Single Young Adults
6	Young Families
8	Middle Income
9	Senior Citizens
9	Upscale/Professional

Comments:

- Most housing was for families and seniors with not much available for young single adults.

EDUCATION, HEALTH, SOCIAL AND EMERGENCY SERVICES

Education (availability & appearance of schools)

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Preschool/daycare:

- There was no daycare in operation but we were told that there is one qualified home day care, it just wasn't operating at present.

Primary/elementary:

- 2 schools in the community. We noticed that the Prairie Rose school had new playground equipment and sports amenities. The public school's landscaping looked neglected with the front of the school being overgrown and covering the sign. Sports amenities looked like they needed some TLC.

High school:

- Attached to the elementary school, very fortunate to have this in this size of community.

College/university:

- N/A

Residents' (young and old) opinions about the quality and availability of the local school system:

- Residents seemed happy. We were told that students were bussed from the surrounding area and that they "chose" to go to Rosenort school over other schools in the area.

Rating of adequacy of schools for a community of this size:

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent

Comments:

Health Care Services

Availability and Apparent Quality of Health Care Facilities:

Hospitals:

- 20 minutes away

Physician and dentist offices and clinics:

- 20 minutes away

Long-term care and nursing home facilities:

- Very good

Other health services:

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- Community health nurse at the Heritage Center Tuesday to Friday.
- Massage therapist as well.

Rating of the adequacy of Health Services for a community of this size:

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent

Comments:

- We were impressed by the fact that there was a health nurse in the community weekly.

Social Services

Social services available in community:

- Social services for seniors seemed very good.

Availability of not-for-profit organizations and clubs:

- There was a Chamber of Commerce but no Kinsmen or Lions Clubs. Churches tend to fill that need and we were told they have representation on boards such as the Heritage Center.

Emergency Services

Adequacy of fire, ambulance and policing services from the perspective of residents:

- The community seemed very proud of their Fire Department and we were told that the first responders had excellent response times.

LOCAL ECONOMY

Downtown, Retail, Industry, Commercial, Professional Services and Tourism

Initial impressions of the health of the local economy:

- The local economy looked pretty good, lots of industry.

Downtown Area

Ease of locating the downtown:

- Couldn't miss it, right on the highway that went through the community.

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Overall appearance of the downtown area:

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent

- General appearance was quite nice, although there were some that we thought needed work. For example the old fire hall could use a fire!

Variety of shopping in the downtown area:

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent

- Very limited—basics such groceries and hardware were available. We saw a sign for a gift shop but didn't find it. There was minimal giftware available at the Teahouse.

Customer service at businesses visited:

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent

- Everyone we spoke to was very helpful!

Signage in the downtown area:

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent

- Very good signage.

Window displays in the downtown:

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent

- Wasn't any

Variety and quality of merchandise in the downtown area:

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent

Basics were available as far as shopping goes. Lots of industry is located downtown.

Mix of facilities and services in the Downtown:

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- At the Heritage Center we noticed that there is a CA, CMA available. Also Country Graphics, autopac dealer, bank, building supplies and 2 restaurants (3 if you count Jack Hortons). This is quite good for the size of the community.

Quality and availability of parking:

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent

- Large parking lots

Quality of lighting:

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent

-

Role and potential of the downtown in tourism:

- The Annual Festival is held throughout the community. 2009 was the first time the event was held over 3 days. The Teahouse could be developed as a tourism attraction.

Residential housing mix in downtown:

- N/A

Desirability of the downtown as a place to live:

- N/A

General Information about Overall Retail

Overall mix of retail shopping:

- basics available—groceries, hardware, building supplies

Retail goods requiring travel to other communities:

- clothing, electronics, pharmaceuticals

Missing stores or services that we expected to find locally:

- movie rentals
- It was such a beautiful day that we wanted an ice cream cone and were unable to find one.

Unusual or unexpected stores or services for a community this size:

- Country Graphics and Printing

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High quality/desirable retail stores in the community that would attract shoppers from a distance of more than 40 km:

- N/A

Overall Condition of the Retail Sector:

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent

- quite satisfactory for a community of this size, especially with a larger center only 10 or 15 minutes away.

Specific Retail Shopping Areas

Retail Area #1:

Type (Shopping mall etc...): Co-op
Location: on the main drag, highway 205

Overall Appearance:

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent

-

Variety of shopping:

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent

- Very good for size of the community

Customer service at businesses visited:

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent

- Everyone we spoke to was helpful and pleasant.

Variety and quality of merchandise:

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent

- Considering the size of the community, we thought the Co-op had most goods required for day to day requirements.

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Retail Area #2: N/A

Type:

Location:

Overall Appearance:

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent
•

Variety of shopping:

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent
•

Customer service at businesses visited:

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent
•

Variety and quality of merchandise:

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent
•

Local Industries

Major industrial sectors in the community:

- On the highway going through town and in the industrial park. Lots of industries seemed to be located in people's yards.

Major employers in the community:

- Midland Manufacturing and Westfield Industries

Major types of manufacturing in the community:

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- Agriculture—augers, bins, trailers

Major types of primary industry in the community:

- Agriculture based such as feed company and agriculture based manufacturing

Industrial park or serviced land where manufacturers could locate or expand:

- Yes on the way into the community from the east.

Apparent dependence on one type of industry?

- Agriculture manufacturing (steel)

Are industrial facilities well maintained?

- Yes, although there were a few that could use a face lift.

Potential of community as an attractive location for manufacturing development:

- Possibly but there are already a lot of agriculture manufacturing companies in the community. Probably time to diversify. There is plenty of room for development and the community is located on good shipping routes.

PROFESSIONAL, COMMERCIAL AND GOVERNMENT SERVICES

Professional Services

Convenience of banks and ATMs (location and hours):

- Yes. The Credit Union is located on the main drag coming into town. It is a beautiful building (Taj Mahal). You can't miss it!

Adequacy of financial services:

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent

-

Other available professional services:

- Chartered accountant, Certified management accountant, massage therapist

Service gaps:

- Perhaps a pharmacy?

Commercial Services

Types of commercial businesses serving the local community (high-speed internet provider etc.):

- 911, high speed (not sure of which companies serviced the area)

Commercial service gaps:

- Not sure.

Governmental Services

Location of municipal offices:

- In the Town of Morris, 10 miles away. We were wondering who/where in the community we would go to get information. Started at a restaurant. Also lady at the Heritage Center was very informative.

Availability and quality of information:

i) Community brochure/guide

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent

-

ii) Business directory

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent

- Hidden in the RM of Morris website. The directory is good once it was found.

iii) Community profile

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent

- There is no real specific community directory. The Manitoba Government profile is about the whole RM.

Adequacy of information for investment decisions:

- Promotional materials were hard to find at best. Chamber website was out of date.

PUBLIC INFRASTRUCTURE AND PLANNING

Public Infrastructure

Public Transportation: N/A

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent
•

Sidewalks:

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent
• Only one long one

Streets:

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent
•

Landscaping, Trees:

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent
• Very nice except at the front of school needs trimming

Public Restrooms:

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent
• Not really adequate for wheelchair accessibility. We also thought the ones at the park were a little far from the picnic area and playground. No hand washing stations available.

Street Signage:

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent
•

Pay phones, drinking fountains, benches, etc.:

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1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent

Planning

Conflicting land uses?

- Yes. The one subdivision is located directly behind industry

Appropriateness of land use (commercial, residential, green space, etc.):

- To us the community looked very spread out. There needs to be some separation between the industrial areas and the residential.

Traffic or pedestrian congestion?

- We thought a cross walk across the highway to the Credit Union or the Co-op might not be a bad idea.

Location: **Cafe on Roselane at lunch time!**

Comments:

Are community facilities and infrastructure generally accessible for people with disabilities?

- The washrooms outside at the Arena were not adequate, not large enough.

TOURISM

Is there a strong tourism sector?

- No

Community slogan/brand:

- Getting Big Jobs Done

Is there a well-known attraction or event/festival? Are the events/festivals held annually?

- Annual Rosenort Festival. This year was first time it was a three day festival. It included the whole community. Had a good website for the Festival!

Potential tourist attraction (natural or man-made):

- N/A

Quality and appearance of existing attractions:

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent

Comments:

- N/A

Underdeveloped attractions?

- Tea House could be an attraction, heritage building?

Availability and quality of facilities serving the needs of visitors (e.g., tourist information centre):

(Quality of customer service, facilities, signage, marketing material, maps, visibility)

Comments:

- An information board might be helpful to visitors.

Availability and selection of overnight accommodations in the community:

- n/a

Availability of facilities to accommodate a conference and/or a large number of visitors?

- Arena, Heritage Center, Churches

Quality and accessibility of the public restrooms:

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent

- Not quite large enough to accommodate wheelchair. No hand washing stations (outside at the Arena)

Quality and variety of restaurants:

Quality

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent

Comments:

- We had a handicapped woman with us and she was unable to use the washroom at the Teahouse and she probably couldn't have gotten inside (Teahouse) in the winter (narrow).

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Variety

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent

Comments:

- Teahouse, Chinese and Jack Hortons on Tuesdays

Recommendations by local residents on where to stay, eat, and visit:

- Both restaurants.

Restaurants, specialty shops or attractions that would bring you back to this community in the near future:

- Café on Roselane

CULTURE AND HERITAGE

What events are popular with residents?

- Rosenort Festival, hockey, sports, quads

Do the residents feel there is a lack of community events?

- We didn't ask.

Does the community have heritage buildings? Are they well maintained?

- no

FAITH/RELIGION

Number, appearance, and selection of religious buildings in the community:

- 5 churches

Architectural or design features of religious buildings visited:

- Large new buildings, modern

Overall impression of religious buildings:

- Religion is obviously very important to the community.

ENTERTAINMENT

Community entertainment activities:

- Not sure, hockey, church related functions

Entertainment opportunities lacking in community (as perceived by residents):

- Didn't ask.

Is there a vibrant night life?

- n/a

RECREATION

Recreation Facilities

Availability of and appearance of parks:

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent

- We loved the Park! And the River Walk!

Availability and appearance of public recreation facilities:

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent

- We liked the trees in front of the arena.

Availability and appearance of private recreation facilities:

1 2 3 4 5 6 7 8 9 10
Needs Urgent Attention Satisfactory Excellent

- We saw one playground in the subdivision behind the industry. Looked like it was older and could use a face lift.

What people in this community appear to do for recreation:

- Hockey, baseball, tennis, walking trail

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Surprising recreational facility (private or public) in this community:

- New tennis courts and the huge picnic shelter.

Recreational activity or facility gaps:

- Curling, soccer We think these facilities are located in neighbouring communities.

Suitability of recreational facilities for the following populations:

Overall suitability of recreational facilities (scale of 1 to 10)	Group
7	Senior Citizens
10	Families
8	Singles, young adults
8	Teens
8	Children (13 and under)

INFORMATION FROM COMMUNITY RESIDENTS

Were community residents knowledgeable about the community?

- The lady at the Heritage Center was very helpful.

Did they refer you to someone else who would help?

- Yes, the RM Office

Community Pride (were residents positive or negative about their community?):

- Very Proud of their community! Thought it was the best!

Any major concerns for residents?

- no

Quality of information from community residents:

1 2 3 4 5 6 7 8 9 10
 Needs Urgent Attention Satisfactory Excellent

- Everyone we approached was quite helpful.

USING YOUR SENSES

Tastes (any specialty food item, bakery, restaurant, or candy store to remember?):

- We all loved the homemade food at the Teahouse!

Smells:

- We smelled one hog barn on the way in from the east, thought there would be more!
- Food at the Teahouse smelled delicious!

Sights:

- Credit Union, Park/Community Centre, Nice streets

Sounds:

- Industrial noise—forklifts beeping and metal banging
- Truck traffic
- Quiet residential areas on the road to the school

Overall environmental health of the community:

- Very clean! Didn't see very many garbage cans around. Recycle bins available for the community was excellent to see.
- We thought the industry right in the community might have a negative impact.

Any experiences that affected the way the community felt to us:

- Lots of residential development, very positive, community is growing!
- Thought there may be some zoning issues—conflicting land uses.

WRAP-UP

Was your perception prior to the visit accurate? In what ways was it different?

- The community was smaller than anticipated. Looked newer, we anticipated more older buildings, and not as many new homes. Also we didn't expect to see industry right in the center of the community.

Did the information you collected prior to the visit accurately reflect what you experienced?

- No. There wasn't much information available and what there was, was hard to find.

What is the most outstanding feature of this community?

- Park. Credit Union building. Amount of industry.

Would you consider this community as a suitable location for a young family?

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- Yes, it appears to be a quiet, safe community with good schools.

Would you consider this a suitable location for a retired person?

- Only if the person was from the area.

Would you consider this a suitable location for a young single adult?

- No.

Would you consider experiencing this community as a tourist?

- No, but would attend the festival to see what it was.

Would you consider locating your retail or service business here?

- Possibly. More research would be required as to what is needed because Rosenort is located so close to other communities.

Would you consider locating a manufacturing business here?

- Possibly, the industrial park looks well set-up.

Five positive things about this community.

1. Location to Winnipeg for shipping routes
2. Very clean/ well maintained with nice residential areas
3. Beautiful Recreation area
4. Good manufacturing base
5. 2 schools

Three potential opportunities available to the community:

1. Park could possibly host larger sporting events.
2. Cafe on Roselane could be a tourist attraction.
3. Construction industry.

Five biggest obstacles/challenges facing this community

1. Too close to Morris.
2. Located on a flood plain
3. Lack of marketing materials
4. Where to locate retail/commercial development.
5. Visibility of community—kind of off of the beaten path.

What will you remember most about this community six months from now (positive or negative)?

- Teahouse's food, large beautiful yards, nice park, Impressive Credit Union building

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What things have you observed here that have changed your impression of your own community?

- That we are lacking signage at three of our entrances.
- We need more industrial development to provide local jobs.

ONE idea we will borrow for use in our own business/community and how we will start to implement it within the next 72 hours!

- Landscaping at the arena, picnic shelter, we need more walking routes in Town.

Other comments:

- One thing we noticed is there wasn't many people out and about. No children at the park, riding bikes, even playing in the yards. We thought this was unusual as it was before school started and it was a beautiful day.
- We thought that perhaps the community could be more user friendly for seniors or those with mobility issues ie sidewalks, crosswalk on highway
- Very nice senior's housing complex.
- Lots of local support for community projects. Signage indicated lots of donations from citizens and industry with not many government grants.
- We thought there may be a lack of part time employment for teenagers while they were still in school