



# PARTNERSHIP FOR GROWTH

**A BOLD VISION FOR PRINCE EDWARD ISLAND'S ECONOMY**

The alliance of 21 business organizations and industry associations known as the Partnership for Growth, has entered the next phase of developing a private-sector led, actionable, sustainable Economic Action Plan for Prince Edward Island. The Partnership has begun conducting research and, in the coming weeks and months, will seek input from Islanders to support the creation of the plan.

MRSB Group has been engaged to assist the Partnership with developing the economic action plan. MRSB and the Partnership are utilizing a multifaceted approach to this process, including hosting small, strategic roundtables with business and community leaders, individual interviews, secondary research, and broad public consultations. The objective of this process is to hear as many perspectives as possible. Time and budget limitations create a challenge in balancing the breadth of the consultations, while also achieving a specific, actionable, and measurable economic action plan.

We understand that Tourism PEI has recently initiated a process to develop the next phase of the Provincial Tourism Growth Strategy, which involves various consultations. The Provincial Tourism Growth Strategy will be specifically focused on a strategy for the tourism sector. In contrast, the Economic Action Plan under development by the Partnership for Growth will be an Island-wide action plan for all sectors of PEI's economy. Tourism is an integral strategic sector for PEI's economy, and thus, it is important for the Partnership to consult with this sector when developing the Economic Action Plan. It is our objective to achieve alignment between the Provincial Tourism Growth Strategy and the Economic Action Plan, which emphasizes the importance of consulting with this sector for both projects.

We hope the tourism sector will engage in the consultation process with the Partnership and MRSB to develop the Economic Action Plan. The tourism sector, and all Islanders, are encouraged to attend consultations and provide input via the online survey found here:

<https://www.surveymonkey.com/r/PFG-PO>