

## **The reason for AIRO**

The province of Nova Scotia needs to build a new economy or it will go bankrupt. This was essentially the finding of the One Nova Scotia Coalition in its 2014 report "NOW or NEVER – an Urgent Call to Action for Nova Scotians".

[http://onens.ca/wp-content/uploads/Now\\_or\\_never\\_short.pdf](http://onens.ca/wp-content/uploads/Now_or_never_short.pdf)

The follow-up report of October 2015 – "We Choose Now" – was written as a playbook for Nova Scotians, suggesting how they might "step up" to help the province, using the collaborative action plan approach.

<http://www.wechoosenow.ca>

**AIRO – Annapolis Investments in Rural Opportunity** – was founded by Jane Nicholson as her personal action plan to help the part of the province she knows best – Annapolis Royal and its surrounding district. She's "stepping up" in a way that can create the most impact – through direct investment in the economic development of the area.

## **What is AIRO's focus?**

1. To promote economic development in Annapolis Royal and district through action as an incubator, angel investor and community development hub.
2. To encourage, and collaborate on, the promotion and marketing of the assets of Annapolis Royal and its surrounding communities in an effort to grow the population and ensure a sustainable community.
3. To empower others to create their own version of AIRO in their own communities by sharing AIRO's information and methodologies freely with others in rural Canada.

AIRO has a bias for action.

AIRO encourages innovation and collaboration to meet economic challenges.

AIRO is responsible, respectful, efficient and effective.

## **Mission Statement**

AIRO is dedicated to stimulating entrepreneurial activity in Annapolis Royal and Annapolis County through research, funding and collaborative action, using both proven and innovative methods.

## **Vision Statement**

To make Annapolis Royal and Annapolis County the place of choice to work, live, play and thrive in Nova Scotia.

## **Community Organizations and Initiatives Supported by AIRO**

The Annapolis Board of Trade (ABoT) and the Annapolis Royal Wharf Association (ARWA) are actively supported by AIRO. Administrative support and resources are shared with both organizations. Businesses supported by loans or grants from AIRO are required to become members of ABoT. Additionally, AIRO is collaborating with ARWA and its partners on a five-year plan to turn “*Naturally Routed: The Annapolis Heritage River Project*” into economic reality.

## **The Source of AIRO’s Mandate**

To work wisely, we believed we needed a better understanding of how the people of our community see their opportunities and their challenges. So, we asked them. In July and August of 2016, AIRO confidentially interviewed 33 people between the ages of 14 and 80 – a wide cross-section of community members. What they contributed were their visions of our future, their ideas of success, and how they thought that growth might happen. That consultation resulted in our landmark report *Local Logic: How to get there from here* [report available for download on our website](#).

## **The AIRO Team**

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