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**LOCAL LOGIC DRIVES RURAL ECONOMIC DEVELOPMENT**

**Annapolis Royal, NS:** AIRO – Annapolis Investments in Rural Opportunity – has released its report, *Local Logic: How to get there from here*. The report presents survey results and recommendations on the economic future of Annapolis Royal, Nova Scotia, and its surrounding communities from the people it affects the most – its residents.

Annapolis Royal is proving itself resilient, but it is caught in the same bind as the rest of Nova Scotia – a continuous slide toward a weaker and more dependent economy. The province sits at a tipping point – a fact made clear by the findings of the 2014 Ivany Report “*Now or Never: An Urgent Call to Action for Nova Scotians*”, and the recommendations of its follow-up playbook “*We Choose Now*”. AIRO’s founder and CEO Jane Nicholson says, “Like it or not, Nova Scotians all have to ‘step up’ if we want to survive and thrive. We have to change our attitudes, welcome innovation, attract new people and retain our younger population. We have to ‘get there from here’ – or suffer the consequences.”

AIRO decided to get a better understanding of how this might be accomplished by interviewing a broadly-based sample of people from Annapolis Royal and its surrounding communities to see what they thought.

In July and August of 2016, AIRO’s Chief Research Officer, Christie Nicholson, spent more than 100 hours in extensive discussions with 33 people between the ages of 14 and 80. They included students, trades people, educators, business owners, politicians, farmers, and other community members. They were asked what they valued about Annapolis Royal and its surrounding communities, what they thought could be improved and what they felt was holding the area back from greater economic development. The report uses their words (all unattributed) as the basis for a set of recommendations for economic growth. As AIRO Executive Director Adele MacDonald says “We asked them to dream big and not hold back on their joys or frustrations. What they gave us was their “*local logic*” - their perception of shared failures, their vision of the future, and their ideas for success.”

The resulting report is a unique and personal take on economic development research at the grassroots level. A downloadable PDF file of *Local Logic* is available on AIRO’s website at: http://www.ruralopportunity.com/local-logic.html

**About the company:** AIRO – Annapolis Investments in Rural Opportunity – is a private economic development and investment firm that supports solutions to the challenges of rural growth. Its mission is to significantly increase entrepreneurial activity in Annapolis Royal and Annapolis County by investing in new or existing businesses, and offering collaborative support, advice and mentoring along the way. AIRO also supports marketing initiatives that further its mission, and partners with local governments on action-orientated economic development plans.

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