



## Strategic Plan Draft

### Vision Statement

To be regional leaders focused on innovation, growth and engagement within our communities.

### Mission Statement

We are committed to enhancing growth, prosperity and leveraging resources within the communities of Perry, McMurrich/Monteith and Magnetawan; encouraging collaboration and partnership between residents, visitors, and businesses.

### Goals and Objectives

#### 1. To Promote Regional Collaboration

##### Objectives:

- Collaboration with other Economic Development Committees, Municipalities, and organizations such as the Chamber of Commerce
  - o Collaborate on projects, workshops, meetings, etc., such as the Community Guide
  - o Encouraging new opportunities to network
- Working with different levels of government ex. Federal and Provincial levels
  - o Bi-weekly/monthly communication with government representatives to share information
  - o Invite government representatives to regular committee meetings for input and updates

##### Performance Indicators:

- Attend 1 meeting per month with a regional focus
- Establish 2 new regional focused partnerships within one year
- Continuously support and champion the regional concept leading up to the May 1<sup>st</sup>, 2018 implementation

#### 2. Attract New Families, Businesses, and Visitors through Investment Attraction

##### Objectives:

- o First Impressions Community Exchange (FICE)
- o Asset/Gap Analysis and Market Study with funding from MNM
- Residential/ Family Attraction



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Your Economic Development Team For

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- Assist Recreation Committees in development year-round recreational opportunities, such as children's programming
- work with schools for programming that will benefit the community
- Cottage/Retirement Attraction
  - Develop a regional welcome package to inform season/new residents on what is available in the area
- Commercial Attraction
  - Have updated inventory of commercial lots, store fronts, land, etc.

**Performance Indicators:**

- Complete the FICE within 1 year
- Complete an asset/gap analysis and market study within 2 years
- Contribute and collaborate on 2 new investment attraction projects per year (e.g. welcome package, working with recreation committees for family attraction).

**3. Develop Tourism Opportunities Throughout the 3 Communities and the Region of Almaguin Highlands.**

**Objectives:**

- Marketing the Area through the Villages of Almaguin
  - Develop a regional marketing plan
- Off-season/shoulder season tourism events
  - Work with Almaguin in Motion (AIM) for off-season cycling event
  - Work with the Almaguin Highlands Arts Council to create an arts tour
  - Continue development of the Magnetawan River park concept
  - Look and support other opportunities for new event development
- Support of new tourism businesses and products
  - Help businesses develop innovative tourism packages
  - Investigate new funding opportunities

**Performance Indicators:**

- Continuously support and champion the Villages of Almaguin leading up to the May 1<sup>st</sup>, 2018 implementation
- Create and implement a social media plan within one year
- Work with tourism partners to create 3 content articles per year (Explorer's Edge, Villages of Almaguin, Almaguin in Motion, etc.)
- Develop 1 tourism event per year with a focus on regional recognition

## 4. Encourage Business Development Through Support and Outreach

### Objectives:

- Entrepreneur/start-up/expansion support
  - o Hold regular seminars and workshops to educate businesses on a variety of topics
  - o Help businesses with funding applications (review and suggestions)
- Workforce, skills, education alignment
  - o Almaguin Careers and Trades Day (ACT2017)
  - o Ensuring facts and figures are updates (Labour Market, Analyst tool, etc.)
- Promoting existing/new businesses
  - o Promote and support events such as the Chamber's Festival of Almaguin Businesses (FAB)
  - o Keep up-to-date business directory in each municipality
- Succession planning
  - o Host/support Succession Planning workshops to educate businesses on the importance of planning ahead
  - o Regular monthly business visits

### Performance Indicators:

- Implement a Customer Relations Management tool within 2 years
  - o How many start-ups/expansions are utilizing EcDev support
  - o How many businesses are contacted for follow-up each month
  - o Track attendees at workshops and business events
- Connect with 3 businesses per week
- Host/organize/participate in at least 4 business workshops per year

## 5. Be the Voice of Businesses, Visitors, and the Community

### Objectives:

- Voice concerns over hydro, internet, and cellular
  - o Communicate to government representatives as issues arise
  - o Writing letters of support
- Advocate for change with regards to various issues such as MTO, Ministries and other red-tape
  - o Take a regional stance to influence change
  - o Host round-table discussions with government representatives



- Educate businesses on business support
  - o Regular business visits/ Business Retention and Expansion Visits (ongoing process)
- Enhance/facilitate communication and collaboration between municipalities and businesses
  - o Report back to Councils/Clerks on issues affecting businesses

**Performance Indicators:**

- Host 1 round-table discussion with businesses and government representatives per year
- Develop bi-yearly newsletters for business education and information sharing
- Advocate for change on 2 issues per year

## 6. Address Various Challenges with Regards to Community Services

**Objectives:**

- Addressing Aging Population
  - o Look into Health Care Opportunities/funding
  - o Identify gaps in health care
  - o Educate businesses on accessibility for aging population
- Youth Retention Projects
  - o Communicate youth entrepreneurship programs to the communities
  - o Encourage youth volunteerism in various organizations
  - o Keep database on youth leaving the area, and communicate with the Universities and Collages to bring students back to Almaguin
- Volunteer Organizations Support and Recruitment
  - o Continue with 3R Volunteer Program

**Performance Indicators:**

- Survey Community to identify healthcare gaps once every 2 years
- Establish 1 connection per year with a healthcare agency
- Survey youth community through schools to identify causes of youth outmigration once every 2 years
- Host/organize/participate in 1 youth focused event per year (job fair)
- Host/organize/participate in 1 volunteer focused event per year (3R Volunteer Recruitment Campaign)
  - o Track number of organizations who participate