

Strategic development plan

### Definition of Strategic plan

Strategic planning is a management process designed to ensure the ongoing alignment of an organization with the internal and external circumstances that benefit it.

It is accomplished by adapting the mission, defining objectives, developing strategies, and developing a comprehensive plan that indicates how resources will be used to meet the needs of stakeholders and the demands of the environment.

Source: <a href="https://www.mamh.gouv.qc.ca/amenagement-du-territoire/guide-la-prise-de-decision-en-urbanisme/planification/planification-strategique/">https://www.mamh.gouv.qc.ca/amenagement-du-territoire/guide-la-prise-de-decision-en-urbanisme/planification/planification-strategique/</a>

## **Utility?**



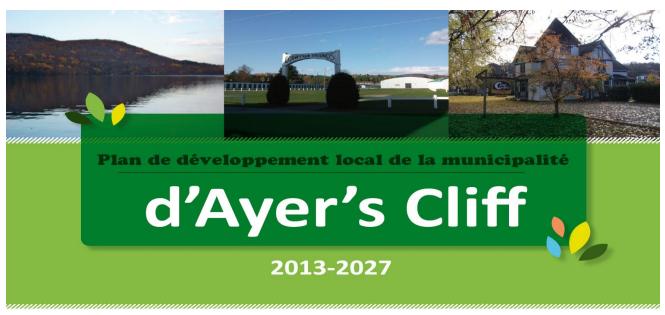
The strategic approach encourages a Municipality's elected officials to focus their efforts on directions, objectives, major issues and an action plan for the community, while keeping the community's goals in mind.

Once a vision of planning and sustainable development has been developed and shared with the population, and key targets have been identified, strategic options and a plan of action to achieve these targets can be defined.

Source: <a href="https://www.mamh.gouv.qc.ca/amenagement-du-territoire/guide-la-prise-de-decision-en-urbanisme/planification/planification-strategique/">https://www.mamh.gouv.qc.ca/amenagement-du-territoire/guide-la-prise-de-decision-en-urbanisme/planification/planification-strategique/</a>

#### Actual plan of the Municipality

► The Municipality already has a plan. The "Municipality of Ayer's Cliff Local Development Plan" was conceived in 2013 and would be valid in theory until 2027.







## So why we redo a plan?



Usually, a strategic development plan for a municipality is established over a 5-year period. This allows for a review of priorities at that time as well as a reconsultation of the population as to the evolution of their needs. Since the current plan is already almost 10 years old, it should be replaced.

Community Service Development

1
Promotion
of universal
accessibilit
y among
the
community

2 Install free WiFi in the village

Facilitate the settling in of newcomers

Acquire a community hall

Encourage the creation of new innovative companies

Encourage

new business

for

fabrication

of adaptive

sport

equipment

Support the

implantation

of a

"sustainable

outdoor

furniture"

factory

Stimulate the

development

of a garden

center for

young

enterprises

Suggest new health services

Support the establishment of a private health clinic

9
Organise adapted transportation for leisure activities

Continue to increasse the cooperation with the Regional Parc Massawippi

Assess the action plan for tourism of the Parc Regional Massawippi"

Organise a
Land Art
festival
around Lake
Massawippi

Open public acces to Lake Massawippi

Form a
partnership for
the
management
of les Pères
Servites beach

12

Outfit the brick house des Pères Servites to accommodat e groups

14 Create winterstays at Camp Massawippi

Develop a boat shuttle between North Hatley and Ayer's Cliff

Preservation of the village's heritage sites

16
Emphasize
the County
Fair
Ground
heritage

17
Set up a calendar of yearly activities

18 Organise night markets with thematic animation

19
Build an
animated and
decorated
skating rink

20 Create a community farm Expansion of outdoor sport activities

21
Offer
canoe and
adapted
sport
equipment
rentals

22 Organise sport events

23 Create adapted lodging Promote Ayer's Cliff as "Destination for all"

24
Elaborate a
communicatio
n plan for
«Destination
for all»

Design a website for the locals and visitors

Install an information kiosk/desk for tourists (label Café de Village)

27
Integrate
Ayer's Cliff
as a staging
point in the
"Townships
Trail"

Pair the village with another «Destination for all»

### Planification planning steps

- 1- Analysis of the overall picture of the Municipality (analysis of the existing plan, the demographic situation, the economic portrait, etc.)
- 2- Consultations with the parties involved (citizens, businesses, community organizations, etc.)
- 3- Strategic thinking: strategic thinking is based on the elements gathered during the consultations. A funnel-like process then begins, since it is at this point that choices are made, priorities are defined and a strategic alignment of the consultation elements is carried out.
- 4- Drafting of the strategic plan based on the previous step, on the overall vision and general points
- 5- Elaboration of an action plan: the precise outcome of the strategic reflection process in order to determine concrete actions to be carried out and follow-up indicators, spread out over a determined period.

Source: <a href="https://espacestrategies.com/theme-de-croissance/planification-strategique-municipale/">https://espacestrategies.com/theme-de-croissance/planification-strategique-municipale/</a>

# How long does this process take?

It takes an average of 6 to 12 months in total.

### Next steps before the next presentation:

- Analysis of the overall picture of the Municipality and of the former planning (internal);
- ▶ Public consultations: at all regular Council meetings, from 5:30 p.m. to 7 p.m., for the next 5-6 months approximately.
- Consultations with organizations, businesses and other institutions such as schools, churches, etc. (internal)

Thank you for your attention!



questions or comments?