



Local development Plan of the municipality of

Ayer's Cliff

2013-2027



Summary



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Ayer's Cliff Development Plan

Improve the quality of life and revitalize the village

Community Service Development

Encourage the creation of new innovative companies

Suggest new health services

Promote the identity of Ayer's Cliff

Continue to increase the cooperation of the " Parc Regional Massawippi "

Open public acces to Lake Massawippi

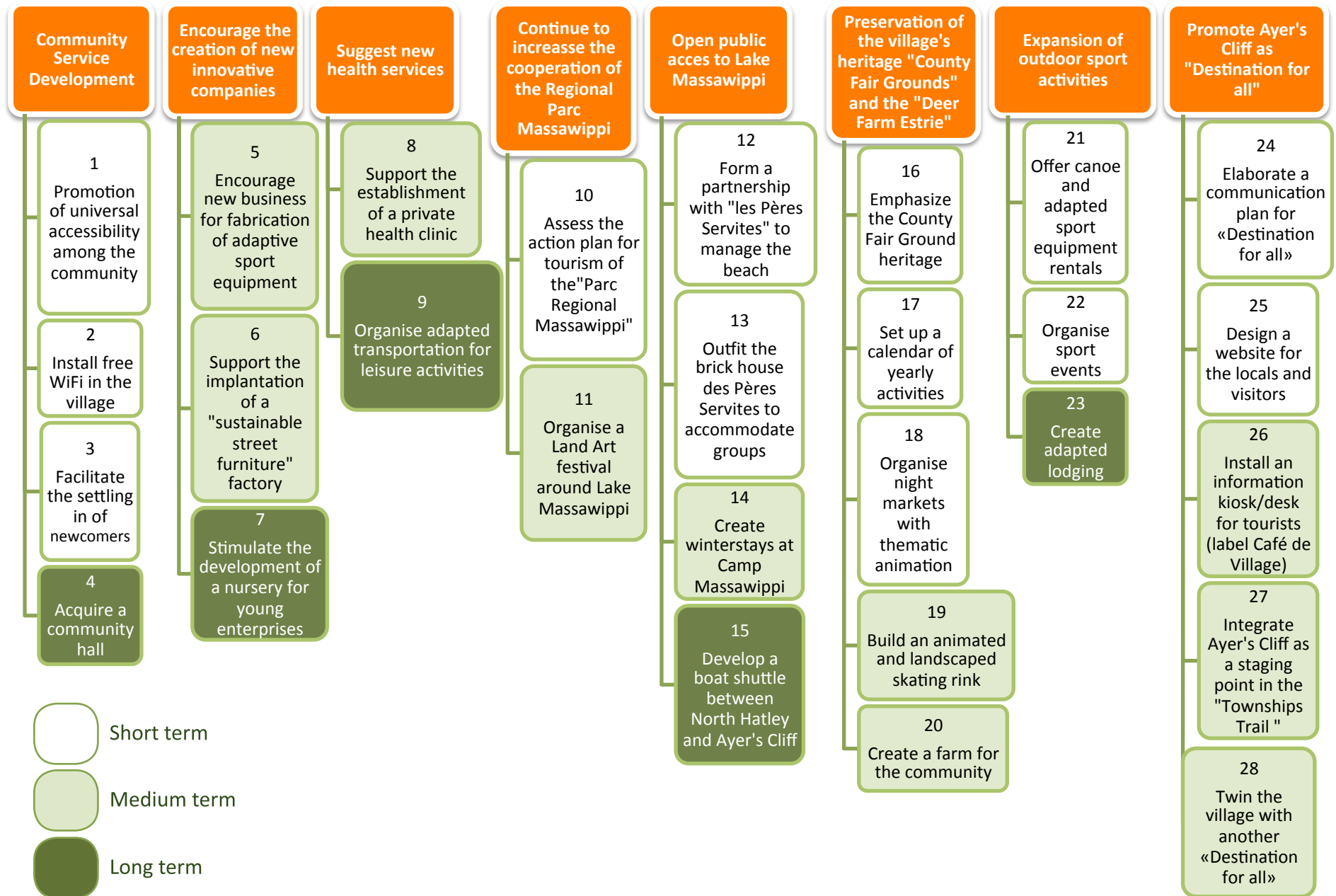
Preservation of the village's heritage "County Fair Grounds" and the "Deer Farm Estrie"

Create a destination for all

Expansion of outdoor sports activities

Promote / Highlight Ayer's Cliff as a destination





AXES	OBJECTIVES	ACTIONS		Implementation		
				Responsible	Partners	Temporality
Improve the quality of life and revitalize the village	Community Service Development	1	Promote of universal accessibility among the community	Ayer's Cliff Municipality	Kéroul	2013-2017
		2	Install free WiFi in the village	Ayer's Cliff Municipality	Entreprise Quatral	2013-2017
		3	Facilitate the settling in of newcomers	Ayer's Cliff Municipality	Advisory Committee of Urban Planning	2013-2017
		4	Acquire a community hall	Ayer's Cliff Municipality	Building Enterprise	2023-2027
	Encourage the creation of new innovative companies	5	Encourage new business for fabrication of adaptive sport equipment	Ayer's Cliff Municipality	CLD of Memphremagog and Sherbrooke University	2018-2022
		6	Support the implantation of a "sustainable street furniture" factory	Ayer's Cliff Municipality	CLD of Memphrémagog	2018-2022
		7	Stimulate the development of a nursery for young enterprises	Ayer's Cliff Municipality	CLD of Memphrémagog	2023-2027
	Suggest new health services	8	Support the establishment of a private health clinic	Ayer's Cliff Municipality	MRC and CLD of Memphremagog, Estrie health and welfare office	2018-2022
		9	Organize adapted transportation for leisure activities	Ayer's Cliff Municipality	'Transport des alentours Inc.' and 'Transdev Limocar'	2023-2027



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Promote the identity of Ayer's Cliff	Continue to increase the cooperation of the "Parc Regional Massawippi"	10	Assess the action plan for tourism of the "Parc Regional Massawippi"	Parc regional Massawippi	5 Municipalities of PRM	2013-2017
		11	Organize a Land Art festival around Lake Massawippi	Parc régional Massawippi	5 Municipalities of PRM	2018-2022
	Open public acces to Lake Massawippi	12	Form a partnership with "les Pères Servites" to manage the beach	Community of ' Peres Servites	Ayer's Cliff Municipality, Parc regional Massawippi	2013-2017
		13	Outfit the brick house of Pères Servites to accommodate groups	Community of ' Peres Servites	College Servite, Ayer's Cliff Municipality	2013-2017
		14	Create winter stays at Camp Massawippi	MacKay Center Montreal	Ayer's Cliff Municipality	2018-2022
		15	Develop a boat shuttle between North Hatley and Ayer's Cliff	Parc régional Massawippi	Navark Cruises, Ayer's Cliff and North Hatley Municipalities	2023-2027
	Preservation of the village's heritage "County Fair Grounds" and the "Deer Farm Estrie"	16	Emphasize the County Fair Ground heritage	Standstead County Agricultural Society	Architect and Ayer's Cliff Municipality	2013-2017
		17	Set up a calendar of yearly activities	Ayer's Cliff Municipality	Culture and Tourism Committee and County Fair Grounds	2013-2017

		18	Organize night markets with thematic animation	Standstead County Agricultural Society	Ayer's Cliff Municipality and Cultural Associations	2013-2017
		19	Build an animated and landscaped skating rink at the County Fair Grounds	Ayer's Cliff Municipality	County Fair Grounds and Sportive Associations	2018-2022
		20	Create a farm for the community	Non-profit organization	Private investors and Ayer's Cliff Municipality	2018-2022



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Create a destination for all pour tous	Expansion of outdoor sports activities	21	Offer canoe and adapted sport equipment rentals	Equipment rental enterprise	Ayer's Cliff Municipality, Quebec Canoe and Kayak Federation	2013-2017
		22	Organize sport events	Ayer's Cliff Municipality	Indoor Recreation of Orleans County	2013-2017
		23	Create adapted lodging	Entrepreneur privé	Municipalité d'Ayer's Cliff et Kéroul	2023-2027
	Promote / Highlight Ayer's Cliff as a destination	24	Elaborate a communication plan for «Destination for all»	Ayer's Cliff Municipality	MRC of Memphremagog, Eastern Township Regional Tourist Association	2013-2017
		25	Design a website for the locals and visitors	Ayer's Cliff Municipality	communication agency	2013-2017
		26	Install an information kiosk/desk for tourists (label Café de Village)	Owner of a cafe-restaurant in Ayer's Cliff	Ayer's Cliff Municipality, Eastern Township Regional Tourist Association	2018-2022
		27	Integrate Ayer's Cliff as a staging point in the "Townships Trail "	Ayer's Cliff Municipality	Management corporation of Townships Trail and MRC of Memphremagog	2018-2022
		28	Twin the village with another «Destination for all»	Ayer's Cliff Municipality	Twin villages, Keroul	2023-2027



Accessible

Village Lake Massawippi

Simplicity

Welcoming

Tolerance

Estrie

Serenity

Well-being

Spirit

