

Local development Plan of the municipality of

Ayer's Cliff

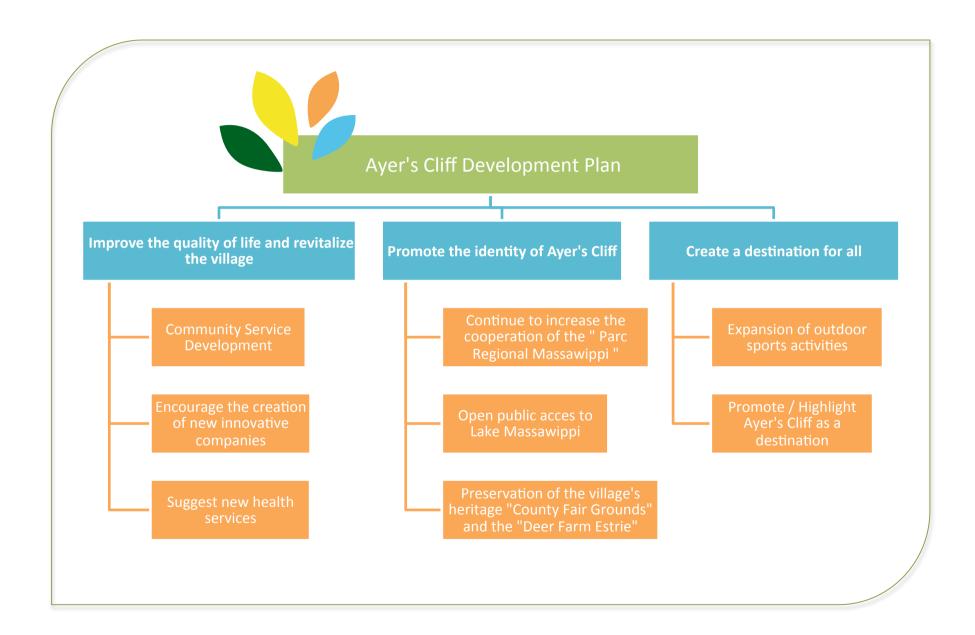
2013-2027



Summary







Preservation of Continue to **Promote Ayer's Encourage the** Community Open public the village's **Expansion of** increasse the creation of new Suggest new Cliff as outdoor sport Service acces to Lake heritage "County cooperation of innovative health services "Destination for **Development** Massawippi activities Fair Grounds" the Regional all" companies and the "Deer Parc Farm Estrie" Massawippi 21 12 8 24 5 1 Offer canoe Form a 16 Support the Elaborate a Encourage partnership and Promotion establishment communication 10 new business **Emphasize** adapted with "les Pères of universal of a private plan for for fabrication the County Assess the Servites" to sport accessibility health clinic «Destination Fair Ground of adaptive action plan for equipment manage the among the for all» sport heritage tourism of beach rentals community equipment the"Parc 22 Regional 17 25 13 Massawippi" Organise adapted Organise 6 Set up a 2 Design a transportation for Outfit the sport calendar of website for Support the Install free brick house leisure activities events yearly the locals and implantation WiFi in the des Pères activities visitors 11 village of a Servites to "sustainable Organise a accommodate Create 26 18 street Land Art 3 adapted groups furniture" Organise Install an festival lodging **Facilitate** night information factory around Lake the settling 14 kiosk/desk markets Massawippi in of with for tourists Create newcomers winterstays at thematic (label Café de Stimulate the Camp animation Village) development of a nursery for Massawippi 27 Acquire a young 19 Integrate community enterprises Build an animated Ayer's Cliff as hall Develop a and landscaped a staging boat shuttle skating rink point in the between "Townships North Hatley 20 Trail Short term and Ayer's Cliff Create a farm for 28 the community Twin the Medium term village with another «Destination Long term

for all»

| AXES | OBJECTIVES | ACTIONS | | Implementation | | | |
|--|--|---------|--|------------------------------|--|-------------|--|
| ANES | OBJECTIVES | | ACTIONS | Responsable | 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 Committe 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 | |

| AXES | OBJECTIVES | ACTIONS | | Implementation | | |
|--------------------------------------|---|---------|--|---|--|-------------|
| | | | | Responsable | Partners | Temporality |
| 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 |









| AXES | OBJECTIVES | ACTIONS | | Implementation | | | |
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| AXES | OBJECTIVES | | ACTION3 | Responsable | Partners | Temporality | |
| | 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 | |
| Create a destination for all pour tous | | 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 | |



