

## Community Economic Development Strategic Plan:

- Year 1**
- Hire CAO, and Community Economic Development Officer
  - Develop an asset management plan and a long-term financial plan
- Year 2**
- Develop and implement a comprehensive communications and community engagement strategy/policy/action plan
  - Undertake and implement a housing needs study
- Year 3**
- Build a Black River-Matheson youth engagement action plan
  - Undertake the development of a business case for the development of industrial/employment land
- Year 4**
- Develop an event or festival aimed at celebrating Black River-Matheson
  - Undertake and provide ongoing funding for a Community Improvement Plan for downtown Black River-Matheson
- Year 5**
- Participate in a “Communities in Bloom” competition
  - Create a marketing and branding plan to be used in all economic development and investment attraction outreach



# **VISION**

**Through effective and active communication in combination with positive community building efforts, Black River-Matheson will be a strong, vibrant and united community.**

**Residents will be engaged in making their community a better place to live and businesses will be provided with the opportunity and the environment to grow and thrive.**