DISTRICT 1 - CANNING AND AREA

STRATEGIC PLAN

SEPTEMBER 2011

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INTRODUCTION

On March 10, 2011, Canning and Area embarked on the first of several strategic planning sessions. The Village of Canning, along with surrounding communities including: Baxter's Harbour, Bennett's Bay, Blomidon, Glenmont, Habitant, Halls Harbour, Kingsport, Lookoff, Lower Canard, Medford, Ross Creek, Scotts Bay and Sheffield Mills, conducted several strategic planning sessions to develop its community strategic plan. Sessions were held on March 10, 2011, March 31, 2011, April 20, 2011, May 17, 2011, June 21, 2011, July 26, 2011 and September 20, 2011.

The plan provides an overview of the existing situational analysis of Canning and Area and identifies a vision, mission and core values to guide Canning and Area's activities moving forward. The plan will identify clear goals and objectives that will assist Canning and Area in focusing on priority areas over the coming years.

The plan will also incorporate recommendations as identified in the Roger Brooks' regional assessment entitled "*Assessment Findings and Suggestions Report*" that was conducted in November 2010.

The following document provides a summary of the strategic planning exercise and highlights the main recommended elements that will constitute Canning and Area's Strategic Plan.

IDENTIFIED STRENGTHS AND WEAKNESSES

STRENGTHS	WEAKNESSES
• Natural beauty and features; • Volunteers (non-profit clubs/groups are very committed); • Wealth of resources (farmland, rec. facilities, fishing); • Natural talent (artistic and musical); • Lots of space; • Varied heritage and culture; • Potential; • Dedicated volunteer fire department (extremely well trained); • Distinct seasons (i.e. snowmobiling, summer – hot in Canning, chill by Fundy Shore); • Committed municipal representation; • State of the art equipment for fire department; • People – open, friendly, cooperative, social, courteous, diverse group; • Emphasis on maintaining the natural beauty; • Strong farming community; • Artistic community (diverse and celebrated); • History – value our heritage; • Strong sense of community; • Lots of recreation (year round); • Access to good education centres; • Proximity to services and centres (Halifax/Dartmouth) as well as Wolfville, Kentville, Coldbrook); • Schools, churches, arena, park, library, historical society (history), golf, tennis, outdoor fitness; • Small community with several businesses; • Stable agricultural industry; • Post office; • Pride in property – old homes and buildings; • Possibilities of trails; • Safe village water supply; • Low crime rate; • Village office assistance and monthly paper; • Legion and Lions; • Seniors group; • Community gives support; • Volunteer spirit; • Agricultural products – local food supply; Sports facilities.	• Limited employment opportunities; • No gas station (lack of some services); • Farmers faced with marketing problems (large processors – competition: need more equitable system either through fairer pricing or subsidies); • Some infrastructure needs work/updating/new – connecting roads to Ross Creek Road, too many power outages, fire department (need new one); • Pockets of poverty; • Low birth rate; • Silo effect; • Large area to cover for services – so difficult to break even on some services (no public transportation); • Lack of recognition of the area (Canning is a drive through to Cape Split); • Environmental concerns (rising waters, erosion, chemical fire in 1980's); • Cell phone coverage not in all areas; • Limited internet access; • Civic numbers still an issue and some unsigned roads; • Poorly maintained secondary roads; • Lack of opportunities and activities for youth; • Dilapidated buildings; • Dutch elm destroyed trees; • Difficult to integrate into established organizations; • Lack of connectivity among local communities (limited support for local events); • Lack of promotion of the area; • Lack of informative signage for destinations and attractions; • Lack of services for low income families (medical); • No business association; • Dwindling volunteer pool; • Traffic issues; • Not tapping into new community members; • Few bike lanes; • Lack of development on road along river front; • Lack of economic and community growth (empty stores and homes); • Lack of funds (community buildings); • Lack of use of dykeland; • Paradigms – resistance to change; • Worn streetscape; • Aging volunteer sector – need youth recruits; • Seasonally challenged; ➢ Concentration of service businesses.

IDENTIFIED OPPORTUNITIES AND THREATS

OPPORTUNITIES	THREATS
• Have tourism assets – need to inform people of the opportunities; • Research station – opportunity for farmers to develop niche markets, improve brands, research and use Acadia; • NSCC – train young people with skills that will keep them here; • Raw materials (soils, strong tidal current, etc.) – potential for job creation; • Cape Split Nature Reserve – great plan, now develop it; • Room to grow (grow population and businesses); • Great wind energy potential on North Mountain; • With internet access – more home businesses; • Numerous wharf facilities – opportunities to grow; • Eco-tourism, heritage tourism, water recreation (boat tours around Cape Split, run the tides, partner with Acadia and NSCC); • New fire station would be new focal point for the community and provide better emergency services (training facility included); • Opportunities for artistic expression; • Tidal power opportunities; • With proper signage, have opportunities for shoreline development/driving; • Tourist bureau; • Gas tax funding; • Promotion and development of the area; • Development of waterfront and Main Street, Canning; • Develop the artistic community; • Eco-farming (farm markets); • Develop the heritage aspects; • Develop walking trails – expand and promote them; • Mentorship – seniors/youth; • Agriculture and added value – tail gate markets coordinator; • Information board for the Village; • Find activities for youth to become involved in the community; • Seniors complex and medical centre; • Parking area; • School involvement from youth; • Enhancement of downtown to draw people in; • Enhancement of Two Planks and artistic side of community; • Promote winter packages with hotels; • Canning as a gateway (bike emphasis); • Event and festival tourism; • Undeveloped heritage and cultural opportunities.	• Lack of funding; • Aging population; • Rural depopulation; • Loss of processing jobs/lack of jobs; • Continuous lack of government protecting agricultural jobs; • Erosion/climate change (storms more violent) going green attitude, saltwater intrusion; • Increased exodus of young people; • Increased cost of living (gas/oil/electricity/food); • Erosion of secondary roads and infrastructure (not making emergency services a priority); • Foundation of fire department could give way any time; • Lack of respect/change of values/lack of community values; • Fear of change; • Lack of gas station; • Apathy; • Failing infrastructure; • Lack of services (internet); • Competition from larger communities; • Unwillingness to work together for the betterment of the bigger community; • Loss of heritage buildings; • Come from away attitude – no vested interest in community; • Loss of farmland; • Volunteer base is aging; • Passivity of population – lack of interest and time; • Lack of time to commit; • Stakeholders are not involved; • Lack of buy in to process – complacency; • Technology challenges; • Promotional challenges.

VISION AND MISSION

VISION

A vibrant and self-renewing community which unites surrounding communities through the celebration of our assets: natural beauty, arts, recreation, entertainment, agriculture, tourism, culture, heritage, lands, residents and businesses.

MISSION

To invigorate and enthuse the community at large to generate input, support and assistance in making this a great place to live and drive to, not drive through.

CORE VALUES

- Sense of community pride;
- Respect and value diversity;
- Welcome visitors as guests;
- Value small business and its diversity;
- Value community events;
- Artistic and business minded;
- Family oriented;
- Value contemporary rural life;
- Collaboration and problem solving;
- Historical roots;
- Volunteer base;
- Genuine Village atmosphere;
- Welcoming Village;
- Friendly and personable;
- Clean, attractive community;
- Personal relationships.

GOALS

- **To be a full service community**
- **To engage the business community**
- **To build an inviting downtown core and inviting surrounding areas**
- **To protect, celebrate and promote our assets**

GOAL: TO BE A FULL SERVICE COMMUNITY

Objective #1: Pursue a new fire hall in Canning

Objective #2: Maintain existing services in Canning and Area

Objective #3: Attract new services to Canning and Area

Actions	*1. Continue work with all partners to build a new fire hall in the Village of Canning that will enhance emergency services and protect the safety of the general public*
	2. Conduct an inventory of services available in Canning and Area
	3. Lobby the MLA, Municipal Councilor and Village to form a committee and hold public meetings to pursue bringing a service station to Canning
	4. Contact Kingsport C@P site and the Regional C@P Coordinator to develop a C@P site in Canning and conduct an assessment of the usage of the current C@P sites in Gibson Woods and Kingsport
	5. Explore wireless internet throughout downtown Canning
	6. Pursue potential for Visitor Information Centre in Canning and Area
	7. Pursue potential of getting a photocopier for public use in the area

GOAL: TO ENGAGE THE BUSINESS COMMUNITY

Objective #1: To create a business association or merchant's group for Canning and Area

Objective #2: To engage and support activities that encourage collaboration and partnership within the business community

Objective #3: To encourage the development of local agriculture and a "buy local" strategy

Actions	1. *Identify individuals to sit on a business committee to assist in the creation of a business association*
	2. *Update local business directory of businesses*
	3. *Identify what's in it for individuals who sit on committee in order to encourage membership*
	4. *Hold first committee meeting to identify a chair, brainstorm to generate ideas, take ideas from other goals and develop strategies and actions*
	5. *Assist in developing standards for businesses*
	6. *Develop a streetscape program with merchants and property owners in downtown Canning*
	7. *Develop a beautification program with merchants and property owners*

GOAL: TO BUILD AN INVITING DOWNTOWN CORE AND INVITING SURROUNDING AREAS

Objective #1: To develop, revitalize and beautify the downtown core and surrounding areas

Objective #2: Ensure that visitors and residents of the area have a positive and welcoming experience

Objective #3: Seek partnerships with NSCC, Acadia, Research Station, etc.

Objective #4: Improve current signage in the area and have businesses follow standards set for parking in the downtown

Actions	*1. Conduct an inventory of current signage in Canning and Area*
	2. Create a local event board for the whole area (non-commercial)
	3. Create a directory, maps and publications for Canning and Area
	4. Organize and conduct clean ups in Canning and each surrounding community
	5. Create standards of parking and parking signage for businesses
	6. Seek ways to slow down traffic in downtown (examples: speed limit indicator, roundabout, etc.)
	7. Improve signage at the corner of Highway 358/221 to J. Jordan Rd.
	8. Put a protective barrier around the monument
	9. Investigate fixing the fence at the west end of the Village with the Department of Transportation Infrastructure and Renewal
	10. Examine signage in the community and develop a policy for lit signage with input from businesses and residents
	11. Create a sign bylaw for the area
	12. Determine if a walkway behind the stores can be done (entrance behind the stores)
	13. Put outdoor public washrooms in at Bruce Spicer Park
	14. Repair and/or put sidewalks in the downtown
	15. Create a community garden in vacant land

GOAL: TO PROTECT, CELEBRATE AND PROMOTE OUR ASSETS

Objective #1: Create a brand and consistent messaging for Canning and Area

Objective #2: Have active and engaged citizens

Objective #3: Maintain and enhance the strong volunteer base.

Objective #4: Develop and coordinate partnerships with community organizations

Objective #5: Increase youth involvement in Canning and Area

Objective #6: Be a physically active and healthy community

Objective #7: Have a vibrant community which celebrates arts, entertainment, culture, heritage and our natural beauty

Objective #8: Be a community which welcomes visitors from near and far

Actions	*Communications -*
	1. Create a Communications Committee
	2. Create a Communications/Marketing plan
	3. Create an online survey to gather input about the assets in Canning and Area
	4. Pursue the development of a community radio station
	5. Connect with community organizations to welcome new people in area
	6. Promote the Village of Canning's website
	Volunteerism and Youth -
	1. Develop a volunteer program, including volunteer orientation sessions, open houses, a volunteer tradeshow/fair, promotion of volunteer opportunities in Canning Gazette and local schools
	2. Create a youth drop-in centre
	3. Create a youth committee and develop a youth program
	4. Encourage youth to be involved with organizations that provide leadership opportunities, such as Duke of Edinburgh and Katimavik
	Recreation -
	1. Create a stronger relationship/cooperation between the Recreation Commission and the Village of Canning
	2. Take an inventory of active assets available to citizens, including special interest groups
	3. Promote assets available in Canning and Area
	4. Expand and promote walking trails in Canning and Area

	5. *Continue to pursue the arena refurbishment*
	6. *Pursue developing bike paths*
	7. *Conduct an inventory of community groups/organizations in the area*
	8. *Promote and provide support to festivals, events and activities in surrounding areas and communicate when festivals, events and activities are happening with surrounding communities and groups*
	Arts and Entertainment -
	1. *Promote the artistic community in Canning and Area*
	Tourism -
	1. *Organize and promote community festivals and events*
	2. *Pursue potential for Visitor Information Centre in Canning and Area*
	3. *Create brochures and tourist itineraries for area visitors*
	4. *Pursue opportunities at the Look Off*
	5. *Pursue Bay of Fundy tourism opportunities*
	6. *Promote farmers markets in Canning and Area*
	Culture and Heritage -
	1. *Promote the heritage aspects in Canning and Area*

RECOMMENDED NEXT STEPS

- There are several next steps that are recommended in order to effectively adopt and implement the recommendations contained within the strategic plan.
- Village and community approval of the strategic plan should be sought as soon as the sessions are completed. Implementation of the plan will follow.
- A Strategic Planning Committee should be created to monitor and evaluate progress and implementation of the plan.
- Additional committees should be created to carry out the action items identified in this plan.
- The Action Plan should be reviewed bi-monthly by the Strategic Planning Committee.
- The strategic plan should be reviewed on an annual basis to determine success and ensure relevancy.