

# *Village de Memramcook*

## *Vision, Mission, Values, Strategic Pillars & Priorities*

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### **Vision :**

- *A healthy and fulfilling community life*

### **Mission :**

- *Stimulate community spirit by promoting the implementation of strategic services in collaboration with our residents and our partner*

### **Values :**

<i>Audacity</i>	<i>Engagement</i>	<i>Sense of belonging</i>	<i>Simplicity</i>
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### **Strategic pillars and priorities :**

- 1. Social and economic prosperity*
- 2. Identity celebration*
- 3. Organizational efficiency*

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# Strategic pillars

## 1. Social and economic prosperity

### 1.1 Economic development:

1.1.1 Investments in strategic infrastructure for the sustainable development of key residential and commercial areas, while being sensitive to the environment and preserving the rural and Francophone character of our community:

- **Strategic infrastructures:**
  - Water and sewage systems
  - Road network (including bicycle paths)
  - Internet network
  - Public transport
  - Sports facilities
- **Key residential and commercial areas:**
  - Downtown:
    - Residential and commercial development, including a new vocation for the Memramcook Institute, a residential component at the golf course, the development of community spaces and the support of important partners already in place in our downtown, such as the Abbey-Landry School, the Southeast Social Pediatric Center, the Monument Lefebvre, etc.)
  - Trans-Canada Highway (commercial development)
  - Targeted residential neighborhoods (residential development)

1.1.2 Support and promotion of our local businesses and key economic sectors:

- Support for the recruitment of the skilled labor necessary for the sustainability of our local businesses.

1.1.3 Key businesses attraction strategy (to complement local businesses)

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## **1.2 Tourism development:**

### 1.2.1 Sustainable development of our natural ecosystem:

- Development, promotion (and protection) of our green spaces, parks and forests
- Development, promotion (and protection) of our rivers

### 1.2.2 Development of a network of walking, cycling (road and mountain) and ATV trails

### 1.2.3 Development and promotion of the agrotourism sector

## **1.3 Social development:**

### 1.3.1 Support for non-profit organizations that have a social and community mandate focus on youth, families with children and seniors

## **2. Identity celebration**

### **2.1 Cultural development:**

#### 2.1.1 Celebration and promotion of our culture, our values and our history

#### 2.1.2 Event strategy (culture and sporting events focused on youth, families with children and seniors)

#### 2.1.3 Cultural diversity: welcoming and integration of newcomers

## **3. Organizational efficiency**

### **3.1** Internal and external communication plans

### **3.2** Training and development

### **3.3** Review of Administrative Policies and Procedures

### **3.4** IT System (project and infrastructure management software)