

Iroquois Falls Economic Development Strategy

DRAFT Vision, Mission, Goals, and Objectives

Vision Statement

“Iroquois Falls is a welcoming and progressive community with a diversified economy that embraces change, innovation, prosperity, and a balanced healthy lifestyle.”

Economic Development Mission Statement

“Iroquois Falls will welcome economic growth by providing a supportive environment and fostering diversified and creative economic activity and collaboration with community and regional partners.”

Goals and Objectives

Strengthen Municipal Economic Development Capacity

Objectives:

- Create an Economic Development Committee to advance the economic development strategic planning goals and make recommendations to Council.
- Create an Economic Development Officer position.
- Hire an experienced economic development officer to fill the position.
- Implement the Economic Development Strategy.
- Encourage capacity building and greater coordination with the Iroquois Falls and District Chamber of Commerce.

Support Efforts in Redeveloping the Former Paper Mill Site

Objectives:

- Meet with the company redeveloping the former paper mill site regularly to discuss new opportunities and determine how new businesses can be attracted and supported.
- Research funding opportunities and work with the company redeveloping the former paper mill site to complete possible applications.
- Encourage residents to support redevelopment opportunities associated with development of the former paper mill site.
- Educate the local labour force and entrepreneurs about skills needed and business opportunities associated with the redevelopment of the former paper mill site.

Maximize Investment Readiness

Objectives:

- Assess Iroquois Falls’ level of investment readiness with the Investment Readiness Test – A Self-Assessment Tool for Northern Communities, MNDM.
- Address inadequacies of the Investment Readiness Test categories of Industrial and Commercial Land Inventory, Land Use Planning, and Economic Development by the end of 2017.
- Support increased availability of high-speed broadband throughout Iroquois Falls.
- Assess Iroquois Falls’ employment lands supply and demand taking into account competition, market trends, and land absorption in the broader region.
- Address all other investment readiness inadequacies by the end of 2018.

Maintain and Increase Accessibility of the Airport

Objectives:

- Create a formal airport committee to review airport situation.
- Contract Airport Study to qualified Aviation consulting specialists to assess the need and feasibility of fuel supply and other development aspects in 2017, with creation of Airport Plan in 2018.
- Continue to provide effective resources for current airport users.
- Identify opportunities, recruit, and facilitate recreational and commercial airport business opportunities and clients.

Support and Foster Growth in the Agricultural Sector

Objectives:

- Maintain a supportive policy environment for farming and agri-businesses.
- Attract and retain agricultural operations.
- Facilitate agricultural business start-ups and expansion.
- Promote outreach and education.
- Support innovation, diversification, and development of new opportunities in agriculture and agri-business.
- Foster communication and cooperation with agriculture organizations and agencies.

Support and Advance the Tourism Sector

Objectives:

- Establish a single community tourism committee to facilitate research, training, facility needs, festival/event scheduling, and marketing.
- Prepare an Update to the 1995 Tourism Development Strategy (inclusive of sports tourism, eco-tourism, hospitality, accommodations, etc.).
- Increase the community's awareness, understanding, and support of tourism sector's potential economic benefits and needs.
- Work with regional tourism groups and committees to address regional tourism issues and promote Iroquois Falls as a destination and stopover location for visitors.
- Implement the recommendations of the updated Tourism Strategy when completed.

Assess and Act on Opportunities in Other Sectors

Objectives:

- Explore, identify, and assess potential opportunities in other sectors, such as mining supply, film, and cold weather testing.
- Collaborate with other communities on regional projects.

Business Retention and Expansion

Objectives:

- Develop and implement a structured business retention and expansion program.
- Provide a supportive environment for existing and new businesses.
- Encourage residents to buy locally.
- Ensure that businesses have access to funding/labour training programs.

Encourage and Promote Entrepreneurship

Objectives:

- Connect entrepreneurs with existing regional entrepreneurship development and funding programs.
- Prepare an Entrepreneurship Development Strategy focusing on natural capital and assets, niche opportunities, and those associated with redevelopment of the former paper mill site.
- Promote the strategy and niche opportunities to potential entrepreneurs, including youth.
- Work with the Iroquois Falls and District Chamber of Commerce to support entrepreneurship development, growth, education, and networks.

Attract, Retain, and Increase Population and Labour Force in Iroquois Falls

Objectives:

- Support opportunities to create a vibrant downtown and improve its attractiveness.
- Market Iroquois Falls to local and regional realtors, promoting Iroquois Falls as a residential location of choice for people who want easy access to the Timmins, while living in a small town environment with low housing costs.
- Promote Iroquois Falls as a safe and affordable community on the municipal web site.
- Encourage property and business owners to ensure a high standard of property maintenance; enforce property standards by-laws; and investigate funding for town beautification.

Enhance regional, provincial and federal partnerships

Objectives:

- Identify potential partners, stakeholders and agencies to assist in fostering investment strategies.
- Network with neighbouring First Nations groups to identify and work on mutual economic development opportunities.
- Cooperate/ collaborate with regional committees and organizations to assist with programs, services, and economic development opportunities that strengthen Northeastern Ontario.
- Communicate regularly with municipal, provincial, and federal government to foster economic growth and information pertaining to programs and services.