



**West Nipissing Ouest**

# West Nipissing's Economic Development Priorities

2021



**Joie de vivre**  
[westnipissingouest.ca](http://westnipissingouest.ca)



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## INTRODUCTION

### West Nipissing Economic Development Committee

The West Nipissing Economic Development Advisory Committee is a group of dedicated volunteers, who have an interest in contributing to West Nipissing's quality of life, by improving the economic and financial prosperity of its people and businesses. The committee is focused on making the municipality and its institutions sustainable, vibrant and a sought-after business and leisure destination.

Economic Development Advisory Committee Members: Bruno Lepage (Chair), Stuart Seville (Vice-Chair), Jo-Anne Savage (Mayor), Lise Sénécal (Councillor), Jean-Pierre Martin, Serge Bourgoïn, Rachel Quesnel, Patrick Gladu and Carole Lafrenière-Noël.

### Vision

The vision for West Nipissing is to become a sought-after community in Northeastern Ontario to play, work, invest and to innovate. West Nipissing is a place to thrive, with a high quality of life and where our multicultural community is valued and celebrated. Our natural resources are at the forefront of day-to-day living with a community ready to learn and work hard to fuel a thriving economy.

## OBJECTIVES

### Objective No. 1

For West Nipissing to become the community of choice for people from all over Ontario who want to relocate to a central location with a Joie de Vivre, affordable housing, a fantastic quality of life, all while being surrounded by pristine nature and waterways.

#### Housing Target Goals

Action item for the next 3 years:

- Plan and implement a housing development strategy for West Nipissing communities that will meet the needs of families, retirees, people on assisted living and low-income earners.



- Obtain an inventory of available land and locations; consult with community members to better understand their needs; consult with developers that are ready to invest.

### Downtown Goals for West Nipissing Communities

Action items for the next 3 years:

- Survey the local population of West Nipissing to identify the type of businesses that are missing to meet the needs of locals. Develop an action plan to attract such opportunities.
- Plan for different modes of transportation and invest in the required infrastructure, especially with regards to infrastructure tailored to different mobility needs.

### Cultural, Heritage, Recreational and Natural Resources Goals

Action items for the next 3 years:

- Reignite entertainment and recreational activities.
- Seek and support environmental and eco-friendly initiatives.

## Objective No. 2

Celebrate and market the uniqueness and Joie de Vivre of West Nipissing; a proud multilingual community, where diversity is cherished. West Nipissing is a community that challenges the ordinary.

Action item for the next 3 years:

- Implement a communications strategy that is aligned with objectives 1 and 3 that includes key messages to target audiences, to promote our Joie de Vivre, our people and the advantages of living and investing in West Nipissing.
- Develop a marketing campaign that includes the development, production and distribution of a full range of traditional and electronic communications products, advertising and events.



## Objective No. 3

Foster an investment and business-friendly environment with the objective of economic prosperity and a great quality of life. This will be achieved by promoting learning opportunities, job creation, economic development and innovation; in partnership with key economic sectors including retail, service, agriculture, forestry, mining, technology, finance, manufacturing, trades, transportation and tourism, as well as key government services and programs such as education, health, and social services.

### Action items for the next 3 years:

- Work with Internet service providers to ensure high-speed broadband connectivity is available throughout West Nipissing.
- Review municipal regulations and incentives to ensure a favourable environment for investing and conducting business in West Nipissing.
- Research job creation and retention opportunities in West Nipissing.
- Promote downtown Sturgeon Falls as a vibrant and active hub to do business (see communications objective 2).
- Stimulate the industrial sector by promoting the availability of space in the industrial park (also under communications objective 2).
- Develop an investment attraction program that is aligned with identified goals and objectives.