

Vision Statement:

“ With deep roots, the sky is our only limit”

Central Manitoulin will enable an environment for sustained growth in the community and in all municipal services while maintaining a strong relationship with the community and supporting family values. The municipality will be both fiscally and environmentally responsible.

Mission Statement:

Central Manitoulin is a progressive municipality that provides quality services, has well maintained infrastructure, a municipality that supports economic development and is a friendly community for both seniors and families to live in.

Principles:

1. We will be fiscally, environmentally and socially responsible
2. We will be forward thinking and innovative
3. We will treat all people respectfully, with equality and fairness
4. We will be accountable at all times
5. We will support our local economy

Values

1. Public Safety
2. Quality of Life
3. Compassion
4. Honesty
5. Integrity
6. Accessibility
7. Accountability
8. High quality customer service

Strategy # 1: Economic Growth and Development

Goal: To work with key partners and stakeholders to develop economic opportunities in the Municipality of Central Manitoulin.

Objectives:

1. Promote and encourage employment opportunities.
2. Develop accessible and affordable housing opportunities that are geared to income.
 - a. Existing Seniors Housing
 - i. Determine the feasibility of a currently vacant portion being allocated as geared-to-income.
 - b. Not-for-profit Social Housing / Manitoulin Sudbury District Social Services Administration Board
 - i. Determine affordable housing shortages and requirements.
 - ii. Identify desirable properties that could be designated for accessible and affordable housing.
 - iii. Research housing unit that accommodates some clients from Community Living (but is not owned by Community Living) to obtain background and other information of its establishment.
 - iv. Support existing efforts to obtain affordable housing.

- c. Private Sector Investment
 - i. Determine housing shortages and requirements.
 - ii. Identify desirable properties that could be designated for private sector housing investments.
 - 1. Northern Communities Investment Readiness Grant (NCIR) is a possible fund for a feasibility study.
 - iii. Attract private sector investment.
- 3. Increase education and communication opportunities between businesses and municipality
 - a. Develop database of business and service contacts to be continually updated to easily contact them regarding opportunities or information and maintain ongoing communication.

Strategy #2: Tourism

Goal: To develop tourism opportunities within the Municipality of Central Manitoulin

Objectives:

4. Improve Providence Bay Beach Area
 - a. Investigate the possibility of developing Providence Bay as a ‘beach town’
 - i. Promote and encourage beach area cleaning efforts
 - ii. Examine other areas that are considered “beach towns” to learn their strengths
 1. Types of activities offered (e.g. “go-karts”)
 2. Types of successful businesses
 - iii. Assess Providence Bay shortfalls, strengths; provide incentives to develop suitable businesses.
 1. Incentives for business façade improvements such as low-interest loans from LAMBAC
 2. Complete similar assessments for other areas of Central Manitoulin in future strategic plans.
 - iv. Explore and develop a common theme (e.g. historic, decorative, etc.) to guide development.
 - v. Continue to support local efforts towards a Providence Bay Lighthouse Replica
 1. Georgian Bay Coastal Route Lighthouse Tours
 - a. Use product refinement criteria to aid development of Lighthouse Replica Project.
 - b. Lead regional project to promote Manitoulin Lighthouses.
 - c. Examine ways to make lighthouse interactive and an attractive destination

Identified Barrier: Lack of water and sewer development will be a major barrier to the development of certain businesses and the construction of new buildings.

5. Assist and Promote the rehabilitation of the Mindemoya River
 - a. Erect a Manitoulin Streams display in the Harbour View Interpretive Centre to highlight rehabilitation work that has been planned or completed in the Central Manitoulin area and other areas of Manitoulin Island.
 - b. Support development of a local group to provide volunteer support for Manitoulin Stream initiatives.

6. Improve Interpretive Centre
 - a. Examine changing the name to a “Welcome Centre” to reflect a better purpose for the building
 - i. Encourage visitors to seek information from Interpretive Centre employees.
 - b. Recruit seniors as volunteers to staff the centre.
 - i. Twilight Club is a huge asset to the area and could possibly provide support to the Providence Bay Interpretive Centre.

Goal: To market developed tourism product

Objectives:

To be determined after the development of tourism product in the Municipality of Central Manitoulin.

Strategy #3: Community Image and Identity

Goal: To revitalize the downtown area of Mindemoya as a pedestrian-friendly and inviting environment for locals and visitors.

Objectives:

7. Develop new signage identifying the Municipality of Central Manitoulin
 - a. Install signage at entrances to Central Manitoulin: “Municipality of Central Manitoulin – Welcome to Sandfield/Big Lake/Mindemoya/Providence Bay/Spring Bay”
 - b. Develop Downtown Signage to direct people to local amenities (e.g. grocery store, arena, municipal office, Providence Bay Beach, etc.)
 - i. Apply to the Local Initiatives Program (LIP) for a grant (maximum of \$3000).
 - ii. Contact the Town of Espanola, regarding the directional signage they have installed in their downtown area (e.g. blue signs for services, green signs for retail, etc.)
 - iii. Rural Economic Development Fund doesn’t fund downtown revitalization anymore but has extensive resources regarding the subject.
 - c. Hwy. 6 Signage
 - i. Work collaboratively with other communities west of Hwy. 6 to develop signage.
 - ii. Confirm what signage already exists on Hwy. 6 from South Bay (for Central Manitoulin)
8. Complete downtown beautification projects
 - a. Banners
 - b. Hanging flower baskets

9. Develop a pedestrian-friendly downtown area.
 - a. Improve the safety at Wagg's Corner by requesting a flashing yield sign from the Ministry of Transportation.
 - b. Improve safety at Wagg's Corner by requesting a re-painting of the crosswalk from the Ministry of Transportation.

Idea: Could bundle Downtown Revitalization projects into larger overall project

10. Improve Welcome Centre displays and increase its hours of operation.
 - a. Apply for extra student position(s) to allow for Welcome Centre to remain open 7 days a week during the busy tourism season.

Strategy # 4: Recreation and Leisure

Goal: To ensure that a range of recreation and leisure activities that meet our citizens needs.

Objectives:

11. Create and extend Walking Trails
 - a. Develop Trail that crosses Hare's Creek by the Sparrow's Nest.
 - b. Extend Wagg's Trail

12. Develop Free Family Friendly Activities (e.g. Kagawong Maze, etc.)
 - a. Geocaching
 - i. Develop a series of geocaches at local attractions (Providence Bay Beach, Pioneer Park, Wagg's Trail, etc.)
 - ii. Provide GPS device rentals locally.
 - b. Promote Manitoulin Farmer's Market that is held at the Mindemoya Arena every Saturday from May to October
 - i. Outdoor market area
 - c. Establish playground area behind the Old Schoolhouse
 - i. Support public fundraising groups by matching funds
 1. Explore possible grants such as Hydro One Powerplay.

Strategy #5: Agriculture

Goal: To support initiatives in the local agricultural industry.

Objectives:

13. Provide support to the Manitoulin Community Food Network's Local Foods Project
 - a. Provide space or assist with local storage facility, as Central Manitoulin would be a good location.
 - b. Connect the local food project with the local abattoir project.