

2020

Temagami: Vision to Action Implementation Plan



Objectives	Game Plan Requirements	Action Items
1.1 Provide Clear Planning and Zoning Guidance	1.1.1 Ensure the Plan is evaluated annually and updated as needed.	<ul style="list-style-type: none"> - Appoint Evaluation Committee - Incorporate into staff job description
	1.1.2 Appoint and maintain Council representation on community development organizations (e.g. CIP)	<ul style="list-style-type: none"> - Officially recognize community partners - Request invitations to participate - Provide Interim support staff - Delegate amongst councilors or appoint representatives
	1.1.3 Update and maintain the Town's web site and employing this vehicle to promote community and economic development.	<ul style="list-style-type: none"> - Develop Terms of Reference - Secure funding - Issue RFP, if not being done internally - Execute agreement with successful company
	1.1.4 Council should adopt recommendations in the previous Investment Readiness Assessment regarding updating the web site	<ul style="list-style-type: none"> - Develop Terms of Reference - Secure funding - Issue RFP, if not being done internally - Execute agreement with successful company
	1.1.5 Update both the Official Plan and Asset Management Plan and make plans available on-line. Plans should be "forward thinking" so as not to impede future development.	<ul style="list-style-type: none"> - Review current plans and related documents - Incorporate, where appropriate, implementation of Vision to Action plan
	1.1.6 Promote and communicate Council's Strategy.	<ul style="list-style-type: none"> - Create PowerPoint presentation and information literature - Complete public awareness campaign - Distribute and present strategy - Request Official Ratification and adoption of strategy by community groups
	1.1.7 Develop publications on small business licensing, permits and protocol checklists by individual sector (i.e. restaurant, home-based business, taverns, etc.)	<ul style="list-style-type: none"> - Identify high potential, high volume businesses for community - Encourage revitalization of the Chamber - Create standard presentation format - Cross reference with governing agencies. (EMNDM, Labour, Health Unit, etc.)
1.2 Beautification of Highway 11 Corridor	1.2.1 Develop a façade improvement campaign with operating and accountability guideline.	<ul style="list-style-type: none"> - Define geographic boundaries - Assess long-term available municipal capital - Review historical studies and plans - Develop municipal responsibilities and limitations - Identify financial support programs for landlords - Request willingness of existing property owners to participate in joint initiative and develop memorandum of understanding - Determine eligibility under provincial program

	1.2.2 Prepare a comprehensive Community Improvement Plan (CIP) that will allow for incentives to improve the community core.	<ul style="list-style-type: none"> - Define eligibility criteria - Assess long-term available municipal capital - Identify areas or locations with the highest potential and prioritize
	1.2.3 Explore programming options, in addition to a CIP, to encourage private building owners to upgrade and enhance building façades.	<ul style="list-style-type: none"> - Meet with EMDM and FedNor regional staff to discuss programs - Leverage funding options - Identify priority buildings for improvement
	1.2.4 Explore redevelopment opportunities for commercial shoreline development of the MNR lands (e.g. Hotel)	<ul style="list-style-type: none"> - Secure from Infrastructure Ontario (IO) any EA requirements for redevelopment - Issue Letter of Interest to IO - Negotiate sale agreement - Once secured seek redevelopment options via RFP
	1.2.5 Consider acquiring surplus Infrastructure Ontario properties for redevelopment potential.	<ul style="list-style-type: none"> - Complete preliminary Environmental Assessment - Undertake costing assessment of remediation process - Solicit provincial funding
	1.2.6 Explore relocation of municipal office and seek development tenders for this waterfront site.	<ul style="list-style-type: none"> - Identify potential locations - Assess and prioritize sites - Define criteria to develop current site - Seek expression of interest to redevelop site
	1.2.7 Where possible, secure external government resources for priority projects.	<ul style="list-style-type: none"> - Submit strategy to developmental agencies and request meetings with staff to review recommendations and determine investment support from public sector agencies
	1.2.8 Explore public and private sector development partnerships with tourist operators, potential investors and the Temagami First Nation (e.g. Hotel)	<ul style="list-style-type: none"> - Achieve memorandum of understanding for project review and development - Develop Terms of Reference and funding assistance from funding agencies - Identify potential projects and undertake preliminary assessment of benefits - Seek input from TFN and private sector through direct outreach
1.3 Provide Leadership and Planning Support for the Former Sherman Mine Site	1.3.1 Develop site policy and accountability guidelines.	<ul style="list-style-type: none"> - Undertake inventory of lots within the site and sort by level of services - Develop firm policies for development of sold/leased lots including timelines, minimum annual investment, etc. - Publish guidelines on updated website

	1.3.2 Undertake a fiscal feasibility analysis to determine potential sale of lots, services and take-up rate.	<ul style="list-style-type: none"> - Explore survey requirements for development of parcels - Create association with local real estate brokers under equitable access policy for representation
	1.3.3 Promote this site to external audiences through web site and site locator channels.	<ul style="list-style-type: none"> Post lot availability, development criteria on website. Apply analytical tools to determine number of hits, click-through numbers, origin of inquiry, etc.
	1.3.4 Champion access to external government funding support	<ul style="list-style-type: none"> Develop project profile and budget requirements for site services Share project profile with government and private sector
1.4 Mandate Economic Development Entity (EDC)	1.4.1 Ensure broad community representation and economic sector participation in the development of this economic development entity	<ul style="list-style-type: none"> - Develop structure of EDC and funding model - Submit Plan to community agencies and provide invitation to participate on the Temagami EDC - Develop criteria and roles for participation
	1.4.2 Encourage the inclusion of the Temagami First Nation.	<ul style="list-style-type: none"> - Prepare presentation of the Plan to TFA leadership - Identify areas of collaboration - Seek nominee for the Temagami EDC -
	1.4.3 Leverage the professional expertise that resides with many seasonal residents	<ul style="list-style-type: none"> - Present Plan to community at an open forum - Reach out to known professional expertise within the community - Seek support for project specific undertakings
	1.4.4 Maintain and publish a regular "State of the Local Economy" newsletter for local distribution.	<ul style="list-style-type: none"> - Create baseline database with qualified information sources, - Establish core benchmark measures to qualify local and regional economic performance - Create partnership with local medias to complete confidence samplings in tandem with newsletter - Publish and distribute
	1.4.5 Create a lobby committee to represent the interest of specific economic sectors at regional and provincial levels.	<ul style="list-style-type: none"> - Establish protocols for the selection of initiatives and priorities - Registration of committee with the Federal and Provincial Lobbyist Registry - Develop cost recovery mechanism for priority projects and industry initiatives
	1.4.6 Create Investment request response protocols.	<ul style="list-style-type: none"> - Establish standards that will trigger a response - Prepare sector specific material to be included in a response - Develop and update community marketing material and web-based material

	1.4.7 Undertake feasibility assessments to further develop certain tourism assets under the control of Council.	<ul style="list-style-type: none"> - Establish review committee including local tourism sector operators - Execute in-house pre-feasibility based on need and service delivery model
	1.4.8 Maintain awareness of emerging opportunities in the resource extraction/value-added sector.	<ul style="list-style-type: none"> - Meet on a regular basis with staff from lead government agencies to seek information on “emerging trends” within each sector
1.5 Communicate the Plan and Create a Pride Campaign	1.5.1 Develop and test community pride campaign.	<ul style="list-style-type: none"> - Create subcommittee of EDC - Develop and test theme and key phrase identifier - Determine stakeholder feedback mechanisms - Encourage cross marketing to local and regional resident through mix media
	1.5.2 Contribute to the preparation and implementation of a local marketing plan.	<ul style="list-style-type: none"> - Explore membership and active participation in areawide, sector specific committees - Seek out best practices within committees and apply to local initiative. - Post marketing material on website
	1.5.3 Publish regular newsletters on tourism and economic development functions.	<ul style="list-style-type: none"> - Create links with operators and develop performance base measures of local industry and communicate findings to regional operators
	1.5.4 Market Temagami through media exposure, web-based initiatives, FAM tours and editorials.	<ul style="list-style-type: none"> - Identify periodicals and special feature publication, in identified priority markets to request profile - Provide uniformed message material - Initiate sector specific FAM tours to the area
	1.5.5 Develop marketing and impact awareness strategies for specific economic sectors: Tourism, Health, Retail, etc.	<ul style="list-style-type: none"> - Prioritize specific sectors - Develop core indicators for each sector
	1.5.6 Develop annual tracking and survey structure to assess local participation and resident satisfaction.	<ul style="list-style-type: none"> - Develop on-line surveying protocols. - Incorporate feedback options with the Municipal tax invoicing
1.6 Deploy Council Assets to Support Specific Economic Development Activities	1.6.1 Support cultural development activities and events that utilize and revitalize Council assets.	<ul style="list-style-type: none"> - Solicit culture groups and volunteer sector for participation in execution of strategy & explore joint initiatives in events management - Explore participation base cost sharing program for use of municipal assets in events marketing

	<p>1.6.2 Create partnership for development of multi-use trails, in the Town of Temagami and to other communities.</p>	<ul style="list-style-type: none"> - Complete inventory and mapping of existing land trail system - Identify seasonal accommodation capacity - Assess needs and cost for year-round use and availability - Identify user groups and investigate cost recovery mechanisms
	<p>1.6.3 Develop “way finding” signage for better access to tourism assets</p>	<ul style="list-style-type: none"> - Inventory current “way finding” signage for all private and public tourism assets. - Develop signage criteria and common themes in conjunction with private sector - Engage public funded tourism organizations for funding off-sets
	<p>1.6.4 Undertake professional assessments for the best end use of targeted municipal buildings, underutilized public assets and facilities.</p>	<ul style="list-style-type: none"> - Prioritize assets for consideration - Develop methodology and criteria for assessments - Prepare an assessment matrix
	<p>1.6.5 Ensure municipal information related to investment readiness for land development and building acquisition is publicly available via an enhanced web site.</p>	<ul style="list-style-type: none"> - Post criteria on website for land and building acquisition - Establish follow protocols for inquiries

Objectives	Game Plan Requirements	Action Items
2.1 Develop a Co-operative Network Among Local Governments in the Region	2.1.1 Initiate the development of regional policy on issues such as tourism marketing, incentives, sustainability, health and aging services,	<ul style="list-style-type: none"> - Organize and host regional policy symposium holding keynote speakers on targeted sectors - Develop framework from which policy issues are to be derived - Lobby pan region organizations to adopt policies and framework for interpretation of need and development
	2.1.2 Cooperatively initiate regional conferences on regional development and economic clustering strategies.	<ul style="list-style-type: none"> - Promote regional base initiatives - Seek collaboration opportunities to host large events in multiple communities.
2.2 Develop a distinctive Regional Branding and Marketing Platform	2.2.1 Undertake collaborative efforts with government agencies (NOHFC, FedNor, etc.) and the local Chamber of Commerce to focus development efforts on priority sectors	<ul style="list-style-type: none"> - Complete inventory of locally manufactured products and extend product line along value chain to determine opportunities and potential champions - Develop information library and central data point
	2.2.2 Tie promotional efforts to local branding for consistency (e.g. Temagami Dry)	-Ensure all municipal marketing of opportunities is vetted for consistency.
	2.2.3 Develop commercial opportunities for products and services supporting sector specific development and professionally market these opportunities through social media platforms	<ul style="list-style-type: none"> - Develop Terms of Reference for opportunity development and marketing initiative - Identify short list of opportunities - Complete market mix review and solicitation package - Actively market opportunities under business broker approach and expense recovery mechanism to target audience employing mix media
	2.2.4 Create media attention to effectively communicate identified opportunities and the willingness of the community to aid in the establishment of these ventures.	<ul style="list-style-type: none"> - Undertake joint initiative with publications to profile Temagami. - Arrange for FAM tours for specific sectors
2.3 Establish Accountability Measures to Evaluate Success and Performance of Provincial and Federal Small Business Initiatives in Temagami	2.3.1 Define service delivery frameworks applicable to Temagami through Federal/Provincial government initiatives and private sector programming	<ul style="list-style-type: none"> - Meet regularly with staff from development agencies - Provide updates on current and planned developments - Solicit support from agencies
	2.3.2 Streamline and facilitate application processes on behalf of Temagami stakeholders to relevant programs.	<ul style="list-style-type: none"> - Transfer with permission, on CD or electronic medium, all application forms for all agencies and programs available to businesses, agencies and associations within Temagami area - Make available through Web page - Complete by annual update
	2.3.3 Maintain database and participate in annual program review processes undertaken by supporting agencies.	<ul style="list-style-type: none"> - Complete annual review of program mandate and relevance to the Plan - Communicate expectation of consultation on program mandate assessment and desire to actively participate in development of annual planning process

2.4 Contribute to a Coherent Regional Economic Development Strategy	2.4.1 Use Timiskaming Municipal Association to ensure that the role of local government and Temagami in particular, is recognized in regional and provincial activities.	- Share Vision to Action plan with municipal association
	2.4.2 Launch the Temagami Development Plan and communicate the Plan to municipalities along the Highway 11 corridor	- Distribute Strategy to all municipalities on Hwy 11 Corridors and request support via council resolutions
	2.4.3 Solicit provincial and federal political support for the launch of the Plan.	- Communicate with MP and MPP
	2.4.4 Develop protocols for sharing economic development opportunities with the area First Nation	- Establish joint committee to exchange opportunities and seek collaboration as required
2.5 Develop World-Class Infrastructure and Services to Support the Economic Strategy	2.5.1 Become proactive in the solicitation of priority projects for infrastructure development by specific industry.	- Develop policy on minimum requirements for infrastructure development - Cross reference to ministerial authorities and industry associations
	2.5.2 Employ planning tools and by-laws to provide common theme and development elements for tourism branding.	- Incorporate the Plan into Official Plan, Zoning and By-Laws
	2.5.3 Undertake the development of an ecological park within town limits to be used as a catalyst for tourism development opportunities.	- Initiate analysis of opportunity - Solicit private sector partner - Undertake business planning initiative with assistance of funding organization
	2.5.4 Encourage local arts program for streetscape highlights and focus on a cultural heritage theme.	- Develop calendar of events and themes in tandem with community festivals and high tourism traffic periods - Identify and maintain key locations
	2.5.5 Assess signage programs within Temagami and draw points on Highway 11 and Highway 17.	- Establish links with provincial authority for the construction and maintenance of relevant signage - Review annual daily traffic counts for peak and off-season
	2.5.6 Finalize access to high speed internet and broadband	- Ensure cell tower location is compliant with Tenets - Include access to high speed internet in website as advantage
2.6 Collaborate with Other lead Agencies Delivering Economic Projects	2.6.1 Explore joint initiatives with Temagami First Nation to access funding for delivery of economic development services	- Ensure representation on Temagami EDC - Participate in annual meeting and events of community base functions
	2.6.2 Provide support and encourage educational facilities, including colleges and universities to develop research programs that profile Temagami's unique natural resources stewardship	Identify institution that have resource stewardship curriculum - Assess needs and create bridge between institution and research departments. - Promote use of local resources
	2.6.3 Work with lead Ministries and Departments to explore opportunities to develop small value-added opportunities for wood products, agriculture, tourism supply and services, and culture	- Develop lure marketing information outlining benefits and cost offsets of locating to Temagami

Objectives	Game Plan Requirements	Action Items
3.1 Support the Full Spectrum of Tourism Opportunities	3.1.1 Undertake a specific development plan for tourism assets within the control of Council	<ul style="list-style-type: none"> - Determine revenue generating capacity for each asset - Prioritize each asset - Explore common strength and interdependencies of these assets
	3.1.2 Incorporate the development and revitalization of the train station into the Highway 11 corridor beautification project.	<ul style="list-style-type: none"> - Improve signage to indicate services housed in the station - Consider a complimentary color scheme for the façade improvement
	3.1.3 Encourage partnerships between First Nations, private sector and Temagami for the specific purpose of an in-town interpretive centre. In partnership with the Temagami First Nation develop a Cultural/Heritage Museum to promote the indigenous history in the area.	<ul style="list-style-type: none"> - Open dialogue with TFN leadership on receptiveness to development - Identify potential location
	3.1.4 Structure a tracking and follow-up marketing campaign to callers and visitors accessing the Chamber office.	<ul style="list-style-type: none"> - Develop tracking mechanisms to record caller and visitor information that is compliant with privacy laws - Prepare standard marketing material for distribution
	3.1.5 Ensure Temagami Information toll-free number 1-800-661-7609 is prominently displayed on the town's web site, tourism signage, promotional material, etc.	<ul style="list-style-type: none"> - Develop protocols for responding to inquiries - Ensure consistent messaging - Consider linking toll-free number to EDC office for real time referral
	3.1.6 Create a marketing and service delivery partnership with tourism marketing and development agencies (e.g. Destination Northern Ontario)	<ul style="list-style-type: none"> - Review local participation in existing publications and assess performance of service - Develop alternative and value add on services to existing products - Create new initiatives incorporating niche services offered locally - Assure theme and branding holds consistency to Temagami tourism ambitions - Explore other likeminded agencies and services
		3.1.7 Explore development opportunities for new short-medium stay accommodation inventory in the community.

	3.1.8 Create marketing and development links with the area outfitters, lodges, etc.	<ul style="list-style-type: none"> - Assess existing tourism efforts and determine value of area add on - Develop tailored and unique promotional initiative - Submit funding applications
	3.1.9 Explore the viability of a voluntary room surcharge or Municipal Accommodation Tax on area accommodation operators/camps and use revenues for contrived tourism marketing campaign	<ul style="list-style-type: none"> - Develop model and operating protocols - Establish Memorandum of Understanding - Develop campaign and specify where funds would be directed - Establish auditing functions under third party and privacy protection for participating members
	3.1.10 Encourage private sector development of commercial opportunities that will draw the travelling public.	<ul style="list-style-type: none"> - Identify potential locations for development - Ensure development along Hwy 11 is compliant with façade improvement initiative
	3.1.11 Develop tactics that target the Temagami Lake Access road traffic that will encourage visitation into the town of Temagami.	<ul style="list-style-type: none"> - Identify what services will be available in town (e.g. parking permits, slip leases) - Prepare signage
	3.1.12 Focus marketing campaign and orient municipal signage infrastructure towards tourism promotion and Temagami's ecological sustainability	<ul style="list-style-type: none"> - Issue RFP for new/updated municipal signage consistent with overall "look and feel" of any marketing campaign
	3.1.13 Expand on events and activities to encourage increased day traffic and single night travel activities.	<ul style="list-style-type: none"> - Stimulate, through participation of social groups events and regional festivals, the development of additional cultural activities and events - Explore discount policy on use of public assets when used in conjunction with regional initiative
3.2 Foster Development of Value-Added Forest Manufacturing Industry	3.2.1 Work with the MNR, through their economic development mandate, to identify significant and low risk market entry products.	<ul style="list-style-type: none"> - Promote opportunities via website
	3.2.2 Form joint initiatives with Temagami First Nation to investigate opportunities for "non-merchantable" timber.	<ul style="list-style-type: none"> - Discuss potential structure of joint initiative
	3.2.3 Leverage new SFL for commercial opportunities in small scale, value-added opportunities.	<ul style="list-style-type: none"> - Explore joint venture opportunities with area entrepreneurs
	3.2.4 Complete an assessment of similar communities in other areas, which have advanced secondary manufacturing industries, and analyze local gaps that are identified.	<ul style="list-style-type: none"> - Develop review matrix based on production yield, employment level and presence of core industry components - Identify communities to be consulted
	3.2.5 Solicit provincial and federal development agencies to sponsor a risk capital pool, unique to the area and administered through a new entity for the express purpose of stimulating secondary manufacturing.	<ul style="list-style-type: none"> - Develop business case in support of need for micro-lending program - Explore existing service delivery model and funding options

3.3 Support Mining Exploration and Assist Existing Projects	3.3.1 Engage with the Ministry of Energy, Northern Development and Mines (EMNDM) to encourage the release of Crown lands in the immediate area for further exploration	<ul style="list-style-type: none"> - Obtain electronic technology consistent with maintaining GIS mapping protocols - Create information catalogue of existing and potential mineral sites - Communicate with ministry services available to potential mining companies for the development of properties in the Temagami Area - Request from EMNDM and maintain an inventory of known mining prospects found in the Temagami region for the express purpose of ensuring that potential land use conflicts are identified and incorporated into the planning process.
	3.3.2 Communicate with existing exploration companies and seek participation in the development process.	<ul style="list-style-type: none"> - Host informal information luncheon with representatives of companies exploring in the area
	3.3.3 Historically, most new mineral discoveries occur close to known deposits, Council should consider marketing the industrial site at the former Sherman mine to potential exploration companies	<ul style="list-style-type: none"> - Develop marketing information on industrial site. - Secure list of exploration companies working in the area and provide them with material
3.4 Support the Development of Health and Elderly Services Industry	3.4.1 Ensure that opportunities for new medical, support services and housing services aimed at an aging population are pursued.	<ul style="list-style-type: none"> - Cross reference long term needs of medical services community with area post-secondary institutions - Explore development of unique apprenticeship program for geriatric needs delivery - Engage government agencies to ensure Temagami remains a priority
	3.4.2 Work with the senior support network to consider options for ageing in place that can extend one's time in their home.	<ul style="list-style-type: none"> - Inventory all services available in Temagami for seniors - Determine local uptake versus services secured outside the area
	3.4.3 Look into options to convert single family units into multiple family units for seniors with an eye to freeing up some much-needed housing stock	<ul style="list-style-type: none"> - Determine compliance requirements - Investigate willingness of senior population to explore option
	3.4.4 Investigate and support new health sector industries based on unique opportunities in Temagami.	<ul style="list-style-type: none"> - Explore secondary service delivery options with other treatment facilities in regionally specific markets - Identify needed services
	3.4.5 Create awareness and develop promotional materials in partnership with the private sector on healing and wellness opportunities within Temagami.	<ul style="list-style-type: none"> - Assess Ministry of Health policies on service delivery outsourcing and planned initiatives - Complete feasibility and marketing initiatives to lobby for potential service delivery project - Promote opportunity via website
3.5 Support the Development of the Education Sector, particularly in the tourism	3.5.1 Work with various post-secondary institutions to ensure an increased presence and contribution to the local economy.	<ul style="list-style-type: none"> - Assess need for skills upgrading in various sectors - Engage institutions that deliver distance education/skills upgrading - Work with provincial agencies

sector and the Expansion of Trade Apprenticeship Programs	3.5.2	In partnership with the priority economic sectors in the area discuss having on-site training for individuals seeking to upgrade or develop new skills to better compete and/or develop new initiatives	<ul style="list-style-type: none"> - Assess need for skills upgrading in various sectors - Engage institutions that deliver distance education/skills upgrading - Work with provincial agencies
	3.5.3	Partner with the local education authority for appropriate training space if needed	<ul style="list-style-type: none"> - Determine space availability and fee
	3.5.4	Actively participate in educational planning exercises.	<ul style="list-style-type: none"> - Communicate interest to participate in annual development of business plans
3.6 Encourage the Growth of the Industrial Support Sector	3.6.1	Identify significant contractors who are not local operators and provide encouragement for procurement from within the community.	<ul style="list-style-type: none"> - Assess capacity of local service providers - Encourage local procurement where appropriate
	3.6.2	Promote the availability of local suppliers of goods and services routinely in demand by contractors	<ul style="list-style-type: none"> - Prepare inventory of local suppliers - Promote suppliers
	3.6.3	Ensure that municipally controlled agencies hold a “buy local” policy	<ul style="list-style-type: none"> - Identify regional “outsourcing” operations - Adjust procurement policies as required
3.7 Support Retail Enterprises and Small Service Businesses	3.7.1	Officially recognize the validity, importance and benefits of small business to the community’s economic structure.	<ul style="list-style-type: none"> - Incorporate into community pride campaign - Encourage Chamber to host annual awards and recognition banquet
	3.7.2	Incorporate adequate parking and safe crossing along the beautification of Highway 11.	<ul style="list-style-type: none"> - Review past studies and sentiments on parking issues - Consider safety barriers along portions of Hwy 11
	3.7.3	Assure an aid program is available to building owners to update and modernize façades.	<ul style="list-style-type: none"> - Explore funding agency’s granting programs to determine impact and assistance to local property owners - Implement CIP
	3.7.4	Support business owners and the not-for-profit sector to access public funds to expand or modernize their operations	<ul style="list-style-type: none"> - Meet regularly with funding agencies for updates on applicable programs
	3.7.5	Council should take a more pronounced and rigid position with vacant and non-compliant buildings.	<ul style="list-style-type: none"> - Develop minimum standard guidelines for building maintenance in participation with property owners - Review and update municipal policy on treatment of negligent owners and property landlords
	3.7.6	Work with all merchants to create tourism links.	<ul style="list-style-type: none"> - Incorporate local small business needs into tourism campaign - Explore development of foundation where merchandising of community logos and merchandize is licensed on a cost recovery base
	3.7.7	Undertake to review the willingness and potential benefits of employing common themes based on an overall tourism marketing strategy adopted by the community	<ul style="list-style-type: none"> - As a component of the pride campaign, tourism image and regional tourism marketing campaign, employ competitive approach linked with professional firm to ensure grass root participation and adoption of project

	3.7.8 If not already in place, create compliance templates for licensing and permitting requirements for new and expanding small businesses	<ul style="list-style-type: none"> - Ensure transparency of licensing process - Identify high conflict issues and undertake constructive dialogue with target audience
	3.7.9 Encourage the Chamber to create workshops for succession planning	<ul style="list-style-type: none"> - Explore packages for training delivery through BDC and other federal institution
	3.7.10 Review municipal policies on home-based businesses for appropriateness in the electronic age	<ul style="list-style-type: none"> - Complete audit of existing guidelines and by-laws and determine relevance of policies against paradigm of technology and micro enterprises

Objectives	Game Plan Requirements	Action Items
4.1 Provide Leadership and Vision	4.1.1 Implement Council's strategic vision and priority objectives.	<ul style="list-style-type: none"> - Promote the Plan - Incorporate referencing system of the Plan in municipal correspondence and public announcement
	4.1.2 Monitor community attitudes towards performance of the Plan.	<ul style="list-style-type: none"> - Publish annual review and performance of the plan upon completion of annual review - Host feedback forums and invite deputations during special council meetings
	4.1.3 Develop clear strategic direction statements and management plans.	<ul style="list-style-type: none"> - Incorporate Strategic Planning language into documentation - Adopt consistency of representation - Register Trademark ("Temagami Dry") and apply it as appropriate to community marketing material
	4.1.4 Forge community partnerships around key economic events and business sectors.	<ul style="list-style-type: none"> - Develop invitation list of key community members and provide group targeted e-mail promotion of known and planned municipal events
	4.1.5 Hold open and regular dialogue with business leaders	<ul style="list-style-type: none"> - Take active role and profile representation in community events - Promote local events through official capacities
4.2 Actively Facilitate the Formation and Expansions of Not-for-Profit Enterprises	4.2.1 Facilitate tourism business networking and marketing through engagement with provincial tourism marketing and development agencies: RTO-13a, Destination Northern Ontario, Ministry of Tourism, Culture and Sport.	<ul style="list-style-type: none"> - Provide mandate letter officially recognizing community agencies as representatives of Temagami's business communities - Investigate the potential for a "Community Ambassador Program"
	4.2.2 Consider formalizing the development of a local hospitality association to lobby for all in the hospitality business..	<ul style="list-style-type: none"> - Meet with accommodation providers and tourism operators to discuss concept
	4.2.3 Encourage business owners to understand the services at their disposal as presented by various groups.	<ul style="list-style-type: none"> - Creation of (unofficial) Mayor's council on community representation - Host monthly Luncheons
	4.2.4 Lobby development agencies (FedNor, NOHFC, etc.) to increase services to community businesses and entrepreneurs.	<ul style="list-style-type: none"> - Maintain continual dialogue with provincial and federal ministries - Provide regular distribution of newsletter and state of the economy materials - Maintain regional manager invitation to local events and undertakings
4.3 Provide Appropriate Community Facilities	4.3.1 Ensure community services and facilities are relevant to Temagami's needs and standards.	<ul style="list-style-type: none"> - Complete annual audit of facilities - Request opinions and community feedback through standard reporting on statues of community infrastructure
	4.3.2 Manage the inventory of community facilities and maintain them at appropriate service levels.	<ul style="list-style-type: none"> - Challenge department heads to maintain relevance of service to the target audience - Complete blind reviews thorough third-party evaluators
	4.3.3 In partnership with related agencies (e.g. Chamber of Commerce), periodically investigate the satisfaction of the business community towards community services and facilities.	<ul style="list-style-type: none"> - Through active solicitation of independent third-party, complete benchmarking of local satisfaction and publish finding annually

4.4 Develop a Sustainable Community Program	4.4.1 Target initiatives that provide potential training and employment for the long-term unemployed.	- Create responsive protocol to gauge participation of community to local programs and social outreach facilities
	4.4.2 Actively encourage the retention of youth.	- Support through official recognition of existing strategies undertaken by area agencies and groups to maintain area youth - Explore feasibility of increasing student summer programs within community municipal body and encourage same at local commercial sector
	4.4.3 Educate local and regional businesses on Council's vision of sustainability and the key elements of Temagami's common values.	- Develop standard presentation and speech delivery to be presented by councilors and mayor on the progression of the Plan over the first year of implementation
	4.4.4 Explore opportunities for long-term stable development.	- Maintain relevance of program through annual review and consistent public input - Mandate through community by-law effective management of the Plan audit process
4.5 Facilitate the Growth and Maintenance of the Community Sector	4.5.1 Develop and implement policies governing a new economic development entity	- Determine structure of new entity - Develop operating parameters for entity - Secure operational funding
	4.5.2 Support and facilitate public events in public places – Canoe Festival, etc.	- Post events on website - Encourage participation at events by elected officials
	4.5.3 Link public space (Highway 11 corridor beautification) to cultural/heritage, tourism campaign	- Develop appropriate messaging for inclusion in all marketing material
	4.5.4 Develop new public spaces and retrofit others as needed that supports the general direction and implementation of the Plan	- Ensure all new investments in public space comply with CIP
	4.5.5 Investigate potential to develop revenue streams from Council controlled assets (Fire Tower, boat launch, etc.).	- Ensure appropriate by-laws in place - Determine appropriate fee for accessing facilities - Identify most cost-effective means of collecting fee.