

Strategic Plan. Public Feedback

This is a summary of the main points raised from the recent public surveys (duplications shown in brackets). The many comments and suggestions from the surveys (which are not listed here) will be taken into consideration as the strategic planning process progresses. Thank you to everyone who participated. Your feedback is appreciated.

Vision

- Recreation, Walking trails
- Natural Surroundings, Waterfront (x4), Picturesque (x4), Trees
- Quality of life, Clean, Charming, Small & safe, Welcoming, Community spirit (x5), Most liveable Town, Cradle of our Nation (x3), Inclusive, Unique
- Attractions, Economic vitality, Sustainable, Events, No big box stores (x3), Local Restaurants, Thriving business community (x4), The HUB, Farmer's market, Heritage & Culture (x8)

Values

- History, where we came from & who we are (x6), Past-present- potential
- Way of life (x4), People (x4), Caring environment (x4), Safe & clean (x4), Nature, Clean air & water, Strong community spirit, Old fashioned, Rural, Beauty, Green spaces & trails, New resident's needs, Senior's needs, Engage youth.
- Rich agricultural local produce, Economic vitality, Businesses & services, Tourism
- Infrastructure & resources, Sustainable development, Volunteers, Town employees

Mission

- Leaders in time of need, Emergency plans, Serve needs of businesses & residents, promote services to all members of town, Foster a rich experience
- Progressive & fiscally responsible government, What can the town "practically accomplish?", Sustainable, Support & promote
- Stay unpolluted, Healthy environment, Superior quality of life for citizens & visitors, Unique (x3), Encourage residents to use alternative energy sources

Environment

- A village learning to be a city, Safe community, Incredible setting, Clean, Quiet, Laid back, Small
- Convenient location, Close to nature, Pleasant & Comforting
- Multicultural
- Partnership potential
- Need direct access to Mayor, CAO, Police (for discussions/complaints)

Strengths

- Community (x2), People (x2), Pride, Involvement, Volunteerism, Low crime rate, Strong Housing market, Online communities, Safe & sophisticated (x2), Highly educated residents, 10,000+ community of interest,
- Identified as official tourism destination in NS (by Tourism NS), Full compliment of services, Strong fiscal & economic shape (compared to 2016), Twinning

- AIRO (x5), Board of Trade, CARP, Partnerships with Valley Waste, King's Transit, County water supply
- Culture & heritage (x5), History and our place in it (x3), Hot spot for the arts, Special events, Funny Town Facebook page (x2)
- Attractions (x5), Recreation, Physical beauty (x8)
- Town properties (x3), HUB (x2), Gym, Comfort Station (x2), Playground, Farmer's Market (x5), Leaf & yard waste site, Library, Nursing home, Amphitheatre, Historic Gardens, Historic district, Garrison graveyard, Business community, Near-by golf course, Health centre, Good schools

Weaknesses

- Overdependence on Tourism, unwillingness to pursue year-round destination status, Lack of marketing, No professional marketing/communication person on staff, Not part of the Valley REN, Need to support what we already have (x3), Slow making decisions, Communication improvement (not just internet), Letting people know what's here,
- Community residents should be prioritized on different tax rates, Reliance on single tax payer, Aging demographics,
- Lack of activities for young children, Lack of advertising of family programs (to new residents),
- Declining capital reserves, Land use bylaw red tape, Need more green sustainable industry, Academy tax revenue commitments, Dependency of single water line, Expensive police protection (x3),
- Vacant properties, Unpainted store fronts, Un slightly power poles/ power lines/ patch paving/weeds, Lack of garden maintenance and flower baskets, Lack of accessibility to stores, Lack of affordable housing, Missing sidewalks, Speeding traffic, Loud fire siren, Misuse of leaf & yard waste site, Odours from green bins downtown in the summertime

Opportunities

- ACERC initiative to repurpose the tidal generating plant into a world class climate change research centre (x7),
- Gordonstoun (x3)
- Build a marina (x4), More waterfront development, Develop First Pond area, Partnership between Town & County, More partnerships in general,
- Collect data on County use, More marketing and further planning (x2), Connections, Extend tourist season (x5), Rural internet (x2), , Encourage "shop local", "Think globally, act locally", Improve town governance, Better communication, Publish Town Crier monthly and "beef" it up, Be prepared for future development (x2), Attract those who are attracted by our lifestyle, Become a year-round destination, Increase rental accommodations to enable business to hire more staff and expand, Adopt effective project management and risk management principles, Increase revenues by renting town spaces for conferences, Join a REN,
- Extend the outdoor pool season by roofing it, Keep Fort Anne open longer, Beautification of greens spaces & properties, Amphitheatre, Accessibility, Having the County's municipal building on land that could be developed by the Town, Examine available land in town for development, Enhance streetscape, Alternative drinking water source, Beautify downtown core (x2), Family activities guide (x2), Breast feeding chair in Comfort Station (x2), Improve usage of Leaf & Yard Waste site, Allow restaurants to have outdoor seating

Challenges/Threats

- High cost of policing, Loss of NS Power (x4), Lack of doctors (x2)
- Maintain existing infrastructure (HUB, comfort station, etc), Support existing attractions, Accessibility & transit for seniors, Gordonstoun could change the look and feel of the Town, Looking too much like a retirement community, Expensive housing, Lack of affordable housing, Lack of viable business in downtown core, Development out of touch with town feel, protect nature when developing town, Getting stale – not willing to try new things, Poor internet
- Need to extend the season (x2), Conflicting events, Regular programming for all ages, Poor long term vision (x2), Lack of comprehensive marketing plan, Possible loss of diversity – ages & income, Heavy reliance on volunteers,
- COVID recovery
- Sea level rise and climate change (x3)

Catch Phrases

- **“Annapolis Royal is a village learning to be a city”**
- **“Both urban & rural at the same time”**
- **“Small town feel with metropolitan offerings”**
- **“Provide the needs, cut down on the wants”**
- **“Think globally, act locally”**