



10 Year Community Strategic Plan

Municipality of St.-Charles



Acknowledgement

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Vision Statement

St.-Charles is a safe, welcoming, and affordable community where residents of all ages support one another with a strong sense of shared commitment and community spirit. We honour our rich agricultural, forestry and francophone heritage while embracing a future driven by the skills, creativity, and aspirations of our people.

Mission Statement

Rooted in our rural heritage, we cultivate a thriving community by prioritizing wellness, recreation, health, and education. With deep respect for our history of hard work, we empower our greatest asset—our people—to build a strong, vibrant, and prosperous future together.

Core Values

1. Community Connection
2. Environmental Stewardship
3. Rural Heritage
4. Balanced Living & Accessibility
5. Active Living, Health & Wellness



What Residents Love



- Small-town rural atmosphere
- Peaceful environment
- Safety
- Strong sense of community
- Neighbours
- Volunteers
- Open spaces
- Proximity to West Arm of Lake Nipissing
- Ability to raise animals
- Access to trails
- Lower taxes compared to urban areas
- Family connections
- Opportunity to raise children
- Close-knit community

Survey Snapshot

Summary

This document contains the results of a survey conducted in the Municipality of St.-Charles.

Demographics

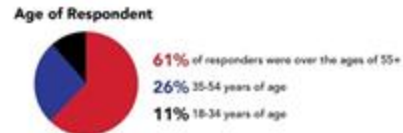
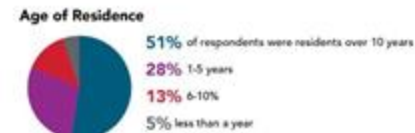


Key Themes and Issues

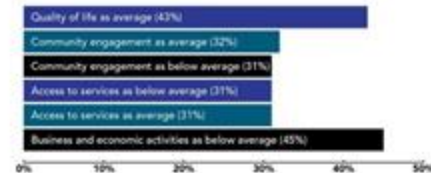
- Community Perception:** St.-Charles is seen as a friendly, charming, and naturally beautiful small town.
- Quality of Life:** Residents rated the quality of life as average.
- Community Engagement:** Community engagement was rated as average or below average.
- Access to Services:** Access to services was rated as below average or average.
- Business and Economic Activities:** Business and economic activities were rated as below average.
- Growth Opportunities:** The biggest growth opportunities for St.-Charles in the next 10 years are seen as housing and tourism.
- Economic Development Potential:** The top three sectors for potential economic development are small business development, tourism, and agriculture.
- Desired New Programs/Services:** Residents would like to see new programs and services in economic & business development, infrastructure & public services, recreation & community engagement, housing & population growth, and accessibility & inclusivity.

Data Breakdown

Demographics



Residents rated...



The biggest growth opportunities for St.-Charles in the next 10 years was housing and tourism.

Respondents described St.-Charles to someone unfamiliar with the area as:

- Friendly, charming and natural beauty
- Small predominantly french-speaking bedroom community outside of Sudbury near the shores of lake Lake Nipissing
- A community off the beaten path yet close enough to good shopping and everything else you may need.

The three words best captured current feelings about St.-Charles are

quiet, friendly and small.

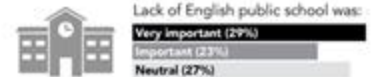
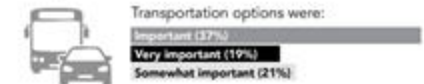
Respondents felt the **biggest challenges** currently facing St.-Charles are:

Taxes (increase the need for tax base or increase tax amount)
Attracting young people Limited job opportunities
Limited or lack facilities Lack of health services
Spending on recreational facilities Lack of trades people
Limited advertising
'Outsider' feel due to lack of bilingualism
Infrastructure needs Location

Residents felt that...

- Aging infrastructure (38%) was important or very important (34%)
- Limited job opportunities was important (39%) or very important (39%)
- Lack of housing opportunities was important (39%) or very important (28%)
- Access to healthcare was very important (50%) or very important (39%)

Respondents stated that...



Challenges

- Infrastructure & Access Issues
- Facility Utilization & Maintenance
- Housing & Development
- Economic Development & Employment
- Recreation & Community Life
- Communication & Inclusion

Opportunities

- Economic Growth & Business Development
- Housing & Population Growth
- Recreation & Community Facilities
- Infrastructure & Access
- Regional Collaboration
- Communication & Engagement

Priority Areas



1. Community Infrastructure & Housing Development



2. Economic Vitality & Growth



3. Recreation, Leisure & Wellness



4. Education & Youth Retention



5. Community Inclusion & Connection

Community Infrastructure & Housing Development



Goal 1: Housing Diversity

Goal 2: Water Access Development

Goal 3: Infrastructure Mapping & Assessment

Goal 4: Road Improvement Plan

Goal 5: Internet & Cellular Coverage

Economic Vitality & Growth



Goal 1: Business Retention & Expansion

Goal 2: Tourism Development Strategy

Goal 3: Youth Entrepreneurship Program

Goal 4: Industrial/Commercial Development

Goal 5: Agri-Tourism Expansion

Recreation, Leisure & Wellness



Goal 1: Multi-Season Recreation Programming

Goal 2: Arena Revitalization

Goal 3: Outdoor Recreation Development

Goal 4: Community Health Services Expansion

Goal 5: Community Events & Connection

Education & Youth Retention



Goal 1: Educational Access Improvement

Goal 2: Youth Leadership Program

Goal 3: After-School and Summer Programming

Goal 4: Digital Learning Hub

Goal 5: Youth Advisory Council

Community Inclusion & Connection



Goal 1: Newcomer Welcome Program

Goal 2: Senior Support Network

Goal 3: Intergenerational Programming

Goal 4: Volunteer Development Strategy

Goal 5: Cultural Celebration Series

Seamless Implementation



Municipal Staff Capacity Concerns

Leadership & Staffing

- Hire an Economic Development Officer
- Recruit an Intern
- Leverage Specialized Consultants

Community & Collaboration

- Empower Volunteers & Committees
- Regional Municipal Collaborations

Action Plan

- ✓ Consider the actions, roles, timelines and metrics in the Implementation Plan to move each goal forward and achieve momentum.
- ✓ Use the Strategic Plan as a living document, update and modify the actions as progress is made.
- ✓ Use the actions as guidelines as they may evolve over time.
- ✓ Use the Strategic Plan in conjunction with the Communications Plan to ensure openness and transparency with the community, stakeholders and businesses.

Next Steps

- ✓ Review the Draft Plan circulated hard copy and emailed version provided
- ✓ Provide any feedback or comments to staff by March 25th
- ✓ Staff to submit changes on March 26th
- ✓ Final plan ready by March 28th

