

# A Strategic Development Plan For New Ross & Area

**Mission:** Our commitment as the community of New Ross will be to engage the skills and talents of community members to develop solutions to the challenges we face. We will work together to identify and encourage innovative ideas to improve social, cultural, environmental and economic conditions in which we live, while respecting and preserving our heritage.

Let's use these building blocks to make a strong New Ross



## Be Part of the Action Plan!

For more information, to access our full report, or to get involved:  
email us at [NRRDS@outlook.com](mailto:NRRDS@outlook.com) or call Dave Meister at 277-1780

A project by the New Ross  
Regional Development Society

A committee of members from the New Ross Regional Development Society (NRRDS) has worked together to develop a community based Strategic Development Plan for New Ross and Area. With the information collected from the 2012 community survey and stakeholder survey, a series of facilitated meetings were held to develop a vision statement and mission statement for New Ross and six strategic goals were identified. The “town hall” meeting held in May 2013 gathered more ideas to address the following six strategic goals:

- to increase business in the community**
- retain present businesses in the community**
- increase visitors to New Ross**
- increase community vitality**
- improve and expand partnerships**
- improve community assets**

With a big thank you, to everyone who has participated, we are finally ready to launch our Strategic Development Plan. The opposite page is a one-page visual representation of the priority items identified during the strategic planning process. For a full copy of the Strategic Development Plan for New Ross and Area, email us at [NRRDS@outlook.com](mailto:NRRDS@outlook.com) or call Dave Meister at 277-1780. You can take a look at full printed copies that are available for viewing at the local Home Hardware, Credit Union, Post Office or at Ross Farm. Now, we need people to get involved and help with one of the following action items:

### Action Plan

Increase Business	Retain Business	Increase Visitors	Increase Community Vitality	Improve & Expand Partnerships	Improve Community Assets
Business education	Shop local campaign	Marketing & Promotion	Support Local	Relationships & networking	Community & rural beautification
Business Ideas	Facilitate Business Succession Planning	Develop & enhance festivals & events	Welcoming Committee	Communication	Support local business
Support Funding/Investment	Front Line Training	Partnership tourism	Visible improvements	Community Connection	Support current infrastructure
Business Partnerships			Community Group Cooperation	School	Increase volunteer support base

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