
A Strategic Development Plan for New Ross & Area



working towards the future...

**Prepared by:
New Ross Regional Development Society
2023**

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Introduction

In 2021 and early 2022 the New Ross Regional Development Society (NRRDS) underwent the process of updating its strategic plan. Between September 2012 and May 2013, society members developed a community-based Strategic Development Plan for New Ross and Area. The original 2014 Strategic Plan proved to be a useful guiding resource. Between 2014 and 2022 New Ross has reached some important milestones.

- New Ross now enjoys high speed Fibre Optic internet
- New Ross Consolidated School received Community School designation
- The New Ross Trails Society came into being, and the trail networks were further developed and expanded
- The Community Fair Grounds has enjoyed significant infrastructural and consequently programming upgrades and improvements
- The NRRDS has developed a community website to inform and coordinate activities and events – www.newross.ca
- In 2016, New Ross celebrated its 200th anniversary – hosting a very successful year-long celebration culminating in the August 7th weekend celebration
- Legacy mural made for the 2016 anniversary
- The Lieutenant Governor awarded New Ross the Community Spirit Award that same year – currently displayed at the New Ross Credit Union
- Ross Farm Museum also opened its new Learning Centre in 2016
- Flagpole at the bandstand site was installed
- The New Ross Legion has undergone many renovations and upgrades to its building and is now a community-oriented organization
- As part of a large community group we were able to host a refugee family of 4 who were admitted to Canada from Africa as landed immigrants
- The New Ross Day Care Centre opened in September 2018

The New Ross Regional Development Society is committed to fostering the progress and development of other community partner societies.

Building Our Plan: Planning Sessions & Evaluation

The 2023 update in strategic planning enjoys this informed history and hopes to build on the successes of the 2014 plan. For reference, consult the 2014 Strategic Plan on our website – www.newross.ca. Strategic planning is part of the annual processes of the NRRDS. Over the last few years, there have been several sessions leading up to the updated mission, vision and strategic goals contained in this document. Before each AGM, the NRRDS will hold at least one Strategic Planning Meeting to update and make revisions as necessary to the Strategic Plan. Any updates and revisions will be discussed with the membership and the plan shall be given the date of the latest approved revision. The anticipated outcome of this exercise is the development and maintenance of a sustainable economy that respects lifestyle preferences and protects community values.

This newest version of our Strategic Development Plan had some welcome additional input. In September 2019 Glyn Bissix, PhD., Professor and Head, Department of Community Development at Acadia University, Professor, Environmental and Sustainability Studies Program, approached the NRRDS. His graduate students were interested in assisting New Ross for their project. The students studied the community and spoke with its people to help create community development strategies. We have considered their well-informed recommendations and included much of their insightful advice in this document.

In March 2020, COVID 19 put a stop to further work by the NRRDS in terms of coordinated strategic development. The Society resumed the process in February 2021 with a planning session facilitated by Chad Haughn, Director of Community Development and Recreation. Following this, members met to update its mission, vision, and strategic goals, and in early 2022 NRRDS held two additional facilitated sessions.

Vision Statement

A strategic vision is a view of the community's future direction and is used as a guiding concept for what the community is trying to achieve. This vision statement aims to stir emotion, excitement, and to create enthusiasm to inspire and engage the people in the community. The following vision statement answers: "What will our community look like in 5 to 10 years from now?"

New Ross is a vibrant, resilient and innovative rural community. Collectively we work towards the betterment of the community through the preservation and cultivation of our natural, cultural and built assets.

Mission Statement

The purpose of developing a mission statement for the community of New Ross was to summarize the community's underlying purpose and vision. The mission statement will guide the goals and serve as a means of measuring the strategic plan's success.

Our commitment to the community of New Ross is to develop and foster community growth by utilizing the skills and assets of our residents. We work together to create new initiatives and opportunities that respect and preserve our heritage while ushering New Ross into a sustainable and vibrant future.

Strategic Goals

Through the strategic planning process, the NRRDS identified a number of key areas to focus on for economic development in the community. They were then organized into 4 strategic goals:

Goal 1: Improve Economic Development in New Ross

Action	Strategy
Support and Increase Local Business	Continue to develop the “Welcome to New Ross” package for people who move to the community. Include coupons for local businesses. This will encourage people to “shop local”.
	Sponsor workshops for businesses and organizations in the area. Workshop ideas are: succession planning, social media training, business opportunities, applying for grants, how to start a small business etc.
	Update business directory section of the Website.
	Encourage local businesses and groups to actively participate in the NRRDS by becoming members.

Goal 2: Increase Visitors to New Ross

Action	Strategy
Develop Marketing and Promotion of the Community	Create a “Why New Ross” campaign.
	Develop new and enhance existing Festivals and Events; New Ross Community Fair, New Ross Christmas Festival, Music events at the Bandstand etc.
	Develop partnerships with regional tourism groups (Chester Municipal Government, other local and provincial government and tourism entities).
	Develop partnerships with regional groups and agencies. For example, Tourism and Economic Development and Municipal and Provincial governments.

Goal 3: Improve Community Infrastructure

Action	Strategy
Enhance the overall appearance of the community	Develop a community beautification plan.
Ensure public access to washroom facilities	Explore public washroom options.
Improve the walkability of the community	Advocate for additional sidewalks in New Ross, allocate benches around the village.
Ensure appropriate number of business and residents have access to wastewater	Advocate for increase in wastewater capacity in New Ross.
Maintenance	Stewardship of mural, flagpole, bandstand, community website.

Goal 4: Improve & Expand Partnerships

Action	Strategy
Encourage community groups to share information with each other	Support the “Neighbours Helping Neighbours” Facebook group; Encourage cooperation among community groups.
Develop Partnership with Community School and the Ross Farm	Support a Community Development Workshop / Course for grade 7 and 8 students.
Develop new partnership opportunities	Develop an annual New Ross Development Day.

