
EAST ANGUS



ISSUE: Building on attracting new residents

ITINERARY 5A

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Location: Lingwick Community Centre

PROMOTERS

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Presentation of the issue:

Built 100 years ago around the pulp and paper industry, this municipality of over 3,000 inhabitants, located 20 minutes from a major urban center, has everything it takes to attract new residents. However, until 2008, it had a bad reputation which hindered any development, whether commercial or residential.

Indeed, even if the pulp and paper industry was the source of growth for this town, it was also responsible for its stagnation. Undoubtedly, East Angus was known throughout the province for its bad odors, and few people wanted to live or invest in such a municipality. Furthermore, the local high-school had acquired a bad reputation. Finally, the public transit linking East Angus to Sherbrooke ceased its operations in the early 2000s.

Presentation of the project:

Starting in 2004, efforts are underway to improve the image of the municipality. To diversify the economy, a large tourism project is born (actual tourist train of Sherbrooke), an industrial park for the food industry is planned, and a Forest Park is developed.

In 2008, the municipal authorities realize that despite these efforts, the image remains negative; the bad odors' reputation continues to be associated to the name of East Angus. So they decide to hire a communications consultant to try to set things right. An initial study is conducted among the workers of East Angus who live in Sherbrooke. The communication tools are then deployed. At the same time, the high-school embarks on an innovative project (Cité-école), which greatly improves its image, and a regular public transit is born.

In the aftermath, residential developments appear and are filled with residents. The city invests in its downtown. Citizens become increasingly proud of their city.

In 2012, East Angus celebrated its 100 years, and continuous entertainment lasted all summer and ended at Halloween. The Halloween event at the parc des Deux Rivières attracted more than 2,000 people. The Forest Park will have to expand its parking area.

The same year, a video was made highlighting the family atmosphere of the city that has something for everyone. Finally, an integrated management plan will soon be implemented; more residential and commercial development projects are planned.

And since good things have a tendency to multiply, the Cascades plant responsible for the odors ceased most of its malodorous activities, and some buildings were taken down, thus enhancing the landscape along the river.

The key elements to remember according to the promoters:

- willingness to act;
- promotion;
- improvements;
- effective and positive communication;
- visual signature.

ADDITIONAL DOCUMENTATION

NOTE: All linked documents (PowerPoint, Prezi, etc.) are only available in their original French version.

PowerPoint of the day: the slides associated with this initiative start on page 31.