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## A RESOURCE DEDICATED TO RESIDENTIAL DEVELOPMENT

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ISSUE: Building on attracting new residents

### ITINERARY 5A

Date: Tuesday, September 10, 2013

Location: Lingwick Community Centre

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## PROMOTER

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### Presentation of the issue:

Small remote rural municipalities must develop their attractiveness in order to be competitive with those located closer to major urban centers. And they must do so to provide a quality living environment for their current and future residents, while dealing with the limited resources (staff, financial, available space, etc.) available; thus, innovation becomes a possible solution.

### Presentation of the project:

In 2011, in line with the rurbanization policy, the CLD hires a resource responsible to structure the residential development actions in some of the municipalities of Haut-Saint-François. Seven municipalities agree to invest in this resource.

Each municipality has its challenges. Between the small town of 310 inhabitants, more than 45 minutes from a major urban center, and one of over 3,000 people, located 20 minutes from the city, the potentials are diverse and in order to attract, the offer must also be different. The support must therefore be tailored to each community. Furthermore, participation from multiple stakeholders (citizens, council, employees, sponsors, regional bodies, etc.) is essential to the success of the planned actions. Several steps must be completed to identify the future actions. A common vision is undoubtedly the key element in a reflection process on attracting new residents. To demonstrate the issues and the possible path for such an approach, the example of the Chartierville municipality is presented.

### The key elements according to the promoter:

- leadership;
- communication;
- planning;
- knowledge;
- constancy;
- participation.

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## QUESTION PERIOD

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Q.: For Chartierville, which clientele was targeted?

A. (Marie-Eve Gagnon): The nature lovers.

Q.: When did the process start?

A. (Marie-Eve Gagnon): In June 2011.

Q.: What did you do to differentiate yourself from the other regions of Québec and attract the customers?

A. (Marie-Eve Gagnon): You must really pinpoint your target. For example, targeting young families is far too broad.

A. (Robert Roy): The municipalities are not in competition; they help each other and are complementary to one another.

Q.: Did the real estate agents help out?

A. (Marie-Eve Gagnon): No, it is a real challenge to work with them.

Q.: There was no mention of agriculture?

A. (Marie-Eve Gagnon): We focused on the urban perimeter and the white zones. For the farmland, we will have to innovate to exploit them better.

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## ADDITIONAL DOCUMENTATION

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**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 6.](#)