

### **Town of Brome Lake Releases Its New Strategic Plan!**

**Brome Lake, September 4, 2024** – The Town of Brome Lake is proud to unveil its new strategic plan, the result of an extensive consultation and collaboration process involving nearly 1,500 citizens, partners, committee members and municipal employees. The plan defines the strategic directions that will guide the municipality's development over the next five years (2024-2028).

The strategic plan addresses the town's current issues while anticipating future challenges. The priorities identified include protecting the environment, improving the quality of life of residents, ensuring the harmonious development of the territory and promoting dynamic, sustainable economic development. "I'm proud of the result and the work accomplished. This plan reflects our vision to make Brome Lake a place where the quality of life is outstanding, while remaining respectful of its exceptional natural environment," said Richard Burcombe, Mayor of Brome Lake.

#### **Consultation and collaboration**

The creation of the plan began in the spring of 2023 with an in-depth diagnosis of the municipality's current situation, followed by citizen consultations. "We took great care to gather the views and expectations of our citizens and partners to build a plan that meets their aspirations," said Gilbert Arel, Town of Brome Lake's General Director.

These efforts have resulted in the identification of priority strategic issues to be addressed in the strategic plan:

- Demographics
- Economic diversification and dynamism
- Housing availability
- Protection and enhancement of natural environments
- Public involvement and consultation

#### **Clear directions for a sustainable future**

The plan is structured around five major orientations:

- Citizen services — offering inclusive services that foster a sense of belonging
- Economic development — boosting the local economy by supporting culture and tourism
- Land use planning — ensure harmonious development by considering the needs of residents
- Ecological transition — protecting the environment and promoting biodiversity

- Governance — strengthening municipal management by encouraging citizen participation and collaboration with stakeholders

**A concrete action plan**

The action plan that accompanies this strategy includes concrete initiatives such as improving infrastructure, protecting Brome Lake and updating the urban plan to adapt it to new economic, demographic and environmental realities. This plan will enable Brome Lake to flourish while preserving its unique character.

The 2024-2028 strategic plan can be consulted [by clicking on this link](#). Copies are also available at Town Hall (122 Lakeside Road) and at the Centre Lac-Brome (270 Victoria Street).

The 38-page document was adopted by Council at its monthly meeting of September 3, 2024.

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**Source and information:**

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