

## Publication – May 2022 – Results of information meetings

On April 11<sup>th</sup> and 12<sup>th</sup>, the Corporation citoyenne de développement socioéconomique de Gore (CCDSGore) held two informational sessions (the first in French and the second in English) at the municipality's Community Centre. The purpose of both the in person presentations was to share the results of the survey conducted last February pertaining to the eventual and highly sought-for opening of a General Store in the township. When the results were compiled 594 respondents had expressed their preferences and concerns in regards to the project. This represents about 55% of the overall number of households based in the region.

The two evenings sessions gathered approximately sixty people and ended with an open question and discussion period. The General store's legal form, management method and products and services offer, as well as its location (at the intersection of the 329 and Braemar) were some of the discussed topics.

The survey findings show that a majority of respondents want fresh and local produce on the shelves, in addition to milk pints, toothpaste and other types of bare necessities. An SAQ service outlet, as well as a postal drop-off/pick-up access point were also highlighted as useful convenience services to consider in order to reduce travel to surrounding cities and municipalities to access every day essentials.

Economically, the opening of a General Store in Gore is highly relevant, seeing that the number of new residents has been growing steadily and continuously for several years, now. Traffic is also growing on the outskirts of Route 329, which bodes well in terms of natural clientèle attraction.

The business plan associated with the project takes into account the following context overview:

<b>FORCES</b>	<b>WEAKNESSES</b>
<ul style="list-style-type: none"><li>• Population growth (permanent residents);</li><li>• Proximity to Route 329, an important regional lane;</li><li>• Strategically-located sites potential;</li><li>• Proximity to Lake Dawson;</li><li>• High cultural and community vitality (many active volunteers in the Township);</li><li>• Maintained local trail networks and outdoor activity sites;</li><li>• Access to the municipal park and its many recreational and sports facilities;</li><li>• Holy Trinity Church's historical heritage and visual landmark;</li><li>• Interest and citizen demand for more locally-accessible goods and essential services.</li></ul>	<ul style="list-style-type: none"><li>• Little visibility for Gore from Route 329;</li><li>• Heavy and high speed vehicles detected on Cambria Road, as well as Route 329 (hazards);</li><li>• Lack of local shops and services;</li><li>• Lack of active mobility infrastructures (automobile, pedestrian and cyclist);</li><li>• Dispersal of community and institutional facilities along Cambria Road.</li></ul>

OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>• Vacant land on Cambria Road and Highway 329;</li> <li>• Significant transit on Route 329 (potential customers to capture);</li> <li>• Appetite for the Laurentians as a tourist attraction (potential clientele to capture);</li> <li>• Tendency/trend to “buy local”;</li> <li>• Enthusiasm for outdoor sports and local recreational tourism development (e.g.: Beattie Park);</li> <li>• Land/building that can be converted into a Visitor Centre at the North entrance of Beattie Park.</li> </ul>	<ul style="list-style-type: none"> <li>• Resort development concentration around lakes not related to the local pole</li> <li>• Provincial management of Route 329 (may make it difficult to implement projects with a local focus) – need to secure the intersection;</li> <li>• Need to acquire private properties to develop the pole;</li> <li>• Wetland constraints (preservation vs. development);</li> <li>• Mobility infrastructure implementation complexity on Cambria Road and outside the local pole (narrowness, sinuosity, uneven roads).</li> </ul>

**NEXT STEPS**

- ▶ Recruitment of the members of the first board of directors
- ▶ Determination of the General Store’s legal form (non-profit or cooperative)
- ▶ Recruitment of the first Board of Directors
- ▶ Management training
- ▶ Final selection as to the location of the store (existing building or new construction?)
- ▶ Business plan development and projected costs and revenues evaluation
- ▶ Funding requests (loans/grants)
- ▶ Vendor/supplier sourcing and signing of agreements
- ▶ Drafting of the communications and promotion plan (e.g.: advertising)
- ▶ Staff hiring
- ▶ Official inauguration/opening

Once the first Board of Directors is formed and the General store’s legal form determined, we will proceed with the required registration.

Full survey details will be posted in May on our Facebook page:

<https://www.facebook.com/groups/319741660080073>

**Those who wish to get involved in the planning and setting up of the General Store are invited to please contact the Corporation citoyenne de développement socioéconomique de Gore (CCDSGore) team of the by phone at 514-243-4590 or email: [ccds Gore@gmail.com](mailto:ccds Gore@gmail.com).**