

First Impressions Community Exchange (FICE)

DEEP RIVER



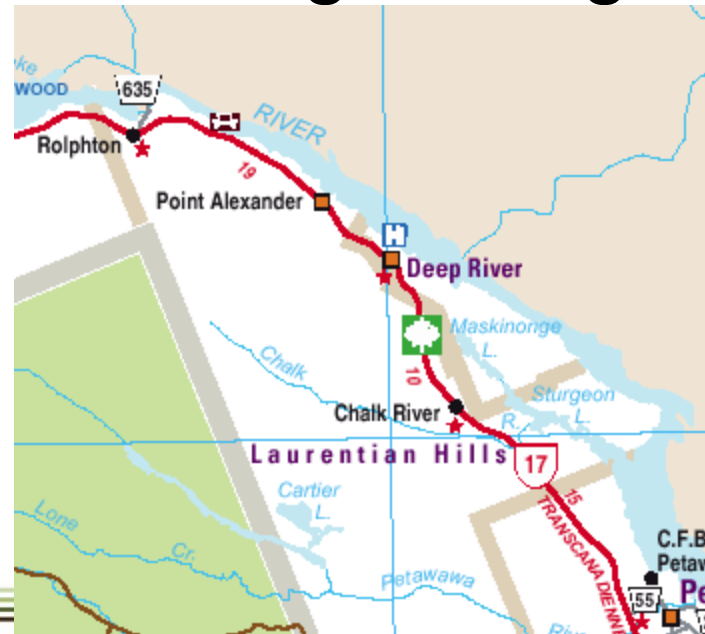
Visiting Team

Elected Officials, Municipal Staff, and Board Members from Bancroft, Ontario.

The team represents a variety of ages, backgrounds, and experiences.

Before the Visit

Team members reviewed a map of Deep River and did some pre-trip research on www.deepriver.ca and through Google.



Entering the Community

We entered the community just before 9am on September the 10th.

Much of the Trans Canada Highway near town was under construction, and as a result finding the entrance signage was a little difficult.



Housing and Residential Areas

There is a great mix of housing options available in Deep River.

Residential areas are quiet.

Homes are well maintained and display pride of ownership.

The variety of rental properties was impressive.

Education

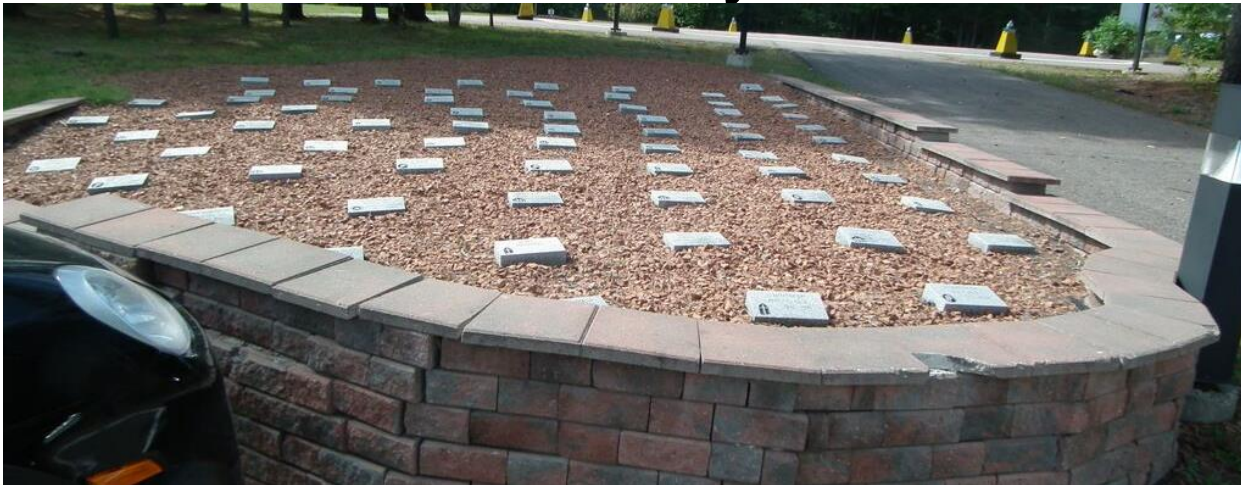
The public elementary and secondary schools are in the same facility in the center of town. Students are friendly and proud to live in Deep River.

Enrichment activities seem plentiful both in Deep River and in nearby cities.



Health

Although difficult to find, the hospital is an excellent example of a combined urgent care and long-term facility. It is a great asset to the community.



Social and Emergency Services

Emergency Services are well located and facilities look well cared for.

The library, one long term care facility and school buildings are together in the town core.



Local Economy - Downtown

Good mix of retail establishments in the core.

All stores are occupied. Highly walkable downtown core.

Excellent availability of local products in downtown stores

Most retail buildings typify 1950s architecture, notable contrast to modern Municipal offices.



Retail

The key retail areas are divided between the highway strip and downtown core.

Excellent customer service.

Good number of larger stores considering proximity to larger markets.

Convenience-oriented services.

Excellent potential for home-based businesses.

Industries

AECL is the dominant industry, upon which the community is dependent.

Other major employers are CFB in Petawawa, local government, health and educational facilities.

The most visible industry is retail.

Commercial Services & Government Information

The beautiful new municipal office is the anchor structure in the downtown core. Information on municipal services was available from staff and in pamphlets and brochures

Chamber of Commerce and Business Improvement Area unavailable to support local business

Employment services personnel very helpful and were bilingual

Few tourist/visitor services locatable.



Tourism

Excellent recreations facilities including a yacht club, arena, golf course, bowling alley, beach, trails, pool, auditorium.

Trails system obviously used by locals, although not well defined for visitors. Many people out jogging and cycling.

Well-maintained public washrooms.

The waterfront and all it has to offer is an integral part of the tourist experience.



Recreation

Few options for night-life evident.

Bowling, tennis, golfing, indoor swimming, shared theatre at the school and other sports. Seasonal water-based activities include boating and fishing

Residents point to trail system as a major recreational activity.



Public Infrastructure

Excellent sports and recreation facilities,
including arena, community centre, and
pool.

Beautiful library in an excellent location.



Culture and Heritage

No definable heritage buildings observed.

The 70th year of the town is being celebrated.

Noted for its symphony and active art community

Several churches with a variety of denominations were represented.



Environmental Sustainability

Solar panels on municipal buildings.

Well advertized water conservation program in local newsletter.

Recycling bins and garbage cans seemed to be at a minimum - may be due to our visit being outside of summer season.

Thrift shop and swap shop for reuse

Taxis and public transportation not highly visible.

Welcoming Community

Employment services were very helpful and could accommodate in both official languages.

People of all ages are helpful and friendly

We noticed an Islamic Centre in the community.

The community center, library and arena seem to have very well rounded programming for families and seniors

There is a branch of the Royal Canadian Legion, it appears active.



Using Our Senses

The waterfront made a lasting impression on our senses - fresh air, sand, visually striking.

Overall, the level of noise in the community was minimal and not distracting.

A very healthy community that is clean and well-kept with good air quality and spotless beaches.



Information from Residents

Residents have a very positive attitude toward their community.

Strong sense of community pride, particularly noticeable among the students from the high school.

The most outstanding feature of Deep River



The People and their amazing river.

Ten Positive Things About Deep River

- 1. Warm and friendly, well-informed citizens of all ages.**
- 2. Significant new health care facility that serves urgent care and long term care needs of the community. Heli-pad access to access larger hospitals close by.**
- 3. Beautiful and well-developed waterfront and beaches.**
- 4. Safe and walkable community.**
- 5. Abundant indoor and outdoor recreational facilities and opportunities.**
- 6. Easy access from Trans-Canada Highway.**
- 7. Good proximity to larger centers.**

Ten Positive Things... continued

- 8. Pride of ownership displayed in the well maintained homes and businesses in the downtown core.**
- 9. Beautiful library which is a centre of cultural activities.**
- 10. New and impressive Town Offices that house both the Fire and Police services**

Five biggest challenges facing Deep River

- 1. Single industry dependency and recent uncertainty in that area.**
- 2. Difficulty attracting the travellers on the Trans Canada Highway to stop, spend time, and enjoy all that Deep River has to offer.**
- 3. Disjointed business areas.**
- 4. The close proximity of larger communities attracts business away from town.**
- 5. The town has as a suburban feel which limits cohesion**

Three potential opportunities available to Deep River

1. Great potential tap into the vibrant tourist industry
2. Opportunity to create niche businesses to address needs of active tourist and sports enthusiasts
3. Create a unique branding on which to base a coordinated signage initiative. This will create a consistent directional guide for new visitors

