



REGIONS AND RURALITY FUND (FRR)

Intervention Priorities 2022-2023

The intervention priorities established by the Regional Council of Mayors for the MRC Pontiac align with the Vision 2030 Strategic Development Plan, which can be found on the [MRC Pontiac website](#).

Tourism

Development Axes:

- Agrotourism : route development, markets, farm experiences
- Outdoor activities : expanding the offer, experience development, infrastructure
- Cross-border tourism : trail routes, waterway development, events
- Infrastructure : lodging, trail routes, transportation, new experiences

Culture & Heritage

Development Axes:

- Community development : partner development, support, infrastructure
- Cultural Diversity : celebration of heritage, events, awareness
- Cultural tourism development : attractions, events, routes, sites
- Artist and Artisan development : training, networking, funding, promotion
- Celebration, preservation & support of history and heritage
- Archaeology : discovery, preservation

Economic Growth

Development Axes:

- Growth : investor attraction, business accompaniment, cluster/niche development, labour retention and attraction
- Diversity : fostering entrepreneurial culture, digital transformation, innovation
- Support for municipalities : tools, communication, information, funding

Agriculture

Development Axes:

- Economic development : incubator development, circular economy, development of fallow land, market development, local product security, diversification, innovation
- Agri-tourism : route development, markets, farm experience
- Environment : agri-environmental practices, organic initiatives, improving practices, innovation

Social and community

Development Axes:

- Social housing : policy development, support
- Seniors' Services and Programs : service and program development
- Home, Youth and Family Services : service and program development
- Daycare Spaces : development, support
- Public Transportation : inter-municipal transportation
- Sport and Recreation : programming, volunteer support, infrastructure

Environment

Development Axes:

- Public transit and active mobility : public transit, transportation electrification, car-sharing, active mobility development and support
- Residual materials management : residual materials management plan
- Adaptation to climate change : adaptation plan, GHG emission reduction plan, green initiatives, sustainable development
- Biodiversity : valorization, development, education
- Agricultural practices : agro-environmental practices, promotion of organic farming

Forestry

Development Axes:

- TPI Management : showcase our offer, promotion of sound management practices, program development and promotion
- Community Forest: feasibility study, action plan
- Private forests : education, sustainable forest management
- Economic Growth : value-added practices, sustainable development