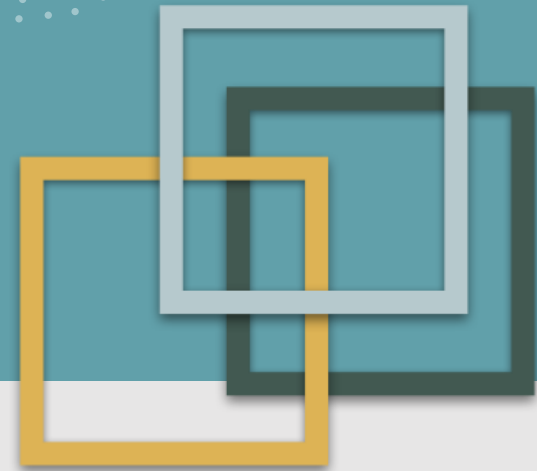


# Imagine & Believe in Amherstburg Survey Highlights



## **Presented by:**

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Community Foundation

Amherstburg  
Community Foundation

# About the Amherstburg Community Foundation

- Registered charity (Registration No. 853991453) with the Canada Revenue Agency since 2009.
- Committed and experienced board of directors consisting of Amherstburg residents who have collectively lived in the town for over 170 years.
- Relaunched with a new board of directors, bylaws, and officers in May 2019.
- Grants directed to the support of Amherstburg community initiatives.
- Operating overhead has declined from 7.5% of revenue in the 2019 financial statement audited by KPMG, to 5.6% in the 2020 draft financial statement.
- For more information on ACF, its initiatives, and how to donate, please visit [amherstburgfoundation.org](https://amherstburgfoundation.org)

# Our Mission, Vision, and Values

**Our mission:** to help make Amherstburg the best small town in Ontario to live, to visit, and enjoy judged by its economy, quality of life, environment and inclusiveness.

**Our vision:** to make Amherstburg a great place to visit and an even better place to live.

**Our values:** healthy, inspiring, and inclusive.

# Initiatives to Date

- In 2020, \$64,995 was presented to 11 organizations through our 'Believe in Amherstburg' Initiative.
  - Four organizations are housed in the 'HUB'.
  - ACF used polling to help decide where the funds should go. We received 14,000 votes from community members.
- In 2019 & 2020, \$104,731 was donated to 4 community projects:
  - \$40,935 to the Amherstburg Carnegie Library.
  - \$21,925.00 to the Amherstburg Freedom Museum.
  - \$26,371.11 towards ERCA's Holiday Beach Cycling Trail.
  - \$15,500.00 to Beaudoin Park.
- Hosted 5 'Thought Leaders Speaker Series' with several distinguished community builders.



# 2021 Fundraising Initiative

- We are going to repeat the very successful 'Believe in Amherstburg' initiative.
- We are aiming to launch the initiative around June, depending on COVID-19 conditions.
- Non-profit organizations will be able to apply for grants online.
- We expect each applicant to work hard to raise a portion of the funds themselves.
- We will then engage residents via an online poll to help us decide which organization should receive funding.



# Imagine & Believe in Amherstburg Survey Overview

## Why did we create the survey?

To better understand the needs and desires of those living in or visiting the Amherstburg community.

## Results:

- 243 responses from residents and visitors of Amherstburg
- 42.5% between 45-64, 29.2% between 25-44, 21.7% 65+, 5.4% 24 or younger, and 1.2% prefer not to answer
- 89.9% of respondents lived in Amherstburg
- 61.3% of people have lived in Amherstburg for 12+ years

**IMAGINE & BELIEVE  
IN  
AMHERSTBURG**



***Complete  
the survey  
today!***



[AMHERSTBURGFOUNDATION.ORG/SURVEY](https://AMHERSTBURGFOUNDATION.ORG/SURVEY)

**Do you have ideas  
for Amherstburg  
that you would  
like to share?**



**COMPLETE OUR SURVEY**

[AMHERSTBURGFOUNDATION.ORG/SURVEY](https://AMHERSTBURGFOUNDATION.ORG/SURVEY)

Complete the survey and be entered in for a chance  
to win 1 of 3 #BelieveInAmherstburg Gift Baskets!

# Key Findings

**What do you enjoy most about the Town of Amherstburg?**

Top four selections:

1. Riverfront (219)
2. Great People (173)
3. History (163)
4. Small businesses (164)

Other selections: Parks (160), Trails (94) and Schools (54)







# KING'S NAVY YARD PARK

**How satisfied are you  
with the town's  
recreational spaces?**

- 40.2% are satisfied
- 27.6% are neutral
- 18% are very satisfied
- 12.6% are dissatisfied
- 1.7% are very dissatisfied



# How can these spaces be improved?

- Adding a dog park in the community.
- More spaces for public fishing.
- More tennis and pickleball courts.
- More direct access to water for kayaking, fishing, and launching boats.
- New pool.
- Better signage/information on how to access trails.
- Outdoor exercise equipment.
- Continue plans to update old Duffy's Marina.
- More entertainment in downtown core — loved the open-air weekends.







## **Are we amplifying the rich history of Amherstburg enough?**

- 51.7% believe we are sometimes amplifying the history of Amherstburg
- 40.8% believe we are always amplifying the history of Amherstburg
- 6.7% believe we rarely amplify the history of Amherstburg
- 0.8% believe we never amplify the history of Amherstburg





### **What do you think we could do better?**

- Marketing outside of the county.
- Feature more aspects of our history other than the War of 1812.
- More events to engage the community about Amherstburg's history.
- Adding murals.
- Create a bus or trolley tour.
- More plaques on historical buildings outlining the story of Amherstburg.
- Walking or biking tours.
- Get small businesses to promote Amherstburg's history ex. facts on menus, information at wineries and breweries
- We need to support and expand on our history of the Underground Railroad and Black Cemeteries of Essex County



## **Do you believe the citizens of Amherstburg are doing their part to protect the environment?**

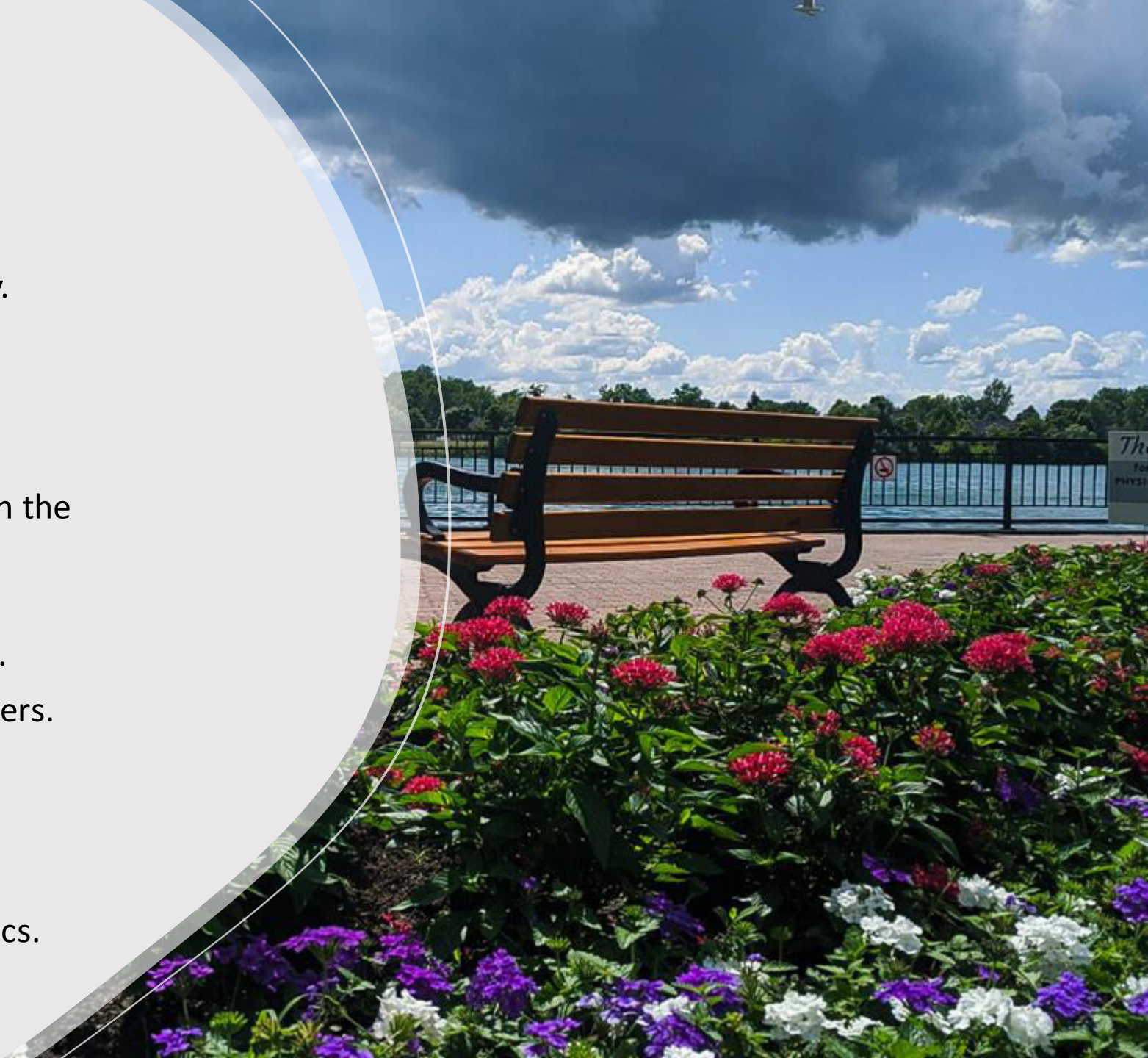
- 70.5% of people believe citizens are sometimes doing their part to protect the environment
- 19% of people believe citizens are always doing their part to protect the environment
- 6.8% of people believe citizens are rarely doing their part to protect the environment
- Remaining responses were “not sure”, “don’t know”, “not since COVID-19...”, etc





# What do you think we could do better?

- More activities to clean the community.
- More garbage and recycling cans.
- Start a green bin program.
- More trees and wildflowers.
- More signage about the environment in the Navy Yard.
- Water stations.
- Promote more plant-based restaurants.
- Ban the use of pesticides and leaf blowers.
- Compost option for residents.
- Community garden.
- Electronics pickup.
- Businesses should ban single-use plastics.



## Does Amherstburg do enough to create a diverse and inclusive community?

- 50.4% of people believe we sometimes do enough to create a diverse and inclusive community
- 40.6% of people believe we always do enough to create a diverse and inclusive community
- 8.5% of people believe we rarely do enough to create a diverse and inclusive community
- 0.4% of people believe we never do enough to create a diverse and inclusive community





## **What do you think we could do better?**

- Multicultural festival.
- Establish a multicultural group.
- Add bus transit to connect people from other areas in Windsor-Essex to Amherstburg.
- Diversity on boards.
- Bus transportation.
- Together classes on cultural crafts, how to do Japanese woodworking, calligraphy, native weaving, crochet, knit, cooking classes, etc. And make it accessible and affordable.





## **Do you feel there is enough programming available in Amherstburg to support the most vulnerable?**

- 60.4% of people sometimes feel that there is enough programming to support the most vulnerable
- 21.3% of people always feel that there is enough programming to support the most vulnerable
- 16.1% of people feel that there is rarely enough programming to support the most vulnerable
- 2.2% of people feel that there is never enough programming to support the most vulnerable



# What do you think we could do better?

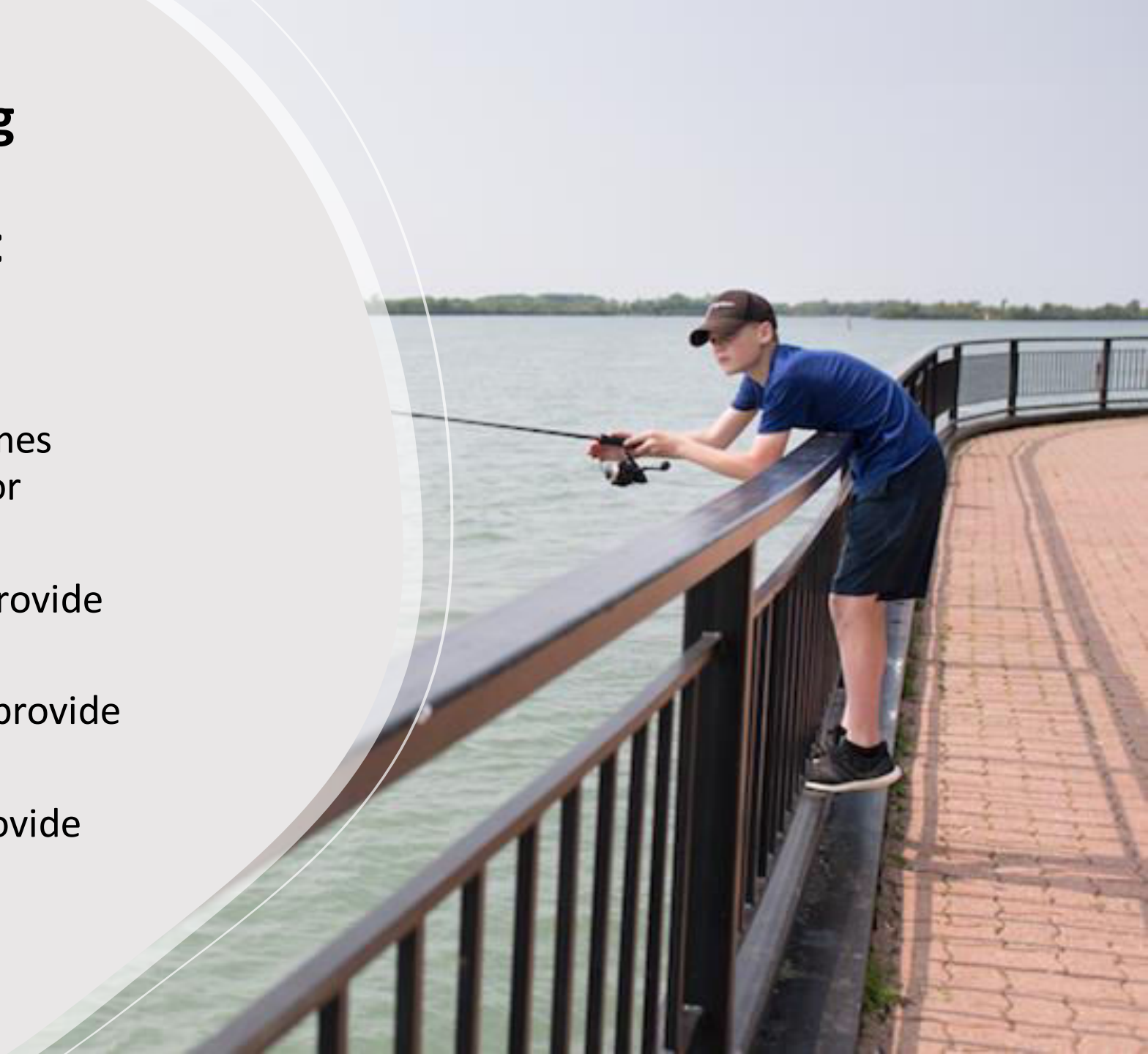
- More awareness of mental health and hunger.
- Affordable housing.
- An autism program.
- Learning assistance for struggling learners.
- A community registry to create a database for vulnerable people that could be used for check-in during emergencies.
- Advertise the programs offered more.
- Mental health clinics.
- More spaces for the lonely and depressed.
- Amherstburg could use a Hospice.
- Making sporting events at the Libro available by shuttle – this ensures people and specifically young people are occupied.
- Free counselling services.
- More community wellness calls for seniors living alone.





# Do you feel Amherstburg provides enough programming to support youth?

- 56.1% of people say we sometimes provide enough programming for youth
- 20.4% of people say we rarely provide enough programming for youth
- 19.6% of people say we always provide enough programming for youth
- 3.9% of people say we never provide enough programming for youth



## What do you think we could do better?

- More VIP programs and mentoring.
- Town sponsored virtual activities via Zoom or Google Meets – especially useful during the pandemic.
- Better hangout places for teenagers.
- Ask the youth what they want.
- Partner with YMCA & YWCA.
- Make programs accessible and affordable.
- Basketball programming could thrive in Amherstburg.
- Promote Libro activities more.
- More after school programs.







## **Do you feel Amherstburg provides enough programming to support seniors?**

- 55.8% of people believe we sometimes provide enough programming for seniors
- 28.6% of people believe we always provide enough programming for seniors
- 14.3% of people believe we rarely provide enough programming for seniors
- 1.3% of people believe we never provide enough programming for seniors





## What do you think we could do better?

- Connect them to bus transportation.
- More elderly check-ins.
- Create an Age Friendly network which does neighbourhood audits, promotes recreational activities, and social programming.
- More activities for seniors who are working and cannot participate during the day.
- Buses from subdivision to downtown.
- Perhaps more day trips. Also, an awareness of Elder Orphans and what extra services they might require.





## Do you feel Amherstburg supports active living?

- 52.3% of people feel that Amherstburg sometimes supports active living
- 36.8% of people feel that Amherstburg always supports active living
- 9.2% of people feel that Amherstburg rarely supports active living
- 1.7% of people feel that Amherstburg never supports active living



# What do you think we could do better?

- More bike lanes.
- Indoor pool.
- More pickleball courts.
- New walking track.
- Improve access to safe volleyball and basketball courts.
- More paved trails.
- More bike racks downtown.
- Organized bike tours.
- Bike rental system.
- More fun runs in town.



## Other Key Findings

- List of organizations people support.
- Why they support these organizations.
- Fundraising ideas to support the types of ideas brought forward.







**For an even BETTER Amherstburg!**