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Date: March 21, 2017
To: Mayor and Council
Author: Peggy Van Mierlo-West, CAO
RE: Strategic Plan – Final
Report No.: CAO 2017- 004

AIM

To provide Council with the Town of Kingsville Strategic Plan for approval.

BACKGROUND

In 2011 the Town of Kingsville developed its first Strategic Plan. On an annual basis the plan was updated. The previous Strategic Plan prioritized the following items as important to the economic health of the Town of Kingsville.

- Retirement and attraction of business related to this growing industry;
- Agriculture and related activities;
- Tourism;
- Enhanced communication networking and connection;
- Small business development and attraction of new manufacturing enterprises;
- Growth of the Municipality as a regional service centre;
- Industrial park development;
- Waterfront and Marina development

DISCUSSION

Based upon the Strategic planning public survey many of the above objectives remained relevant. However other objectives began to take precedent such as:

- Improved overall communication with residents, developers, and business owners ,
- Accessibility and,
- Active living,
- Sustainable renewal;

Overall the residents of the Town are happy with the direction the town is growing. Residents would like to see more active living and cultural amenities. Sustainable infrastructure and smart growth was also noted as a concern to the residents. Vision, Mission and Action plans were also developed to assist in moving the Town forward into the future.

Six open house sessions, Council/Staff workshops and an online survey were completed. A further two meetings were requested from Council after the January 23rd presentation. These additional meetings were to compare the 2011 Strategic plan to the one currently proposed.

The attached Draft Strategic plan is a culmination of these workshops and public input sessions, also attached the report which compared the 2011 Strategic Plan and the proposed. The Action plans will be reviewed on an annual basis with Council prior to budget deliberations. Staff will also provide Council with updated project plans regarding the initiatives that are planned for the year.

Once approved, the document will be posted to the town website.

LINK TO STRATEGIC PLAN

To update the Strategic Plan

FINANCIAL CONSIDERATIONS

Plans will be incorporated within the corresponding budgets when required on an annual basis.

CONSULTATIONS

Senior Management
Council
OMAFRA

RECOMMENDATION

The Council approved the attached Strategic Plan.

Peggy Van Mierlo-West

Peggy Van Mierlo-West, C.E.T.
Chief Administrative Officer