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**Date:** July 12, 2017  
**To:** Mayor and Council  
**Author:** Peggy Van Mierlo-West, CAO  
**RE:** Strategic Plan – Final  
**Report No.:** CAO 2017- 008

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## **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;

The attached Draft Strategic plan is a culmination of these workshops and public input sessions. 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**

That Council approve the 2017-2022 Strategic Plan.

*Peggy Van Mierlo-West*

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