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**Date:** January 19, 2017  
**To:** Mayor and Council  
**Author:** Peggy Van Mierlo-West, CAO  
**RE:** Town of Kingsville Strategic Plan  
**Report No.:**

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## **AIM**

To provide Council an update regarding the Town of Kingsville Strategic Plan.

## **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 such as:

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

Began to take a precedent.

Six open house sessions, Council/Staff workshops and an online survey were completed. Based upon these results it can be surmised that 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.

Overall residents are content with the lower tax rate that the Town provides however would like to have a review of possibly the development of user fees for new initiatives that the Town may recommend implementing.

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 in a more visually appealing format.

## **LINK TO STRATEGIC PLAN**

To update the strategic vision of the Town.

## **FINANCIAL CONSIDERATIONS**

Some of the projects will have some financial and human resource impact during implementation however these will be presented each year during budget deliberations.

## **CONSULTATIONS**

Council  
Senior Management Team  
Residents  
OMAFRA

## **RECOMMENDATION**

That Council approve the Draft Strategic Plan.

*Peggy Van Mierlo-West*

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