



For Immediate Release

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Town unveils 2023-2027 Corporate Strategic Plan

Georgina, ON – The Town has unveiled Georgina’s Game Plan, the 2023-2027 Corporate Strategic Plan. The plan outlines the priorities for the organization, ensuring a common direction and purpose for Council and staff over the next four years.

“Georgina is a vibrant community that is growing and evolving, and with that comes new challenges and opportunities we must address collectively and with intention. The 2023-2027 Corporate Strategic Plan provides the blueprint as to how we will drive success on what matters most to the community,” said Mayor Margaret Quirk. “I would like to thank my Council colleagues, our Town’s leadership team and staff for their contribution to the development of this plan and for their service to our community. I also extend my thanks to the many residents, businesses and community groups who shared their perspectives on the future of Georgina. We are also honoured and thankful for the participation of the Chippewas of Georgina Island First Nation in this process.”

The strategic plan includes the collaborative input of more than 1,200 stakeholders, representing a diverse range of perspectives. All of this input and feedback shaped the priorities that are at the core of the Town of Georgina’s 2023-2027 Corporate Strategic Plan.

The new strategic plan contains five strategic areas that are key to the success of the Town’s mission and specific goals that will help achieve progress. The five strategic areas are:

- Delivering service excellence
- Ensuring balanced growth
- Diversifying our local economy
- Creating a vibrant, healthy and safe community for all
- Advancing environmental sustainability

To support implementation of the strategic plan, Town staff have developed an implementation plan that sets out high-level timelines and corporate performance measures for each strategic initiative that will be updated on an annual basis.

The strategic plan represents the Town’s commitment to Georgina’s residents, the Chippewas of Georgina Island First Nation, businesses, visitors and key partners. Over the coming months and years, the Town will actively work to foster awareness of the Plan within the community and communicate our shared successes.

To learn more, visit [georgina.ca/StrategicPlan](https://www.georgina.ca/StrategicPlan).

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