



GEORGINA

# STRATEGIC PLAN

2019-2023

---



GEORGINA

[georgina.ca/StrategicPlan](https://georgina.ca/StrategicPlan)  
#ChooseGeorgina



## **GROW** our economy



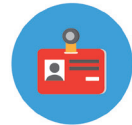
### **Increase employment and investment**

- Refresh the Economic Development Strategy and Action Plan
- Refresh the Investment Attraction Strategy



### **Improve both transportation and broadband connectivity**

- Develop a Broadband Strategy
- Explore strategies to extend Hwy 404 north into Keswick Business Park
- Advocate for the 400/404 link



### **Promote Town identity**

- Create a plan to strengthen Georgina's brand

## **PROMOTE** a high quality of life



### **Build a healthy, safe and accessible community**

- Develop a Waterfront Strategy
- Update the Recreation and Cultural Services Master Plan
- Refresh the Trails and Active Transportation Study
- Design and construct a Multi-use Recreation Complex (MURC)
- Refresh the Municipal Cultural Plan
- Implement the Library Master Plan
- Advocate for improved age-in-place and health care services
- Implement the Fire Services Protection Master Plan
- Refresh the Emergency Preparedness Plan



### **Promote responsible growth**

- Develop an Innovative Housing Strategy
- Update secondary plans for Keswick, Pefferlaw and Sutton/Jackson's Point and begin a conformity review of the Official Plan
- Update the zoning by-law
- Develop a Sustainability Plan



## **ENGAGE & BUILD** our community & partnerships



### **Establish and strengthen partnerships**

- Develop a Corporate Sponsorship Program
- Continue collaboration with other municipalities and levels of government
- Continue collaboration with community agencies, the Chippewas of Georgina Island, associations, not-for-profits, authorities, etc.



### **Engage our community**

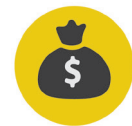
- Prepare an annual community engagement plan
- Update the 2018 – 2020 Communications Plan

## **DELIVER** exceptional service



### **Ensure exceptional service delivery**

- Create a Customer Service Strategy
- Launch a Continuous Improvement Program
- Implement the recommendations of the Development and Building Process Review
- Establish a Business Continuity Plan
- Implement the IT Strategic Plan
- Implement the Records Management Review findings



### **Manage our finances and assets proactively**

- Implement key financial strategies
- Update the development charges by-law
- Update the Long-range Financial Plan
- Update the Municipal Asset Management Plan
- Design and construct a new Civic Centre
- Conduct a Surplus Vacant Land Study
- Conduct an Invest/divest Facilities Review
- Continue collaborative efforts to address jurisdiction along Lake Drive



### **Support staff development and excellence**

- Refresh the Human Resources Strategy

## **VISION**

To be a progressive and vibrant growing community on the south shore of Lake Simcoe, with a balance of rural and urban character.

## **MISSION**

To promote a high quality of life for our residents through exceptional service, community engagement and a framework which supports a thriving economy.