



MEDIA RELEASE

Town Council Approves 2022-2027 Strategic Plan

For Immediate Release

August 1, 2023

At the July 25, 2023, Council Meeting, Town Council approved the 2022-2027 Strategic Plan. Council's Strategic Plan acts as a guiding roadmap, defining measurable goals and priorities that will shape the future of Niagara-on-the-Lake, remaining dynamic and relevant during Council's term.

Council's Strategic Plan is a roadmap for success, designed to guide decision-making and investments this term of Council, ensuring decisions made today set the course for the community's desired future. Strategic planning is an organization's process to define its vision, mission, and priorities and develop specific plans to implement the strategy and evaluate the results.

"Council's Strategic Plan includes actionable steps to achieve our identified priorities toward a promising and successful future. Through regular progress reports provided by Town Staff, Council and the community will remain well-informed regarding completed milestones, ongoing initiatives, and upcoming projects," stated Lord Mayor Gary Zalepa. "I want to thank residents, community stakeholders, fellow Council Members, and Town Staff for the collaboration and consideration that went into building this Plan."

The Town's Vision Statement is: Enriching and protecting our heritage, agriculture, and natural beauty, while creating a resilient, vibrant and welcoming community for all.

Throughout multiple workshops, meetings, and consultations, three overarching themes and one foundational theme emerged. The four strategic areas of focus are:

- Vibrant and Complete Community
- Good Governance
- Enrich Community Assets, Environment, and Infrastructure
- Optimize Organizational Excellence.

"The comprehensive Strategic Planning process has been instrumental in establishing Council's priorities and clear goals that will strengthen and enhance the future of Niagara-on-the-Lake," stated CAO Marnie Cluckie. "Thank you to Council for their leadership and dedication throughout the strategic planning process. The Town



looks forward to delivering on the Strategic Plan and contributing to building a vibrant community.”

The lifespan of this Strategic Plan goes until 2027, past the current term of Council, to provide adequate time for the next term of Council to determine their Strategic Plan process and allow Staff to continue working on multi-year initiatives throughout elections and Council onboarding.

Progress reports will be presented to Council on a bi-annual basis in the second and fourth quarters of each year.

Please view the 2022-2027 Strategic Plan at <https://www.notl.com/council-government/mayor-council/strategic-plan>.

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