





Our Approach To Strategy

The Town of Innisfil's strategy is reflected in three key documents:

1. Community Strategic Plan

Sets the strategic direction for the Town by adopting a vision and mission for the community and defining the values that guide us as we work to grow, connect and sustain the community through the realization of our strategic objectives. Titled Inspiring Innisfil 2030, our updated Community Strategic Plan incorporates important feedback from the current Council and the community's hopes and dreams that were provided to staff through numerous engagement outreach initiatives and master planning exercises.

2. Corporate Strategic Plan

Provides staff and leaders with clear guidance for how we will innovate, change and work together collaboratively. Our Corporate Strategic Plan helps us to unlock our potential execute the vision of Inspiring Innisfil 2030 and exceed expectations.

3. Implementation Plans

As part of the multi-year budget cycle, staff from the "One Town, One Team" will work together to develop Implementation Plans specifically designed to deliver on the strategic goals and objectives of Inspiring Innisfil 2030.

Join the conversation! Visit getinvolvedinnisfil.ca



Strategic Focus

Vision

Community First. Future Next. Balance Always.

Mission

Together, we are a unique and innovative community, strengthened by an inclusive population, unified by the belief that there is no greater place to call home.



Guiding Values

Community First

Locally minded and priding ourselves on fostering ways to support one another, we value the insights and contributions of those that live and work here. At the same time, we recognize our roles as members of a global community, welcoming all and recognizing we are stronger together.

Future Next

Innisfil is fertile ground for inventive minds and those with entrepreneurial spirit. Proactive decisions today coupled with our ability to adapt and implement, enable us to stay on the leading edge of innovation. We forge boldly ahead, optimistically focused on the future.

Balance Always

Recognizing that in order to sustain the joy and prosperity our natural environment brings, we must be guided by the commitment to responsible development. We believe it's possible to find harmony between growth and conservation. While we embrace elements of urban life, we are honoured stewards of our rural roots and the land upon which we live.





Strategic Goals

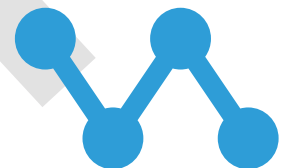
Grow

The Town of Innisfil will collaboratively develop a thriving community that embraces a managed level of growth, actively engages residents, attracts and supports business and promotes economic prosperity.



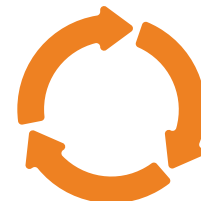
Connect

We will ensure that opportunities exist for residents, businesses and organizations to connect in all ways that are meaningful – physically, socially, culturally and digitally.



Sustain

We will fully embrace the principles of sustainability as we actively protect, maintain and enhance the environment, assets and amenities that our residents depend on.





Strategic Objectives



1.1 Plan for and Manage Growth

Following a planned approach to growing the Town and developing amenities while balancing urban, rural and agricultural spaces. Urbanize densely within designated areas, preserve and protect green spaces, respect and maintain agricultural land.

1.2 Promote Economic Development

Developing policies, strategies and approaches to develop a new modern economy to create well-paying local jobs for our citizens and a more diversified commercial and industrial tax base.

1.3 Improve Service Offerings

Adding new programs, enhancing what we already have and increasing operational efficiency to deliver greater levels of service across the Town.



2.1 Develop Unified Town Identity

We will provide all our residents the opportunity to get to know their neighbours, support one another, and live in a united community.

2.2 Enhance Movement of People

Eliminating distance barriers, our residents will have the ability to travel safely to where they need to be while we focus on developing innovative solutions to increase travel options and capacity.

2.3 Enable Community Health and Wellness

Creating and continually improving factors that enable community members to be their best selves.

2.4 Enhance Civic Engagement

Creating the opportunity and capacity of the Town and the Community to work collectively to solve shared problems, make informed decisions, set civic priorities, and bring about positive social change.

2.5 Facilitate Community Experiences

Actively developing a variety of inclusive programs and events that provide cultural, educational, recreational and entertainment opportunities for all our residents, while also supporting those same opportunities led by community members and partners.

3.1 **Maintain and Protect Existing Infrastructure**

Identifying and realizing opportunities to extend the service life of existing infrastructure through the application of strategic investments and implementation of effective operational support procedures.

3.2 **Promote Environmental Sustainability**

Developing policies, strategies and approaches with a view to improving the current environmental situation. We will work to protect and enhance the Town's natural resources and reduce the environmental impact of climate change and the delivery of municipal services.

3.3 **Ensure Financial Stability**

Establishing and enhancing financial policies, plans and controls and investigate new opportunities for increasing revenues and maximizing the value obtained from investments to ensure of Innisfil living.