



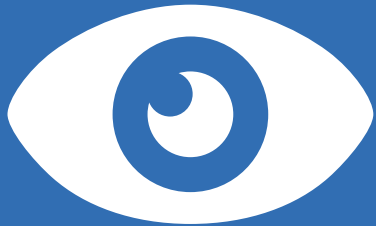
# Community Strategic Plan 2020-2030



# Strategic Focus

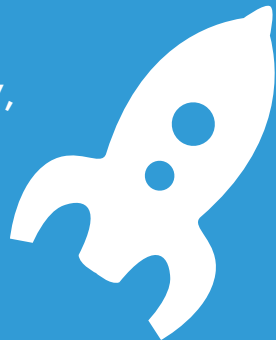
## *Vision*

Community First.  
Future Next.  
Balance Always.



## *Mission*

Together, we are a unique  
and innovative community,  
strengthened by an  
inclusive population,  
and 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 who 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 a 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



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.



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



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.

# *Grow* Strategic Objectives

## **1.1 Plan for and Manage Growth**

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

## **1.2 Promote Economic Development**

We will develop 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**

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

# Connect Strategic Objectives

## **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**

We will collaborate and identify opportunities to improve and maintain the health and wellness of our community so residents can be their best selves.

## **2.4 Enhance Civic Engagement**

We will create the opportunities for 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**

We will actively develop 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.

# *Sustain* Strategic Objectives

## **3.1 Maintain and Protect Existing Infrastructure**

We will identify and realize 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**

We will develop 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 on the delivery of municipal services.

## **3.3 Ensure Financial Stability**

We will establish and enhance financial policies, plans and controls and investigate new opportunities for increasing revenues and maximizing the value obtained from investments to ensure financial stability.



# Our Approach to Strategy

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

## **1. Community Strategic Plan**

This 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 *Innovative Innisfil 2030*, our updated Community Strategic Plan is guided by Council, and captures the hopes and dreams of our community following numerous engagement and master plan exercises.

## **2. Corporate Strategic Plan**

This 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 to execute the vision of *Innovative 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 *Innovative Innisfil 2030*.





# Mayor's Message

Your Council knows Innisfil is a great community, with a proud past and a bright future. We know our prosperity will be powered by innovation, by being bold and by taking risks.

Growth brings change. Experts believe our children will see Innisfil grow from 40,000 to 150,000 residents. This may be hard to imagine today, standing on the shore of Lake Simcoe, walking through a trail in Cookstown, or strolling down a quiet street in Stroud.

But we know this kind of expansion is exactly what has happened to neighbouring municipalities. Too many Ontario communities have learned a hard lesson: if your values do not shape your growth, growth will shape your values.



We support growth but we must shape it on our own terms. We refuse to accept that it must come at the price of our agricultural and natural heritage. And that is why we are dedicated to the following values:

- ♦ **Community First**
- ♦ **Future Next**
- ♦ **Balance Always**

This document belongs to all of us. It is the roadmap that guides us in everything we do, whether it is building a new park, putting together a budget, or offering a new service. *Innovative Innisfil 2030* reflects the hopes, dreams and all the conversations we've had with you over these past few years. More importantly, it is our commitment to you – and to the generations to come.



Lynn Dollin  
Mayor



Photo credit: John-Paul Darby



**Innisfil**

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