



Presented by StrategyCorp

Our Path Forward | The Town of The Blue Mountains Corporate Strategic Plan

Open House | June 17th | 5-7pm

Opening Remarks and Land Acknowledgement

Today's Agenda

1

Project overview

What is strategic planning and why does it matter?

2

Getting involved

How will the community be consulted?

3

Q&A

What questions do you have for us about the process?

4

Let's Talk!

What matters to you? What are your priorities for the future of The Blue Mountains?

What is a strategic plan?

A strategic plan is a big-picture roadmap that sets out the Town's vision for the future and top priorities.

- It helps municipal leaders decide what's most important and where to invest resources.
- Communicates a shared vision about what the Town wants to be and how it will get there.
- Guides Council decision-making.
- Informs Town work plans and budgets.



What is a strategic plan?

- It is NOT a “blue-sky” wish list
- It is NOT an operating plan or set of tactics
- It does NOT detail specific and non-strategic projects or workplans.

HOW we advance the strategic plan is driven by shorter-term master plans and annual budgeting and operational planning processes.



Why is the Town developing a new plan?

It's time for an updated vision and plan for The Blue Mountains!

With the end of the 2020-2024 Corporate Strategic Plan, we're developing a new one to:

- Reflect on the Town's **successes** and **challenges**;
- Understand **what still resonates** and **what may have changed**; and
- **Build consensus** about the Town's priorities and vision for the future.



**OUR PATH
FORWARD**

TOWN OF THE BLUE MOUNTAINS
CORPORATE STRATEGIC PLAN

Project timeline



Consultation is a key part of the process

Over the next few months, we'll be consulting with wide range of interest-holders through online and in-person engagements



**Town
Council**



**Town
Staff**



**Local
Businesses**



**Youth &
Seniors**



**Ratepayers' &
Residents'
Associations**



**Community
Groups &
Organizations**



**Residents &
Community
Members**

**Everyone in the community is encouraged to participate
—the more voices, the better!**

Your voice matters

Your input and ideas can help shape Our Path Forward.



The long-term vision for
The Blue Mountains



What services the Town
provides and how they could
be improved



How the Town can proactively
plan for the future



How and where the Town
allocates funds



What the Town prioritizes

How can you participate?

In this phase of the process, you can share your ideas by...

Pop Up Events



Join us June 22 at the
**Clarksburg Kids
Fest!**

Survey



Head to the project
webpage – the survey is
open until July 7, 2025.

Write to us!



Send us your
feedback via email to
the project team.

Stay tuned for future ways to get involved!



In the Fall, we'll be returning to the community with additional opportunities to **review** and provide **feedback** and **validation** on the draft strategic vision, priorities and goals before it goes back to Council to be finalized!

For updates on future engagement and feedback opportunities, visit us at TheBlueMountains.ca/Our-Path-Forward

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Q&A

We are happy to take any of your questions now!

Our Team will also be available following this presentation for additional comments or questions.

Closing Remarks & Thank You

Stay Connected!

For more information on the Corporate Strategic Plan and to subscribe for updates, visit

TheBlueMountains.ca/Our-Path-Forward