

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

- Project overview

 What is strategic planning and why does it matter?
- Getting involved

 How will the community be consulted?
- Q&A
 What questions do you have for us about the process?

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.

STRATEGIC PLAN

Defines the Town's vision and goals

MASTER PLANS

Articulates how to achieve the Town's goals through coordinated planning

OPERATIONAL PLANS

Advances and monitors implementation of key activities and projects

BUDGET

Allocates financial resources

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 nonstrategic projects or workplans.

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

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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:

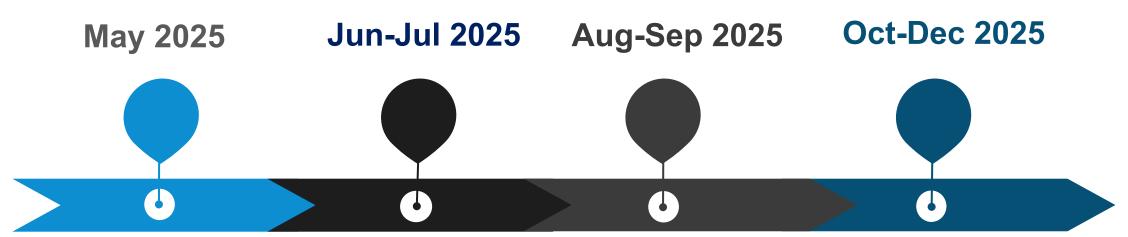
- Reflect on the Town's successes and challenges;
- Understand what still resonates and what may have changed; and
- Build consensus about the Town's priorities and vision for the future.





TOWN OF THE BLUE MOUNTAINS
CORPORATE STRATEGIC PLAN

Project timeline



Project Initiation

Align on scope, goals, work plan and timelines.

Current State Assessment

Review the Town's operating landscape and conduct internal and external consultations.

Strategy Development & Public Engagement

Map out the strategic plan with Council and validate through community consultation.

Finalization

Draft and finalize the Corporate Strategic Plan for Council approval.

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

Contact Information

StrategyCorp Consulting Team

Olivia Lahaie

Manager

olahaie@strategycorp.com

Stacy Hushion

Vice President shushion@strategycorp.com

Sabine Matheson

Principal

Matheson@strategycorp.com

Town of The Blue Mountains Project Team

Tim Hendry

Director of Strategic Initiatives thendry@thebluemountains.ca

Adam Smith

Interim Chief Administrative Officer asmith@thebluemountains.ca

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