

A historical map of Mulmur Township, Ontario, Canada. The map shows a network of roads and distances between various locations. Key locations include Wareham, Maple Valley, Shrigley, Honeywood, Black Bank, Mulmur, and Manfield. Distances are marked along the roads, such as 5, 5 1/2, 3, 4 1/2, 2, and 3 1/2. The map also shows the names of neighboring townships: Tristram, Madoc, and Mulmur. A red box is overlaid on the map, containing the text "Passed by Motion of Council - November 20, 2013".

Mulmur's Thriving Future

Township of Mulmur Strategic Plan 2013-2018

Passed by Motion of Council - November 20, 2013

Vision for Mulmur 2018

We see Mulmur in 2018...

- On the road to a thriving future that balances rural life with responsible economic and social development for all residents.
- Recognized as a progressive, scenic destination that encourages newcomers, innovators and tourists to visit, play, stay and pay.
- As a diligent and efficient steward of our environmental, historical and financial assets.
- As a model of effective community engagement in guiding and delivering social, educational, recreational and health programs.
- Collaborating as an effective partner with the Province, County of Dufferin and agencies that supply programs and services, and making revenue commitments according to our fair share.



External Forces

- More and more Provincial mandates out of synch with Mulmur interests
- County council votes on “big ticket” initiatives skewed toward higher density centres at expense of rural Townships
- Increasing revenue demands from outside agencies
- Neighbouring communities aggressively promoting tourism and development

Internal Forces

- Cost of existing services rising as tax revenues projected to remain flat or decline at current rates
- Demographic mix creating challenges in understanding and meeting diverse needs
- Community composition rapidly evolving
- Advocacy groups strongly defending or opposing residential, commercial or tourism-related development

5 Objectives

Goals

1. Responsible growth	Pursue responsible growth in residential and industrial/commercial development to increase employment and re-balance the tax structure
2. Wider awareness	Promote Mulmur as a destination for historic, athletic, artistic and gastronomic recreation
3. Local access to services	Actively pursue placement of provincial, county and agency programs and services in Mulmur, and maximize use of current facilities
4. Cost containment	Establish funding guidelines and cost-efficient purchasing protocols for major and recurring expenditures
5. Community participation	Increase public participation, particularly among youth and young adults, in Township governance and volunteerism

Action Steps for Growth

- 1.1 Increase industrial/commercial base from <2% to 10% of tax revenues.
- 1.2 Create a land-use plan enabling carefully managed development through Mulmur's Official Plan and new Zoning Bylaw.
- 1.3 Increase local employment among youth, home-based businesses and business parks by 5%.
- 1.4 Establish a Development Committee to plan, support and manage growth.

Action Steps for Awareness

- 2.1 Build the Mulmur “story” for key audiences.
- 2.2 Engage community members in telling the story in various media.
- 2.3 Increase social and civic participation using social media and contact lists.
- 2.4 Celebrate and preserve Mulmur’s social and agricultural heritage.

Action Steps for Services

- 3.1 Advocate for Mulmur-based County, Provincial and agency facilities.
- 3.2 Maximize use of Mulmur's viable facilities at 80% year-round occupancy.
- 3.3 Coordinate recreational, arts and educational programs across the Township.
- 3.4 Appoint a Recreation Coordinator

Action Steps for Costs

- 4.1 Establish a five-year fiscal plan to guide 100% of financial decisions according to established criteria.
- 4.2 Collaborate with other municipalities for supply chain savings at 10% per annum.
- 4.3 Implement a Township “Programme Budgeting” system.

Action Steps for Community

- 5.1 Involve community members in advice to Council and Committees of Council at 20% increase of non-elected residents/ratepayers.
- 5.2 Actively recruit Mulmur residents in taking leadership roles in Mulmur initiatives.
- 5.3 Bring together people from various settlement areas to engage in Mulmur activities.
- 5.4 Enhance youth participation in municipal activities including Committees of Council.
- 5.5 Celebrate volunteerism in Mulmur.

Year One: First Steps

- Hold public meeting to explain Strategic Plan and its inherent opportunities for residents [Accomplished. Twice.]
- Develop identified inventories and strategic partnerships
- Consult with Mulmur's existing employers on growth
- Develop roles of Development Committee and Recreation Coordinator, and launch search
- Identify communications and youth point persons on Township staff
- Establish leadership for new Township Marketing, Recreation, and Development Committees
- Implement new budget processes and related training programmes
- Table annual monitoring report for Strategic Plan
- Table succession plan for Township administrative staff and commence training
- Develop and implement influence plans for strategic partners

Mulmur's Strategic Plan 2013 - 2018

- Your ideas
- Your knowledge
- Your participation
- Your approval