

THE HILLS OF MULMUR

It's In Our Nature.



STRATEGIC PLAN

2020 to 2024

Planning and Development Committee

Your dedicated team members:

- James Godbold, Chair
- Julie Pollock, Vice Chair
- Keith Lowry
- Mayor Janet Horner

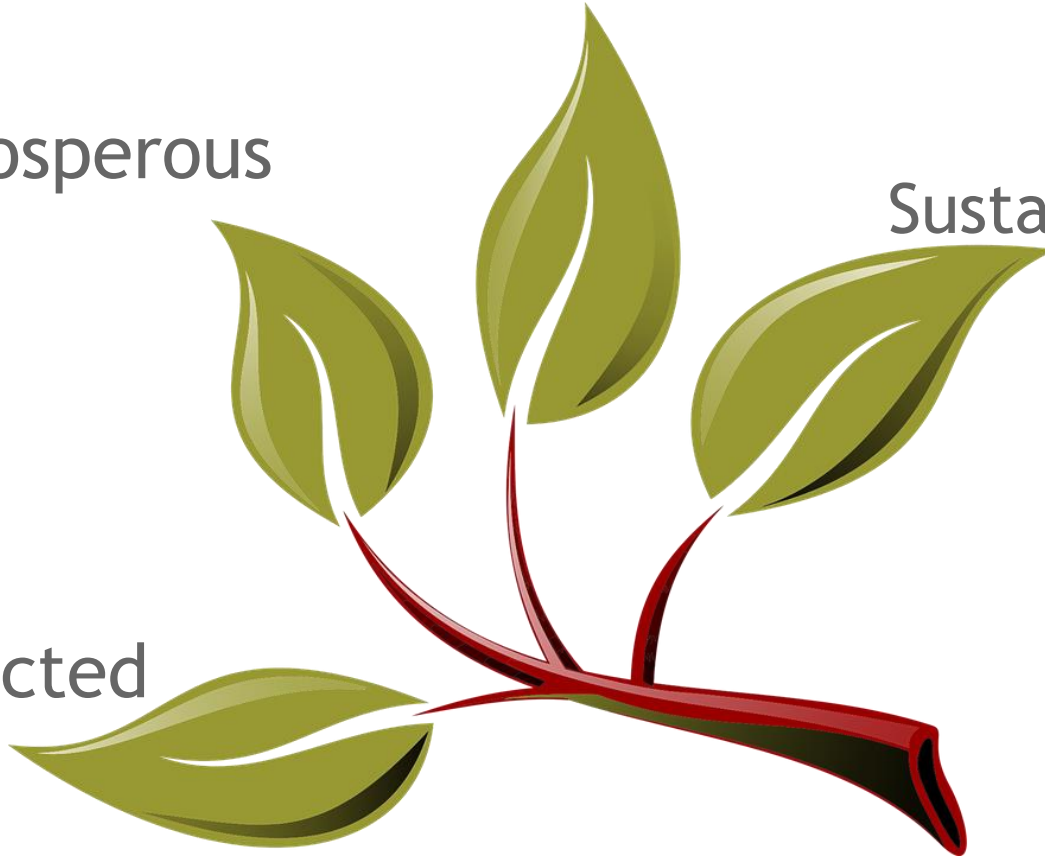
FOUR STRATEGIC PATHS

Supportive

Prosperous

Sustainable

Connected



Prosperous Path

Responsibly managing the fiscal resources of Mulmur and providing opportunities for success

Growing a Prosperous Mulmur

- Retain, enhance and attract businesses
- Pursue responsible growth in residential and employment areas
- Identify, research and plan for fiscal pressures

Retain, enhance and attract business

- ▶ Action 1 - help existing businesses grow through awareness, red tape reduction
- ▶ Action 2- Actively engage with county, provincial and federal agencies to obtain resources to support local initiatives
- ▶ Action 3 - Investing/Locating in Mulmur promotional materials
- ▶ Action 4 - Develop Mulmur business directory
- ▶ Action 5 - Develop and Implement a Broadband Strategy

Pursue responsible growth in residential and employment areas

- ▶ Action 1 - Promote local employment opportunities and awareness
- ▶ Action 2 - Update “On-Farm” Diversification and Home Industry regulations in the OP
- ▶ Action 3 - Encourage residential development in Mansfield and other Hamlets
- ▶ Action 4- Implement Aging in Place policies in the OP

Identify, research and plan for future fiscal pressures

- ▶ Action 1 - Implement recommended service efficiencies from the County study
- ▶ Action 2 - Explore and identify financial opportunities for investment and income generation
- ▶ Action 3 - Ensure Asset Management Plans renew infrastructure as projected
- ▶ Action 4 - Track grant opportunities and increase grant writing capacity

Connected Path

Communication with and social connectivity within the Mulmur community

Growing a Connected Mulmur

- Inform and engage the community through a variety of communication tools and channels
- Support community events to bring residents together
- Actively seek better cellular and internet connectivity for residents and businesses

Inform and engage the community through channels/tools

- ▶ Action 1 - Develop and implement a communication strategy
- ▶ Action 2 - Identify and articulate Mulmur's key messages
- ▶ Action 3 - Invest in communication resources, technology and tools
- ▶ Action 4 - Create "Go Local Package" for distribution to residents and newcomers

Support Community Events to bring residents together

- ▶ Action 1 - Provide a variety of events in Mulmur to enhance inclusiveness
- ▶ Action 2 - Publicize all events in Mulmur through available channels
- ▶ Action 3 - Pursue new opportunities identified in Recreation Efficiency Study
- ▶ Action 4- Build a calendar of community/tourism events and link with high traffic community calendars
- ▶ Action 5 - Encourage the use of local businesses for community events and services

Actively seek better cellular and internet connectivity

- ▶ Action 1 - Develop a Broadband Strategy and Seek Partnerships to build better connectivity and infrastructure.

Supportive Path

Providing local services to support the needs of Mulmur residents and businesses

Growing a Supportive Mulmur

- Develop future plans for services and amenities in Mulmur
- Facilitate education and training for Mulmur residents and entrepreneurs/businesses
- Identify and develop new leaders through civil engagement
- Celebrate success of residents

Develop future plans for services and amenities in Mulmur

- ▶ Action 1 - Identify lower tier and upper tier responsibilities and service gaps
- ▶ Action 2 - Determine key needs for community and medical services within Mulmur
- ▶ Action 3 - Streamline approvals/expedite site plan approval process
- ▶ Action 4 - Encourage gas extension to Mansfield

Facilitate education & training for Mulmur residents/businesses

- ▶ Action 1 - With input from organizations such as DBOT, identify & support employment programs and opportunities
- ▶ Action 2- Recognize Youth Leadership efforts through awards at Schools
- ▶ Action 3 - Conduct sector round tables to support ongoing adaptive management

Identify & develop new leaders through civil engagement

- ▶ Action 1 - Identify & support succession in administrative team, community committee, boards and ad-hoc groups
- ▶ Action 2 - Encourage Mulmur residents to become involved in the decision making at Mulmur Township through participation in committees and ad-hoc groups

Celebrate success of residents including students/volunteers/staff

- ▶ Action 1 - Recognize grand openings of new businesses
- ▶ Action 2 - Recognize individuals and groups leading community change/improvements
- ▶ Action 3 - Recognize leadership at Council/Town Hall meetings
- ▶ Action 4 - Investigate a nomination portal for residents to identify changemakers
- ▶ Action 5- Develop an employee recognition program

Sustainable Path

Being proactive in sustainable initiatives to ensure the long term well being of Mulmur

Growing a Sustainable Mulmur

- Protect rural character
- Be proactive in the sustainable use of non-renewable resources
- Explore opportunities to protect resources
- Promote and preserve Mulmur's natural attractions

Protect Rural Character

- ▶ Action 1 - Update policy and definition of “rural character”
- ▶ Action 2 - Review changes to the Provincial Policy Statement to determine viewshed protection
- ▶ Action 3 - Implement rural character through zoning

Be proactive in the sustainable use of non-renewable resources

- ▶ Action 1 - Adopt and implement recommendations from the Green Energy Plan
- ▶ Action 2 - Determine protection gaps in revised NVCA mandate
- ▶ Action 3 - Monitor provincial decisions and implement single use plastics policy
- ▶ Action 4 - Protect agricultural land and water and forest resources

Explore opportunities to improve the protection of our resources

- ▶ Action 1 - Audit municipal activities with a focus on reducing energy consumption and environmental footprint
- ▶ Action 2 - Partner with citizens, organizations and other levels of government to promote grants and activities to mitigate contributions to and effects of climate change
- ▶ Action 3 - Investigate waste management solutions that support enhanced environmental protection

Promote and preserve Mulmur's natural attractions to residents

- ▶ Action 1 - Post Bruce Trail "Loops of Mulmur" map developed by Community Events cmtt
- ▶ Action 2 - Support Cycling and Equestrian activities in Dufferin Forest, on trails and roads
- ▶ Action 3 - Encourage development of the Pine Rive Fishing Area through the "Friends of Pine River" volunteers

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758070 2nd Line E Mulmur, ON L9V0G8

Telephone: 705 466 3341 Toll Free: 1 866 472 0417 (from 519 only) www.mulmur.ca

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