



### **Introduction**

The Summer Village of Parkland Beach Strategic Plan outlines the actions that will support achieving the vision of the community over the next three years (2020-2023). This plan has been developed as a Strategic Plan for both the Summer Village as a municipal corporation, as well as the community of Parkland Beach as a whole. The vision and actions contained in this Plan were developed by the Steering Committee, which was comprised of Summer Village Council and administration, as well as members of the Marina Association and Friends of Lakefront.

The Summer Village's intent in putting together this Strategic Plan is to establish a clear vision for the community over the next three years and develop a map for achieving that vision. The plan

does attach stakeholders to each of the action items described, as some actions are more corporate in focus and others open to the community. As a community focused Strategic Plan, it is intended that any member of the community, or community organization, can take it upon themselves to accomplish any of the actions where they see themselves as a stakeholder. If a member of the community feels they can champion or lead an identified initiative, they are encouraged to do so.

### **About the Plan**

This Strategic Plan was developed through a one day facilitated workshop held at the Summer Village community hall. The workshop consisted of the Steering Committee doing a visioning exercise to determine what they hoped the Summer Village would look like in three years. This was followed by identifying the opportunities and challenges the Summer Village may face over the next three years, and developing action items based upon those opportunities and challenges to achieve the vision.

The action items contained in the plan are divided into four different sections; Year One, Year Two, Year Three and Additional Actions. The actions have been divided based up on their priority level. Action items listed under Year One are considered high priority actions to accomplish first. Year Two action items are considered important, but do not need to be completed within year one and may require more time to accomplish. Year Three action items are also considered important but can wait longer to be completed based upon resources. The final section is Additional Action Items, these are valuable actions that are dependent upon grant funding. If grant funding is not secured these actions can be worked on by the various stakeholders listed.

Within the four different sections the action items are also listed alphanumerically by priority level. The actions at the top of each year list are considered highest priority.

This Plan does not commit the Summer Village of Parkland Beach to any public expenditure. The Summer Village's budgeting process is separate from this Plan; the Summer Village may consider any of these actions during budget deliberations but they are not bound to any items contained within this Plan.

### **Vision Statement**

The vision statement below was developed by the Steering Committee during the Strategic Planning workshop, and captures the expected outcome for the community after achieving the action items contained within the plan.

*"The Summer Village of Parkland Beach is a well-kept, engaged and happy community devoted to recreational opportunities and preserving our lake environment. The Summer Village Municipal organization is efficient, open, modern and transparent delivering year-round services to residents and visitors."*



*Summer Village of Parkland Beach | Strategic Plan 2020 - 2023*

<b>Action Item</b>	<b>Stakeholder</b>	<b>Anticipated Outcome</b>
<b>Year One</b>		
1-A: Enhance the Summer Village website to include a list of local activities and organizations that operate in the local area (i.e. community organizations for volunteer opportunities).	Summer Village	Support for local businesses and organizations
1-B: Create an inventory of existing year-round local events that can be advertised to the community.	Volunteers and community wide support	Support for local businesses and organizations Local Event Guide (website and print)
1-C: Establish a Committee to research local businesses, events, and activities	Volunteers and community wide support	Support for local businesses and organizations Local Event Guide (website and print)
1-D: Create a succession plan for the Summer Village, to document how services are delivered so they can be continued into the future (i.e. public works and governance)	Summer Village	Continued delivery of current level of services
1-E: Install a new outdoor public bulletin board for advertising Summer Village news/events and for residents	Summer Village and community input	Increased outreach/engagement
1-F: Install garbage bins in the public spaces	Friends of Lakefront	Preservation of reserves
1-G: Post interpretative signs in the public spaces/reserves	Friends of Lakefront	Connection and appreciation for nature
1-H: Support organizations that develop infrastructure in the community (i.e. Missing Link)	Summer Village	Increased connectivity and engagement
1-I: Line the jetty with docks for boat mooring	Marina Association	More day mooring opportunities for residents and visitors
1-J: Utilize technology more frequently for meetings (i.e. Council meetings and Committee meetings)	Summer Village	Engage more people on Council and Committees
1-K: Adopt a 5 year Capital Plan that includes road and trail redevelopment	Summer Village	Well maintained and safe transportation system
1-L: Invite surrounding communities to a round table discussion on working together and mutual interests	Summer Village and Friends of Lakefront	Improved relationship with neighbours
<b>Year Two</b>		
2-A: Groom existing trail network for cross-country skiing and snowshoeing	Summer Village and Friends of Lakefront	Year-round activities for residents
2-B: Partner with the golf course to develop winter trail networks	Summer Village and Friends of Lakefront	Year-round activities for residents
2-C: Upgrade shoreline trails for better access and safety	Summer Village and Friends of the Lakefront	Safe and accessible recreational opportunities
2-D: Develop a blog component and feedback mechanism on the Summer Village website for community leaders and Council to utilize for engagement	Summer Village	Enhanced community engagement
2-E: Continue advocating for pumping into the lake to maintain water levels	Summer Village and community wide	Continued use of the lake recreationally
<b>Year Three</b>		
3-A: Host a public thank you at annual Pancake Breakfast for volunteers, and post successes and volunteer appreciation on the public bulletin board (i.e. Volunteer of the Week)	Summer Village and Community Groups	Volunteer recruitment and appreciation
3-B: Host a community wide garage sale and cleanup day, with waste disposal education component and bins available	Summer Village and Community Groups	Environmental awareness and community standards upkeep
3-C: Investigate adding another bathroom to the community hall to increase occupancy	Summer Village	Increased hall capacity for events
<b>Additional Action Items</b>		
A: Develop a fundraising plan to raise money for a sports park to support a grant application	Summer Village/Project Committee	New sports park
B: Partner with the Marina Association to reuse the dredged sand to fill in low areas along lakeshore	Marina Association, Friends of the Lakefront and Summer Village	Better pedestrian access to the lake

