



# PARKLAND BEACH STRATEGIC PLAN

Annual Ratepayers Meeting  
August 26, 2020

# What is a Strategic Plan?

- A **strategic plan** is a document used to communicate the community's vision and goals and the actions needed to achieve the vision and goals
- A forward looking plan that lays out a framework for decision makers and community organizations over the next 3 years
- Allows for continuity through changing Council and Administrations for management of the organization and community
- Guide for financial decision making over the next three years



# How The Plan Was Developed

- 1 day workshop was held in May with a committee
- Committee was comprised of Council, Administration and members of community organizations
- Workshop consisted of a visioning session, identifying strengths and weaknesses, developing actions and prioritizing

# Vision For Parkland Beach



*“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.”*

# Proposed Strategic Plan

- 3 Year plan for 2020 - 2023
- Action items are divided into 4 sections based on priority
  - ▣ Year 1, Year 2, Year 3 and Additional Actions
- Within each priority year the actions are listed in priority order
- The plan does not commit the Summer Village to expenditures, budgeting process is separate from this plan

# Proposed Strategic Plan

- For each action item a stakeholder and anticipated outcome have been identified
- Stakeholder is the organization responsible with leading or completing the action
- The anticipated outcome is what is expected to happen after the action is completed, as a measure of success

# Year 1 Priorities

- Enhancing the Summer Village website with local activities and organizations
- Inventory of local year-round events
- Establish committee to research local businesses and events
- Succession plan for the Summer Village
- New outdoor bulletin board
- New garbage bins for public spaces
- Interpretative signs for open spaces

# Year 1 Priorities

- Supporting organizations that bring infrastructure to the community
- Line jetty with docks for mooring
- Utilize technology for Council and Committee meetings
- Adopt 5 year capital plan, including roads and trails
- Work with surrounding communities



# Year 2 Priorities

- Groom trails for winter activities
- Partner with golf course for winter activities
- Upgrade shoreline trails
- Develop blog and feedback mechanism on website
- Advocate for pumping into the lake

# Year 3 Priorities

---

- Host annual thank you event for volunteers and share successes
- Host community wide garage sale and clean up day
- Investigate adding additional bathroom to community hall

# Additional Action Items



- Develop fundraising plan for sports park to support grant
- Partner with Marina Association to reuse dredged sand along lakeshore

# Next Steps

- Full draft Strategic Plan available on the Summer Village website (<https://parklandbeachsv.ca/wp-content/uploads/2020/08/Draft-Strategic-Plan-August-2020.pdf>)
- Following public review changes may be made to address any comments received
- Proposed plan will then be presented to Council for formal adoption

# QUESTIONS

---

