



Staff Report

Strategic Initiatives – Special Projects & Strategic Initiatives

Report To: COW- Admin, Corp and Finance, SI, Comm. Services
Meeting Date: March 17, 2025
Report Number: SI.25.005
Title: Corporate Strategic Plan Q4 2024 Progress Report
Prepared by: Tim Hendry, Director of Strategic Initiatives

A. Recommendations

THAT Council receive Staff Report SI.25.005, entitled “Corporate Strategic Plan Q4 2024 Progress Report” for information;

B. Overview

This report provides Council with the Q4 2024 progress update regarding the implementation of the 2020 – 2024 Corporate Strategic Plan.

C. Background

At the June 24, 2024 meeting, Council passed the following direction regarding quarterly updates for the Corporate Strategic Plan:

THAT Council direct staff to prepare quarterly reports on the updates of the Corporate Strategic Plan continuing in the third quarter of 2024.

Moved by: Councillor McKinlay, Seconded by: Councillor Ardiel, Motion Carried.

Based on the direction of Council, the Q3 2024 report was presented to Council on October 28, 2024 through report [FAF.24.128](#).

Following the discussion with Council, staff reviewed the reporting template and considered opportunities to enhance the level of detail and information provided. In addition, a new reporting template was developed that aims to enhance the level of information provided for each action item of the Corporate Strategic Plan.

D. Analysis

The Q4 2024 Corporate Strategic Plan progress report is included as Attachment #1 to this report.

As identified, the implementation of the 2020 – 2024 Corporate Strategic Plan has faced many challenges, most notably navigating through the COVID-19 Pandemic and other factors such as competing priorities, community growth pressures, staff retention and external economic pressures.

Despite these challenges, significant positive efforts have been realized through actions including the completion of various strategic plans and studies, staff training and engagement, policy adjustments, internal process improvements and more. The plan provided very specific actions to be completed within each strategic priority area and although the specific actions may not have been followed or completed explicitly, in most cases, the general nature of the progress has been aligned with the intent of the plan.

Staff acknowledge that many lessons have been learned throughout the implementation of the Plan and that actions naturally shifted and evolved as required in response to changing internal and external priorities. These lessons have been discussed with the Corporate Strategic Plan Taskforce and embedded into the Town’s renewed approach to strategic planning, as noted within the current Corporate Strategic Plan update project.

E. Strategic Priorities

1. Communication and Engagement

We will enhance communications and engagement between Town Staff, Town residents and stakeholders

2. Organizational Excellence

We will continually seek out ways to improve the internal organization of Town Staff and the management of Town assets.

3. Community

We will protect and enhance the community feel and the character of the Town, while ensuring the responsible use of resources and restoration of nature.

4. Quality of Life

We will foster a high quality of life for full-time and part-time residents of all ages and stages, while welcoming visitors.

F. Environmental Impacts

No direct environmental impacts are anticipated as a result of this information report.

G. Financial Impacts

No direct financial impacts are anticipated as a result of this information report.

H. In Consultation With

Senior Management Team

I. Public Engagement

The topic of this Staff Report has not been the subject of a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Tim Hendry, Director of Strategic Initiatives si@thebluemountains.ca.

J. Attached

1. 2020 – 2024 Corporate Strategic Plan Q4 2024 Update

Respectfully submitted,

Tim Hendry
Director of Strategic Initiatives

For more information, please contact:
Tim Hendry, Director of Strategic Initiatives
si@thebluemountains.ca
519-599-3131 extension 282

Report Approval Details

Document Title:	SI.25.005 Corporate Strategic Plan Q4 2024 Progress Report.docx
Attachments:	- Attachment 1 - Corporate Strategic Plan Q4 2024 Progress Report.pdf
Final Approval Date:	Mar 7, 2025

This report and all of its attachments were approved and signed as outlined below:

Tim Hendry - Mar 7, 2025 - 2:57 PM

No Signature found

Adam Smith - Mar 7, 2025 - 3:17 PM