



FOR IMMEDIATE RELEASE

## THAMES CENTRE COUNCIL CHARTS COURSE FOR GROWTH AND COMMUNITY WELL-BEING WITH 2024-2027 STRATEGIC PLAN

**THAMES CENTRE** - November 28, 2023 – Thames Centre Council proudly unveils its visionary roadmap, the 2024-2027 Strategic Plan, marking a pivotal step towards shaping the future of our vibrant community. Passed by Council last night at their Regular Council Meeting, this plan captures the aspirations, needs, and values of our diverse communities.

The Strategic Plan process began in June, involving extensive documentation review, online surveys, interviews, open houses, a Council Workshop session, and three Council Meetings. This Approved Final Plan comprises five (5) strategic pillars and thirty-six (36) recommendations. Driven by a commitment to our community, the Strategic Plan serves as a guiding light for municipal decisions throughout the Council's term.

The Strategic Plan outlines pivotal areas of focus:

**Smart Planning** A commitment to informed decisions for community growth while maintaining a cherished "hometown feel." Increased transparency in decision-making, better communication of local events, and essential municipal information are paramount.

**Community Communications and Engagement** Heightened communication channels between the Municipality, Council, and residents, fostering transparency in decision-making around budgets, planning, and infrastructure. Emphasis on enhancing communication about annual community events is prioritized.

**Active Living** Expansion and improvement of recreational services accessibility and programs, particularly targeting youth and seniors. Aligning service growth with community needs remains a key goal.

**Economic Development** Efforts focused on retaining and attracting businesses to enrich local amenities and facilitate accessibility through active transportation. Supporting existing businesses while attracting new ventures is a strategic priority.

**Sustainability** Ensuring fiscal prudence and sustainable taxation levels, a cornerstone for the Municipality's stability and future development.

“Council is enthusiastic about translating this Strategic Plan and its objectives into action, inviting all community members to working together in shaping Thames Centre's promising future. By unifying our efforts, we can foster a thriving community that evolves together, ensuring its resilience and well-being for generations to come.” – *The Municipality of Thames Centre Deputy Mayor Michelle Smibert*

“We are excited to see this level of Council leadership so we can align staff resources and efforts to Council and community objectives. This guiding document will serve as a municipal north star so we can ensure best use of resources for the community while delivering service excellence.”– *The Municipality of Thames Centre CAO David Barrick*

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