



View from the Top:  
**Strategic Plan**

| 2025-2030



**Georgian Bluffs**

DEEPLY ROOTED. SUSTAINABLY GROWING.

[www.georgianbluffs.ca](http://www.georgianbluffs.ca)



# ABOUT OUR COMMUNITY



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Georgian Bluffs is a picturesque township in Ontario, located along the shores of Georgian Bay. Known for its natural beauty, it offers a mix of rural charm and recreational opportunities.

Just over 11,000 residents call Georgian Bluffs home. Founded on a series of hamlets, villages and settlements, and formed by amalgamation in 2001, Georgian Bluffs is one of nine lower tier municipalities in in Grey County.

# TABLE OF CONTENTS

FROM MAYOR AND COUNCIL	4
TERRITORIAL ACKNOWLEDGMENT	5
OUR VISION	6
OUR COMMITMENT & VALUES	8
BEING ACCOUNTABLE & OUR PILLARS	10
ENHANCING SERVICE DELIVERY	12
SOCIAL AND ECONOMIC OPPORTUNITY	14
BUILDING FOR TODAY AND TOMORROW	16
INVESTING IN PEOPLE	18
THE BIGGER PICTURE	20

Alvanley  
Balmy Beach  
Benallen  
Big Bay  
Brooke  
Clavering  
Cobble Beach  
Copper Kettle  
East Linton  
Jackson  
Keady  
Kemble  
Kilsyth  
Lake Charles  
Lindenwood  
Oxenden  
Rockford  
Shallow Lake  
Shouldice  
Springmount  
Squire  
Waverly Heights  
Wolsley  
White Cloud Island  
Zion

# FROM MAYOR & COUNCIL



## VIEW FROM THE TOP IS YOUR STRATEGIC PLAN.

Our commitment to you is captured within these pages - **Deeply rooted. Sustainably growing.** The natural backdrop that lends both the 'Georgian' and the 'Bluffs' to our name defines us; the communities that call these lands home are what sets us apart.

Your Council and township are committed to serving you in the best way possible, taking big steps in a small municipality toward supporting sustainable community, investing in infrastructure, growing community services, and ensuring we continually seek to engage with you on the things that matter most. We are committed to building a strong, competent municipality - one that is accountable to you - that sets clear expectations and seeks to exceed them.

**View from the Top** is your strategic plan. In summer 2024, you told us what is important to you, what your priorities for Georgian Bluffs are, and what role you want your municipality to play. We have heard you, and we will seek to prioritize what you have told us is important in your Georgian Bluffs.

These pages share the work that we will do, and the lenses that we will ensure we respect while we carry out that work in a **just, equitable and transparent** manner. We have also outlined the values that we will hold ourselves accountable to.

This plan is our commitment to you, the residents, visitors, businesses, and communities that call Georgian Bluffs **home**.



### GEORGIAN BLUFFS COUNCIL 2022-2026

Back Row: Councillors Cathy Moore-Coburn, Rick Winters, and Tobin Day

Front Row: Councillor Isaac Shouldice, Deputy Mayor Grant Pringle, Mayor Sue Carleton, Councillor Ryan Thomson



# TERRITORIAL ACKNOWLEDGMENT



**Chi Miigwetch to the Chippewas of Nawash for the insightful, considered and generous support in helping Georgian Bluffs craft this Territorial Acknowledgment.**

**Deeply rooted. Sustainably growing.** – When we reflect on these words, we acknowledge and honour that these lands and waters, have deep roots stretching back tens of thousands of years, and are formed by geologic processes millions of years in the making.

When we reflect on these lands, the creatures that call this home, and the history of humans sharing this landscape with them, we acknowledge with respect and humility the history of First Nations who have lived sustainably with the land and water for many thousands of years.

When we look toward the continued growth of communities on these lands, we must ensure that this is done so with sustainability; to the plants, animals and wildlife that call these lands and water home, with whom we must learn to share this environment. We must also look to sustained growth in our relationship with the Chippewas of Nawash and the Chippewas of Saugeen, collectively known as the Saugeen Ojibway Nation, on whose territory we reside.

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**In the spirit of reconciliation, we acknowledge with respect, the history and living culture of the Anishinaabek: The People of the Three Fires known as Ojibway, Odawa, and Pottawatomi Nation, who have inhabited this land from time immemorial. We recognize that these lands are the territories of the Chippewas of Saugeen and the Chippewas of Nawash, collectively known as the Saugeen Ojibway Nation, the keepers of this land.**

**Georgian Bluffs is located on lands encompassed by Treaties 45 ½ , 72, 82 and 93. We reflect on our role as Treaty People and, the need to live in respect and peace and show respect to the first peoples who inhabit these lands and waters.**



# OUR 2050 VISION

THIS IS GEORGIAN BLUFFS.

DEEPLY ROOTED. SUSTAINABLY GROWING.

# DEEP ROOTS. SUSTAINABLE GROWTH.

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## Welcome to Georgian Bluffs.

A place of astonishing beauty carved by glaciers into the Niagara Escarpment and inhabited for thousands of years.

Today, the people of Georgian Bluffs enjoy friendly and welcoming communities surrounded by a lush natural landscape, rich soil, famed hiking trails and beaches, and an atmosphere of serenity.

The future looks bright from here, with careful stewardship of our resources, events and activities to connect people at every stage of their lives, and economic development supporting local businesses and new investors. An inclusive, diverse, and vibrant community that looks ahead while honouring our shared histories and responsibilities to one another.

This is the place we choose to call home. A place where you're welcome to put down deep roots, or just stay awhile to enjoy the view.

This is a place that values sustainable growth, investing in the infrastructure, opportunities, and people who will carry this vision forward.



AND A BRIGHT VISION FOR THE FUTURE OF OUR COMMUNITY.

# OUR COMMITMENT

We are committed to framing all our work through the lenses of:



## Diversity, Equity, Inclusion, and Belonging

A welcoming community where everyone feels valued, respected, and included.



## Truth & Reconciliation

Honouring Indigenous rights, fostering meaningful relationships, and implementing Calls to Action in our governance.



## Climate Change

Reducing emissions, enhancing resilience, and adopting sustainable practices to protect our environment.

Everything we do should reflect on the impact we can make to building an inclusive, diverse and equitable community. We seek to prioritize a sense of belonging, and will take steps to address systemic barriers to municipal services.

We will seek to further the principles of Truth and Reconciliation; we continue to reflect and learn on our shared pasts and build toward a better future. We will strive to build, grow, and advance relationships with Saugeen Ojibway Nation in the spirit of reconciliation. We will honour and seek to support and respect the lands and thriving cultural heritage of Saugeen Ojibway Nation communities.

Climate change is an inter-generational crisis. Along with communities around the world, Georgian Bluffs is both directly impacted by the effects of climate change and responsible for taking steps to reduce the impacts that we have on climate as we serve communities. In all that we do, the impacts to climate change, both positive and negative, must be considered.



# OUR VALUES



## COMMUNITY

- We build connections that bring people together.
- We collaborate to create a sense of belonging for all.
- We make Georgian Bluffs a better place.



## SERVICE

- We put the residents at the heart of all decisions and actions.
- We proudly act as the caretakers of the resources of Georgian Bluffs.
- We are known for being responsive, accessible and reliable.



## RESPECT

- We appreciate each person's unique contributions and welcome diverse perspectives.
- We treat others with compassion, understanding and fairness.
- We create a supportive environment and engage with others considerately.



## INTEGRITY

- We hold ourselves accountable.
- We do what we say we are going to do.
- We take responsibility for our actions.



**Values** are the core principles or beliefs that guide an organization's actions, decisions, and behaviours. They reflect what is important to Georgian Bluffs, and shape our culture. Values serve as a foundation for decision-making and help ensure consistency and integrity in how we operate.

# BEING ACCOUNTABLE

View from the Top is the first step toward meeting our 2050 vision, seeking to support communities that call Georgian Bluffs home, yesterday, today and tomorrow, to protect and enhance the environment and to provide the opportunity for growth.



Keeping you informed as to how we are delivering this plan will be key.

Our commitment is that

**The budget** – our annual Business Plan – will be based on the priorities within this Strategic Plan - the priorities of community. Each dollar spent, will be linked to delivery of this plan, and any new projects will be viewed through the lenses of this plan.

**Every staff report** to Council will reflect the ways in which we are viewing work through our lenses and which pillar we are working toward

**A biannual report** will be shared with the community twice a year, reflecting the achievements, successes, and challenges faced in delivering on the priority projects under each pillar.

**Our website** will provide updates on priority projects, opportunities to engage and shape work, and how we are doing in keeping on track with this plan. We will actively seek opportunities to share how we are doing.

# OUR PILLARS

These pillars are key areas of focus that supports the overall vision for Georgian Bluffs. They represent the fundamental priorities or themes that guide our actions, providing structure and direction for achieving long-term goals.

## SERVICE

Enhancing Service Delivery: Excellence in Every Interaction



## OPPORTUNITY

Empowering Communities: Creating Social and Economic Opportunity



## INFRASTRUCTURE

Enhancing Environment & Infrastructure: Building for Today and Tomorrow



## PEOPLE

Workforce Development: Investing in People





## ENHANCING SERVICE DELIVERY: EXCELLENCE IN EVERY INTERACTION

Public service is the heart of what we do. Community should clearly understand the role of the township and what it does. Every interaction with us should exemplify service delivery, and we should establish clear expectations around that service, and meet or exceed them. Communication is a critical role for Georgian Bluffs, and we should provide as many opportunities as possible for you to engage and build relationships

1

Improve the digital customer service experience by **expanding online permitting** and licensing, improving **access to digital records**, and **enabling payment** for more services in more ways, online.

2

Continue to improve how residents can **engage** and how we **communicate** with the public by developing and implementing, a **communications strategy** to align physical and digital communications, a revised **branding strategy**, and seeking to support and grow **public engagement** and participation opportunities.

3

Ensure service delivery **efficiency** by continually striving for efficacy through **service reviews**, implementing **shared services** and developing a long-range **financial plan**.

4

Be **accountable** in all that we do by seeking to develop and promote clear **service level standards** and **tracking these via dashboards** for roads, garbage and customer services.



Public service is the **heart** of what we do.



MUSIQUE  
ÉPITOQUE

TALK THE  
TALK

Corporate Climate  
Action Plan

About

Background



## EMPOWERING COMMUNITIES:

# CREATING SOCIAL AND ECONOMIC OPPORTUNITY

The township is one part of a complete community. Georgian Bluffs has a key role to play in helping to foster the social connections and economic opportunity that shape the place that we call home. Through seeking to support and grow community services to understanding our role in economic development, the township as a facilitator and enabler of community activity is a priority.

1

Seeking to grow our **support** for local businesses through an **Economic Development Strategy** that will seek to identify in partnership with local businesses the role for the Township in supporting areas such as **tourism, business retention and attraction** and how we can support **economic sustainability** and growth.

2

Implement a **Community Improvement Plan** and maintain this as a valuable tool for supporting local **community enhancements** through meaningful grants and supports to **empower community** to take action.

3

Enhance community services by continuing to implement the **Recreation and Trails Master Plan**, seeking to grow **recreational and leisure services** across the Township, developing annual programs of **events** and maximizing **partnerships** to broaden the range of services offered.

4

Establish a **Youth Advisory Forum** to help provide meaningful ways to **engage with younger members** of community in shaping municipal priorities.

5

**Celebrate** community success through supporting **local events**, celebrating **local groups and individuals** and through marking the **Township's 25th anniversary** in 2026.



»» The Township  
is **one part**  
of a complete  
community.





## ENHANCING ENVIRONMENT & INFRASTRUCTURE: BUILDING FOR TODAY AND TOMORROW

Infrastructure supports our ability to connect and move through the municipality. The core services of the township include looking to maintain bridges, roads and facilities, and to look to the future in managing stormwater, water and wastewater, as well as plan and support sustainable growth. All of this must be done with a focus on the unique landscape and environment within which we operate.

1

Complete and maintain the Townships **Asset Management Plan** and from this develop comprehensive **10-year asset renewal** and replacement programs for **Bridges, Roads and Fleet**, as well as in other areas.

2

Complete a **Facilities Master Plan** to identify community and operational needs for Township facilities, existing and future **challenges and opportunities** and implement a **capital upgrade and replacement program** to deliver on the priorities of the Facilities Master Plan.

3

Continue to plan for **sustainable growth** and development in the Township through regular reviews of the **Official Plan**, the **Zoning Bylaw** and planning for **future servicing** of water and wastewater, stormwater planning and roads through Secondary Planning for East Linton.

4

Ensure that in all we do, we are planning for and addressing the impacts of **Climate Change** through implementing Committed to Change, through supporting **Green Development Standards**, seeking to invest in **renewable energy** to offset Township uses and providing **leadership** to community in ways to reduce climate impacts.







Infrastructure supports our ability to **connect** and move through the municipality.





## WORKFORCE DEVELOPMENT: INVESTING IN PEOPLE

Delivering on these commitments requires a team effort. In order to meet these commitments and rise to the challenges that face a small municipality, we must commit to stability into the staff team, and attract and retain a skilled workforce. The municipality will seek to enhance its team, focus on sustainability through succession planning, and seek to provide a supportive, safe and engaging place to live and work.

1

Continue to build a positive **workplace culture**, measured through regular **employee engagement** check ins and surveys, that seeks to mirror the organization values, values individual contribution and **grows team capacity**.

2

Focus on **Health and Safety** in all aspects of our work to build an awareness of safety first.

3

Implement a program that supports **professional development** and growth, that seeks to provide **training** to **support personal and Township growth** and that supports a team that can address the challenges of tomorrow.

4

Ensure **employee attraction and retention** remain core areas of focus to ensure **organizational stability** and develop successional plans to **support sustainability**.

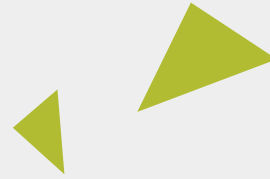
TOWNSHIP OF  
GEORGIAN BLUFFS  
ADMINISTRATION OFFICE



Delivering  
on these  
commitments  
requires a  
**team** effort.



# THE BIGGER PICTURE



We create these strategic plans and guiding pillars as navigational tools. When we climb to view the bigger picture “from the top”, it allows us not only to see the paths we walk but those that stretch beyond the borders of our community.

We, the people of Georgian Bluffs, are also proud residents of Grey County, of Canada, and of the world.

## Working Together for Success

Georgian Bluffs is one of nine member municipalities that is both shaped by and helps to shape Grey County.

This plan is aligned with, supported by, and supports the objectives of the Grey County Strategic Plan.

Our four pillars of Enhancing Service Delivery, Empowering Communities, Enhancing Environment & Infrastructure, and Workforce Development align with the Grey County Plan: Working Together for Success and its priorities of:



1. Internal Operations and Service Delivery
2. Building Communities for the Future
3. Workforce Development
4. Giving Everyone a Place to Call Home.

»» **Small, But Mighty.**



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The United Nations Sustainable Development Goals (SDGs) are a set of 17 global goals established in 2015 as part of the 2030 Agenda for Sustainable Development. These goals aim to address pressing challenges, promote peace, and protect the planet, while ensuring prosperity for all by 2030.

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## UN Sustainable Development Goals

We have ensured that our impact aligns with the UNs Sustainable Development Goals, or SDGs, helping to contribute to a fairer, cleaner and better world. In delivering on View from the Top, we will be reflecting the goals of and seeking to support the delivery of 11 of the 17 UN SDGs. You will see associated with each pillar, the connections to these goals.

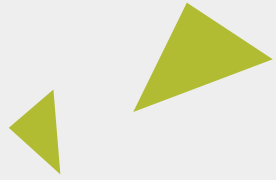
## UN Sustainable Development Goals

- |    |   |   |
|----|---|---|
| 3  | GOOD HEALTH AND WELL-BEING              |    |
| 6  | CLEAN WATER AND SANITATION              |    |
| 7  | AFFORDABLE AND CLEAN ENERGY             |    |
| 8  | DECENT WORK AND ECONOMIC GROWTH         |    |
| 9  | INDUSTRY, INNOVATION AND INFRASTRUCTURE |    |
| 10 | REDUCED INEQUALITIES                    |    |
| 11 | SUSTAINABLE CITIES AND COMMUNITIES      |    |
| 12 | RESPONSIBLE CONSUMPTION AND PRODUCTION  |   |
| 13 | CLIMATE ACTION                          |  |
| 15 | LIFE ON LAND                            |  |
| 16 | PEACE, JUSTICE AND STRONG INSTITUTIONS  |  |



**THIS IS GEORGIAN BLUFFS.**

**DEEPLY ROOTED. SUSTAINABLY GROWING.**



## **View from the Top: Strategic Plan 2025-2030**

This document is available in alternate accessible formats by request.  
Developed by the Township of Georgian Bluffs, October 2024.

**AND A BRIGHT VISION FOR THE FUTURE OF OUR COMMUNITY.**



# Georgian Bluffs

DEEPLY ROOTED. SUSTAINABLY GROWING.

Township of  
**GEORGIAN  
BLUFFS**



## DEVELOPED BY THE TOWNSHIP OF GEORGIAN BLUFFS

In consultation with Council, staff, and the Georgian Bluffs community. Thank you to everyone who took part and provided insight to this Strategic Plan.

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