



## **2024 Budget Request**

**Request: Corporate Strategic Plan & Vision30**

**Department: Office of the CAO**

**Request ID: CAO2024BUDGET-C-01**

**Financial Ask: \$50,000**

**Funding Source: Capital – Working Capital**

This document and its attachments are public and available in an accessible format upon request.

### **Background and Strategic Priority**

The Township of Georgian Bluffs adopted a Strategic Plan to help provide guidance, oversight, and direction to the organization in 2020, to run for a four-year period. Strategic Plans help provide direction to Council, staff, and community, communicating the priorities for the Township.

### **Analysis**

Strategic planning is an important part of municipal governance, providing transparency and accountability. A strategic plan lays out, at a high level, priorities for the organization. The plan should focus on desired outcomes and should respond to the priorities of Council and community; it provides guidance and direction to staff. The plan should include a way of measuring activity to enable a reporting back structure that supports accountability.

Strategic plans are articulated into action through the business planning and budget cycles. These documents lean on the strategic plan to inform specific tasks and actions, which are then linked to budget. Ultimately, business units, teams and even individuals should be able to link their daily work back to priorities embedded within the plan.

Strategic plans are typically short duration, providing direction over 3–5-year periods. They are designed to be agile and able to adapt to changes in local situations and



enable flexibility to respond to evolving or changing priorities and so the themes of a strategic plan tend to be high level.

A strategic plan should be nestled within a longer-term vision – what are the longer-term aspirations of the Township? Where do we want to be in 2050? Successive strategic plans, build toward that vision.

It is recommended that work is completed in 2024 in examining the long-term vision (Vision30) for Georgian Bluffs, and in establishing a new four-year strategic plan.

Staff believe that much of this work can be delivered in house, building on existing skills and experiences, and using existing tools for supporting engagement activities. However, given the impact of strategic planning, it is recommended that a budget be set aside to support specific elements of the strategic plan, which could involve facilitated sessions, community focus groups and background work that might require budgetary support, such as statistically relevant survey work.

## **Financial Impact**

It is recommended that \$50,000 be budgeted to support the development of a 2025 – 2029 Strategic Plan and a 'Vision30' document for the Township of Georgian Bluffs.



### Report Approval Details

Document Title:	2024 Budget Request Corporate Strategic Plan.docx
Attachments:	
Final Approval Date:	Nov 14, 2023

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

Samantha Buchanan, Treasurer

Niall Loble, Director of Community Services