



PORT COLBORNE

MEDIA RELEASE

Port Colborne moving forward with strategic plan

Port Colborne, ON (Oct. 27, 2020) – Port Colborne City Council endorsed a framework presented by City staff that will ensure a new 2020-2025 Strategic Plan will be implemented by year end.

CAO Scott Luey, and Manager of Strategic Initiatives Gary Long, provided an update at last night's Council meeting regarding the City's strategic planning process as well as next steps and timelines. The plan will include, mission and vision statements; guiding principles; six strategic pillars, initiatives to support each pillar; and an implementation plan. Staff will come back to Council later this year with a draft strategic plan for review and approval.

Council and staff embarked on a strategic planning process in 2019 and facilitated several roundtable discussions in 2019 and early 2020. The development of the plan was sidelined in the first quarter of 2020 as result of COVID-19.

The following strategic pillars originated from the roundtable discussions and have received the support of City Council:

Six Strategic Pillars

- Quality and Innovative Delivery of Public Services
- Strong Financial Management to Achieve Financial Sustainability
- City Wide Infrastructure Investments
- Attracting Business Investments and Tourists to Port Colborne
- Supporting and Investing in Human Capital
- Building Trust and Confidence Through Good Governance

"We're at a unique moment in the City's history as we support each other and rebound from the impact of COVID-19. Our strategic plan will guide us as we continue to experience growth in residential, commercial, and agricultural development, the industrial marine/cruise ship sectors, increased tourist activities and new opportunities," said Mayor Bill Steele.

"The City's leadership team, staff, and our partners, have been engaged in this process and are looking forward to collaborating with Council on a shared strategic agenda. This will ensure we are aligned to deliver on Council's priorities for our community," said Scott Luey, Chief Administrative Officer.

"Staff are working on many priority projects and corporate initiatives that will be integrated into the plan to ensure we're moving forward in a coordinated and strategic direction," said Gary Long, Manager of Strategic Initiatives. "This will help guarantee that their current day-to-day responsibilities are connected to a larger vision."

About City of Port Colborne

Located on the south coast of the scenic Niagara Region, Niagara's Port of Call has found the perfect balance – successful industrial and commercial sectors, comfortable and scenic residential areas, white sand beaches, unique culinary choices, the world class Sugarloaf Marina, fishing, golfing, trails, shopping districts along the historic Welland Canal and an energized festival and entertainment scene that includes live theatre – truly a community that adds to the overall Niagara Experience.

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