

Town of Prescott Strategic Plan

Town of Prescott
360 Dibble Street West
Prescott, Ontario

Summary

This strategic plan has been developed by Council and Administration of the Town of Prescott, in partnership with Corporate Learning and Performance Improvement at St. Lawrence College. The plan confirms the Town's mission, sets the vision for the future and identifies values to guide behaviour in pursuit of the vision.

Strategic activity is balanced on five pillars: Economic Development, Infrastructure Renewal and Development, Downtown Waterfront Development, Tourism, Culture and Heritage, and Operational Efficiency. Each pillar is supported by unranked operating priorities and projects.

Annual operating plans and project plans will be written and executed by Administration in alignment with the direction established here, allowing Council and the community to track performance against the plan.

Mission

We continually move forward to offer a positive quality of life for our community. Together, we provide responsible leadership that celebrates our heritage and invests in our future

Vision

We are dedicated to being a welcoming and progressive riverside community.

Values

Pride in community through self and service

- Integrity and Accountability
- Service Excellence
- Leadership and Teamwork
- Transparent Communication
- Commitment to Growth

Economic Development

Industrial and Commercial Development

- Develop north & south Hwy. 401 industrial parks
- Expand industrial/commercial park base through area partnerships
- Secure Hwy. 401 hotel development
- Retain and foster small- and medium-sized enterprises

Residential Development

- Complete Woodland subdivision
- Develop residential lands

Policy Development

- Update Official Plan and Zoning Bylaw
- Create economic development strategic plan (business retention, attraction, and expansion)

Economic Development

Marketing

- Revise marketing/branding strategy (including new website, mobile app, and extended use of social media)
- Complete town signage projects (BIA, Hwy. 401 industrial park, municipal facilities, etc.)

Public Transportation

- Contact private sector and local municipalities to examine opportunities on regional transportation

Infrastructure Renewal & Development

Master Plan

- Continue reviewing water and sewer systems to develop more capacity (infiltration, etc.)
- Review options for cutting residential water and sewer rates
- Review sale of water and sewer services
- Explore revenue creating septage opportunities
- Extend water and sewer services (Hwy 401, into adjacent townships to meet develop needs, etc.)
- Develop Geographical Information System (GIS)

Maintain/Renew/Replace Municipal Facilities

- Construct new fire station
- Rejuvenate Leo Boivin Community Centre
- Explore options for Prince Street soccer/ball field
- Create long-term plan for facility maintenance and renewal

Infrastructure Renewal & Development

Sustainable Asset Management Plan

- Review and update asset management plan
- Link asset management plan to capital budget process
- Continue energy conservation programs (LED street-lighting project, etc.)

Downtown Revitalization

Downtown Revitalization

- Continue streetscaping, lighting, signage, and banner/flower projects
- Continue development of Farmers' and Crafters Market
- Research possible private/public investment options to re-energize the downtown
- Enhance collaboration between downtown and BIA

Waterfront Development

- Complete the splash pad
- Review harbour expansion and waterfront hotel development
- Explore Centennial Park and Kelly's Bay Beach improvements
- Develop more Recreational programs along waterfront
- Create brownfield development strategy

Tourism, Culture, and Heritage

Heritage Conservation and Rehabilitation

- Identify properties for designation and/or listing
- Explore provincial Heritage Property Tax Relief Program
- Explore federal/provincial grant opportunities for historical buildings
- Review and promote Community Improvement Plan
- Explore purchase and renewal opportunities for historical properties

Cultural Promotion & Economic Development

- Support and expand cultural activities

Tourism Promotion & Economic Development

- Create a tourism strategy

Recreational Promotion

- Develop recreation master plan

Operational Efficiency

Policy and Procedure Development

- Implement new records management systems
- Implement meeting management system (eScribe software, etc.)
- Revise and develop human resources policies and procedures
- Review fire services agreements with Augusta and Edwardsburgh-Cardinal Townships
- Review and develop financial management policies and procedures
- Implement new financial management system (software)
- Implement IT processes and controls

Bylaws

- Support and update bylaws (including but not limited to Property Standards, Parking Development Charges, and municipal fees for service)

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VISION	We are dedicated to being a welcoming and progressive riverside community.				
VALUES	Pride and respect in our community through self and service. Integrity and Accountability Service Excellence Leadership and Teamwork Transparent Communication Commitment to Growth				
PILLARS	Economic Development	Infrastructure Renewal and Development	Downtown and Waterfront Development	Tourism, Culture, and Heritage	Operational Efficiency
PRIORITIES	Industrial and Commercial Development <ul style="list-style-type: none"> Develop north & south Hwy. 401 industrial parks Expand industrial/commercial park base through area partnerships Secure Hwy. 401 hotel development Retain and foster small- and medium-sized enterprises Residential Development <ul style="list-style-type: none"> Complete Woodland subdivision Develop residential lands Policy Development <ul style="list-style-type: none"> Update Official Plan and Zoning Bylaw Create economic development strategic plan (business retention, attraction, and expansion) Marketing <ul style="list-style-type: none"> Revise marketing/branding strategy (including new website, mobile app, and extended use of social media) Complete town signage projects (BIA, Hwy. 401 industrial park, municipal facilities, etc.) Public Transportation <ul style="list-style-type: none"> Contact private sector and local municipalities to examine opportunities on regional transportation 	Master Plan <ul style="list-style-type: none"> Continue reviewing water and sewer systems to develop more capacity (infiltration, etc.) Review options for cutting residential water and sewer rates Review sale of water and sewer services Explore revenue-creating septage opportunities Extend water and sewer services (Hwy. 401, into adjacent townships to meet development needs, etc.) Develop Geographical Information System (GIS) Maintain/Renew/Replace Municipal Facilities <ul style="list-style-type: none"> Construct new fire station Rejuvenate Leo Boivin Community Centre Explore options for Prince Street soccer/ball field Create long-term plan for facility maintenance and renewal Sustainable Asset Management Plan <ul style="list-style-type: none"> Review and update asset management plan Link asset management plan to capital budget process Continue energy conservation programs (LED street-lighting project, etc.) 	Downtown Revitalization <ul style="list-style-type: none"> Continue streetscaping, lighting, signage, and banner/flower projects Continue development of Farmers' and Crafters' Market Research possible private/public investment options to re-energize the downtown Enhance collaboration between town and BIA Waterfront Development <ul style="list-style-type: none"> Complete the splash pad Review harbour expansion and waterfront hotel development Explore Centennial Park and Kelly's Bay Beach improvements Develop more recreational programs along waterfront Create brownfield development strategy 	Heritage Conservation and Rehabilitation <ul style="list-style-type: none"> Identify properties for designation and/or listing Explore provincial Heritage Property Tax Relief Program Explore federal/provincial grant opportunities for historical buildings Review and promote Community Improvement Plan Explore purchase and renewal opportunities for historical properties Cultural Promotion & Economic Development <ul style="list-style-type: none"> Support and expand cultural activities Tourism Promotion & Economic Development <ul style="list-style-type: none"> Create a tourism strategy Recreational Promotion <ul style="list-style-type: none"> Develop recreation master plan 	Policy and Procedure Development <ul style="list-style-type: none"> Implement new records management systems Implement meeting management system (eScribe software, etc.) Revise and develop human resources policies and procedures Review fire services agreements with Augusta and Edwardsburgh-Cardinal Townships Revise and develop financial management policies and procedures Implement new financial management system (software) Implement IT processes and controls Bylaws <ul style="list-style-type: none"> Review and update bylaws (including but not limited to Property Standards, Parking, Development Charges, and municipal fees for service)