

Town of Prescott

2024-2027 Strategic Plan



Town of Prescott – 2024-2027 Strategic Plan

INTRODUCTION

This document summarizes and amplifies Council discussions to revise and renew the current strategic plan. It responds to comments from the broader community, and respects and acknowledges the work of previous Councils and the support of administration. Together with the revised official plan, it establishes clear, aspirational goals and enabling strategies to guide decision-making for the 2024-2027 period.

VISION

To be recognized as a welcoming, progressive, and exceptional riverside community of choice.

MISSION

To foster an environment of collaborative leadership to grow a safe, inclusive, and resilient community while preserving the unique character of Prescott.

VALUES & GUIDING PRINCIPLES

Community values are those principles that we would see in the community
Leadership values guides how decisions are made
Organizational values define how we conduct business and guides our behaviours.

Community Values	Leadership Values	Organizational Values
Diversity & Inclusivity	Collaboration & Teamwork	Integrity
Support & Cooperation	Advocacy & Respect	Accountability
Accessibility	Professional Growth & Learning	Transparency
Safety & Wellbeing	Economic Development	Fiscal Responsibility & Stability
Creating opportunities for success and prosperity	Environmental & Heritage Stewardship	Modernization through Technology
Communicate Internally and Externally		

Town of Prescott – 2024-2027 Strategic Plan

Priority 1: Progress Development & Sustainable Growth Opportunities

Objective: Encourage Significant Housing Development

- Strategies
 - Explore a broad range of housing options and intensification to attract and retain younger demographic/families, and to encourage diversity and sustainability in the community
 - Implement zoning changes to facilitate and support an increase in density, use, and types of housing options
 - Engage with vacant and underutilized property owners zoned for residential use to understand their intentions for future development
 - Create and distribute a development opportunities package to prospective residential builders
 - Facilitate communications to build opportunities between property owners and developers
 - Expand infrastructure to support growth by taking advantage of programs and initiatives for funding



Town of Prescott – 2024-2027 Strategic Plan

Priority 1: Progress Development & Sustainable Growth Opportunities

Objective: Support Business Retention and Growth

- Strategies
 - Promote a supportive business friendly environment that retains, grows, and diversifies our economy
 - Elicit strategic advice and feedback from an Economic Development Committee consisting of key businesses and organizations to develop resources and programs valuable to our commercial and industrial sectors
 - Provide access to information and resources to local businesses on subject matters that are of relevance and importance to their prosperity
 - Invest the funds necessary to support Community Improvement Plan applications



Town of Prescott – 2024-2027 Strategic Plan

Priority 1: Progress Development & Sustainable Growth Opportunities

Objective: Facilitate a Thriving Downtown

- Strategies
 - Attract people to the area through a variety of venues, amenities, and events that promote return visits
 - Promote the mixed-use model of commercial on the ground floor and residential units above
 - Complete a downtown beautification study and work plan to showcase the RiverWalk District as a unique place to enjoy
 - Devote the resources necessary to make physical improvements throughout the Downtown based on the beautification study
 - Work collaboratively with the Business Improvement Area to enhance the viability, sustainability, and growth of the RiverWalk District



Town of Prescott – 2024-2027 Strategic Plan

Priority 2: Strengthen Community Health, Safety, & Wellbeing

Objective: Mobilize Youth and Public Engagement

- Strategies
 - Enhance two-way communication with the community through the use of multiple streams of media and engagement tools
 - Collaborate with youth representatives to determine how the municipality can increase community safety and access to opportunities to increase their success
 - Secure strategic recommendations through a Community Recreation Committee to identify recreational opportunities for all generations
 - Foster partnerships that allow youth to access higher education opportunities close to home



Town of Prescott – 2024-2027 Strategic Plan

Priority 2: Strengthen Community Health, Safety, & Wellbeing

Objective: Promote Community Healthcare and Active Living

- Strategies
 - Advocate for the recruitment of additional medical, mental, addictions, and health practitioners
 - Invest in active transportation infrastructure options that are low or no cost for users
 - Increase accessibility, encourage, and support “age-friendly” programs and initiatives allowing residents to age in place



Town of Prescott – 2024-2027 Strategic Plan

Priority 2: Strengthen Community Health, Safety, & Wellbeing

Objective: Enhance Community Safety & Security

- Strategies
 - Be proactive in utilizing the Community Safety and Well-being Action Plan
 - Make the health and safety of all citizens a key priority through partnerships when preparing to respond to emergencies
 - Prepare for climate change by implementing viable environmental sustainability strategies
 - Encourage innovative programs and technologies through all emergency service partners
 - Provide residents with strategies to reduce their personal risk through simple safety measures



Town of Prescott – 2024-2027 Strategic Plan

Priority 3: Expand Recreation, Leisure, and Tourism Opportunities

Objective: Increase Tourism

- Strategies
 - Bring key tourism partners together to collaborate both locally and regionally
 - Establish and develop a unique Town of Prescott brand and promotional strategy for our community that attracts both businesses, new residents, and tourists
 - Highlight Prescott's numerous recreational opportunities to foster an environment to grow sports oriented tourism



Town of Prescott – 2024-2027 Strategic Plan

Priority 3: Expand Recreation, Leisure, and Tourism Opportunities

Objective: Maximize Waterfront Use

○ Strategies

- Maintain public access to the waterfront as a unique feature found here in the Town of Prescott
- Develop engaging opportunities that complement the natural environment of the waterfront
- Attract water-based experiential activities to the waterfront
- Promote the St. Lawrence River as an amenity which is accessible to all
- Research and implement waterfront protection strategies in response to the effects of climate change



Town of Prescott – 2024-2027 Strategic Plan

Priority 3: Expand Recreation, Leisure, and Tourism Opportunities

Objective: Enrich Prescott’s Recreational and Leisure Infrastructure

○ Strategies

- Work with user groups to retain and grow current activities while identifying opportunities for new interests and groups to participate
- Keep apprised of current leisure trends that could be offered in Prescott
- Develop recreational programs that allows for year round activities
- Focus on active transportation infrastructure creating linkages within the Town and to our neighbours

Prescott Sports Park PREFERRED MASTER PLAN

LEGEND:

1. Vehicular Access / Egress
2. Parking Area
3. Natural Turf Soccer Field (x2)
4. Natural Turf Mini-Soccer Field (x2)
5. Tennis Courts (x2)
6. Pickleball Courts (x4)
7. Multi-Use Court (x1)
8. Skate Park (Prefabricated)
9. Fitness Loop (500m)
10. Outdoor Fitness Area
11. Playground
12. Softball Diamond (x1) – Natural Turf
13. Dogs Off-Leash Area
14. Open Lawn Area (with Shade Structure)

