



## **KEY STRATEGIC PRIORITIES**

- 1. TO MANAGE FINANCES IN A FISCALLY RESPONSIBLE AND SUSTAINABLE MANNER**
  - 1.1 To develop a revenue acquisition plan from grants, assessment, and non-assessment sources that is sufficient to sustain the quality of our current services and assets, and further, to fund a long term strategic growth strategy
  - 1.2 To develop business plans for the development of the Brant and Sharp Road Business Parks
  - 1.3 To ensure that our relations, service agreements and boundaries with our neighboring municipalities, particularly the City of Brantford and the First Nations community are mutually beneficial
  
- 2. TO ENSURE OUR INFRASTRUCTURE AND CAPITAL ASSETS ARE WELL MANAGED, MAINTAINED AND IMPROVED**
  - 2.1 To conduct long range infrastructure planning that focuses on proper maintenance of our current assets and includes forecasts of long term capital needs and strategies to fund them
  
- 3. TO ENSURE OUR COMMUNITY IS HEALTHY, SAFE AND PROGRESSIVE**
  - 3.1 To undertake a Community Visioning exercise that will help to understand the broader community's long-term needs and desires
  
- 4. TO ENSURE HIGH QUALITY SERVICE TO OUR COMMUNITY INCLUDING EFFECTIVE TWO WAY COMMUNICATIONS**
  - 4.1 To utilize the Community Visioning input to develop and implement a long term growth strategy
  - 4.2 To undertake specific actions that elevate the effectiveness of the working relationship within Council, between Council and Staff and the level of customer service we provide to those we serve
  - 4.3 To develop a Corporate Communications and Marketing Plan