

Strategic Accomplishments 2020 UPDATE



COUNCIL STRATEGIC PRIORITIES: 2019-2022

Council's strategic priorities are focused on preserving and protecting what matters most to residents — Grimsby's distinct natural setting, heritage, culture and character



GUIDING PRINCIPLES

1

We build trust with our community through meaningful communication, transparency, leading financial management and responsible service

2

We welcome, nurture and support business to contribute to the financial sustainability of our Town and create opportunities for residents

3

We are committed to growth that prioritizes the distinct character, natural setting, culture and heritage that makes Grimsby special and puts our residents first

4

We are an inclusive community that considers the needs from all generations, backgrounds and abilities

GOALS

Encourage Development that Reflects the Aims and Priorities of the Community

Foster a Vibrant Business Environment in Grimsby

Build Trust and Confidence in the Town's Operations and Services, and Establish a Strong Reputation for the Corporation

Provide Safe and Efficient Transportation Options Throughout Grimsby








Protect, Preserve and Enhance Grimsby's Distinct Heritage and Culture

Protect and Preserve Grimsby's Distinct Natural Setting and Become a Municipal Leader in Sustainability

Provide Adequate and Quality Amenities to Serve Grimsby's Growing Population

Advancement of Council's 7 Strategic Priority Themes



<p>1</p>  <p>RESPONSIBLE DEVELOPMENT</p> <ul style="list-style-type: none"> • Development Charge Study Completed • Grimsby Beach Study Launched 	<p>2</p>  <p>BUSINESS ATTRACTION, GROWTH & RETENTION</p> <ul style="list-style-type: none"> • Grant Funding Dedicated to Business Retention and Expansion Initiative 	<p>3</p>  <p>ACCOUNTABILITY & TRANSPARENCY</p> <ul style="list-style-type: none"> • Committee of the Whole Introduced • Council Meetings Livestreamed 	<p>4</p>  <p>TRANSPORTATION & ROAD SAFETY</p> <ul style="list-style-type: none"> • Flashing beacons installed at Christie/Ontario/Maple Diamond • Continued advocacy for all day GO service to Grimsby Station
<p>5</p>  <p>HERITAGE & CULTURE</p> <ul style="list-style-type: none"> • Brought Forward 6 Designation Reports • Land Use Planning Study to be Conducted for Main Street East Area 	<p>6</p>  <p>ENVIRONMENT</p> <ul style="list-style-type: none"> • First Local Ride Sharing Service Introduced, with Grimsby Representing over 60% of Ridership • 20 New Garbage/Recycle Receptacles Added To Parks 	<p>7</p>  <p>COMMUNITY AMENITIES</p> <ul style="list-style-type: none"> • Grimsby, Lincoln, West Lincoln, Niagara Region and the WLMH Foundation Committed to the Local Contribution of the West Lincoln Memorial Hospital with construction to begin in 2022 	<p>Council and Town Staff Initiated All 22 Initiatives Outlined Under the Seven Strategic Priority Themes</p> <p><small>*For a comprehensive review of all accomplishments, please visit the Town's Website</small></p>

COMMUNITY SUPPORT IN THE MIDST OF COVID-19

 <p>FEED HOPE</p> <p>41,970 lbs food collected \$30,000 in financial support</p>	 <p>MASK SUPPLY</p> <p>Secured 186,000 masks for GBF, local businesses and Town staff</p>	 <p>PARADE</p> <p>Safe and accessible Santa Clause Parade and food drive</p>	 <p>NOV. 11</p> <p>Live stream Remembrance Day celebration with 21 bells heard from the Town</p>
 <p>SERVICES</p> <p>Self-service tools for the public with modified, virtual services introduced</p>	 <p>PUBLIC RELATIONS</p> <p>Compliance through education</p>	 <p>FINANCIAL</p> <p>Tax payer relief on late payments</p>	 <p>RECREATION</p> <p>Modified summer camps ran for 8 weeks at a 91% capacity rate</p>

*For a comprehensive review of all COVID-19 community supports, please visit the Town's website