



TOWN OF GRIMSBY

2023-2026 Strategic Priorities

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It's a new day in Grimsby.

In October 2022, Grimsby residents elected a new Town Council.

Within the first 100 days, the new Council worked together to establish priorities for the term ahead: examining what they heard from Grimsby residents during the campaign, identifying shared priorities, and focusing on major opportunities ahead for the community.

The people of Grimsby made it clear during the election that they expect their Council to work together - individually and collectively - focused on the betterment of the community. In response, Council has set high standards by approving both a philosophy and a set of principles that will guide their relationships with each other, with administration, and with the residents of Grimsby.

Council has made this commitment to its citizens.

Leadership Values



Individual Responsibility | Collective Accountability

Individual Responsibility

Council respects that each member of Council has their own independence and can express their personal views, maintain their own beliefs, and represent the collective interests of their ward. Council also recognizes that each member brings their own perspectives and expectations.

We acknowledge that each member of Council has an individual responsibility not to compromise the integrity of the Council, but rather to collaborate on a common purpose to serve all Grimsby residents, and to uphold the principles of working together to maintain the confidence and trust of the community.

Collective Accountability

No one member of Council fails or succeeds on their own. Council is collectively accountable for the outcomes of its conduct, deliberations, actions, and decisions. Council members are stronger together than they are apart.

Collective accountability requires effort, trust, collaboration, openness, kindness, and transparency, and a commitment to the shared principles of working together.

Leadership Principles

- ▶ ***Achieving and maintaining public trust:*** building the foundation for a legitimate and engaging civic democracy
- ▶ ***Mutual trust and appreciation:*** valuing each other and treating one another fairly and honestly, where everyone's ideas are welcome
- ▶ ***Common purpose and shared results:*** the driving force that establishes success
- ▶ ***Acknowledging differences and resolving conflicts:*** setting a positive attitude and acknowledging individual experiences
- ▶ ***Patience and flexibility:*** fostering tolerance and compromise
- ▶ ***Transparent and open collaboration and communication:*** enabling conversations based on a mutual understanding for clear and open dialogue

COUNCIL VISION

Grimsby: An innovative, vibrant community where people and the environment matter.



Council's 2023-2026 Priorities



PEOPLE

**Supporting happy, healthy lives
in a well-connected inclusive
community.**



PLACES

**Fostering vibrant
neighbourhoods while protecting
and promoting our natural
environment.**



PROSPERITY

**Driving innovation and
collaboration in our local
economy to benefit everyone.**



Priority: High Quality of Life

Supporting happy, healthy lives in a well-connected inclusive community.

1. Ensure all Grimsby residents have meaningful opportunities to engage in their municipality and community

Increase opportunities for public consultation, feedback and engagement

Develop and invest in a volunteer program

Modernize the Town's governance structure with increased avenues for resident participation

Enhance the resident experience in the area of customer service

Invest in a communications strategy

2. Improve the health and safety of residents

Support the growth of a campus of care in the area of the West Lincoln Memorial Hospital

Optimize delivery of fire protection and fire protection services

Focus on safer streets including sidewalks, parking, and traffic calming measures

3. Ensure Grimsby is a community that is welcoming and inclusive to all

Deepen our understanding of diverse cultures, and ensure that diversity and inclusivity are embraced and celebrated

Strengthen accessibility by reducing barriers for residents in accessing facilities, spaces, and services

4. Invest in infrastructure and services that improve the quality of life for residents

Redevelop the Peach King Centre to better serve the needs of residents

Explore a civic square and outdoor entertainment, performance, and event space

Expand library and cultural services

Develop a special events action plan which provides unique experiences and connection opportunities for Grimsby residents

Explore the repair and revitalization of the pier and surrounding park at the Pumphouse



Priority: Responsible and progressive growth

Fostering vibrant neighbourhoods while protecting and prompting our natural environment.

1. Develop a strong plan for how our community grows

Define how the community will grow, informed by significant input from residents and implemented through policy

Implement policy through regulations (such as Zoning By-laws and the Official Plan)

2. Protect our natural environment

Make strategic investments in parklands and trails

Expand and protect Grimsby's tree canopy and protection bylaws

Establish policy to support walkable and transit-supportive neighbourhoods

3. Support Grimsby's vibrant downtown

Advance the revitalization of Downtown Grimsby

4. Invest in active, safe, efficient mobility options throughout Grimsby and the region

Work in partnership with the Region and Metrolinx to support the GO station

Ensure parking supply meets parking demand, particularly in Grimsby on the Lake and Downtown Grimsby

Promote a safe and efficient transportation network



Priority: Collective Prosperity

Driving innovation and collaboration in our local economy to benefit everyone.

1. Build on Grimsby's economic strengths through targeted action and investment

Support business retention and expansion

Focus on business readiness and business attraction

Engage in collaborative marketing efforts

Support innovation, entrepreneurship, and local businesses

Expand our commercial and industrial tax base

2. Focus on affordability and financial sustainability for the municipality

Continue to enhance financial transparency

Build the long-term financial health of the community

Oversee strong asset management practices to ensure infrastructure is built and maintained, including for commercial and industrial areas

Collaborate on coordinated service delivery



Community Impact & Reporting

Informed by residents of Grimsby, these Strategic Priorities were established by Town Council in February 2023 — within 100 days of taking office in November 2022.

Having priorities established over a four-year term will guide action, prioritize investment and give focus for the work of the Town of Grimsby.

Grimsby Town Council is committed to reviewing progress towards these priorities, as well as re-examining the priorities, directions and actions on a regular basis. This will allow the Town to adjust as needed when important changes occur in the internal or external environment.

More information can be found at:

www.grimsby.ca



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