



# City of Elliot Lake Strategic Plan 2023

## Goals & Actions

**Growing Our Community, Governance, Services to our Community,  
Infrastructure and Capital Projects**

### Growing Our Community

#### Actions

- 1. Establish a comprehensive marketing plan for the municipality by promoting the diverse strengths of Elliot Lake; highlighting its natural beauty and outdoor activity focused lifestyle to attract tourism, residents, and retirees. This plan should focus on both new and returning residents for both traditional and remote worker opportunities.**
- 2. Expand on business retention and expansion activities and ensure that support is in place to help local businesses thrive.**
- 3. In order to attract new businesses to Elliot Lake the municipality will invest in readiness tools, such as a Community Improvement Plan as well as the development of lands within the municipality for commercial use.**
- 4. The City recognizes that community volunteerism is an important strategic component to its enduring vitality. The City will continue to balance appropriate policies and processes that support constituents' desire to make meaningful contributions to their community.**

## Governance

### Actions

5. **The Council and all employees will advance their working relationship where both groups are motivated, productive, informed, and respected, creating a corporate culture that demonstrates that the City is an employer of choice.**
6. **In the spirit of reconciliation, The City will continue to improve our relationships with First Nation Community partners ensuring mutually beneficial outcomes on all collaborative projects.**
7. **The City will strengthen collaborative efforts and communication with community stakeholders and our network of healthcare partners, while sustaining an active role in retaining and attracting healthcare professionals to serve our community.**
8. **The City recognizes its interest and role as a steward and stakeholder in the condition of the local environment and will continue to conduct its affairs with an awareness of environmental impact.**
9. **The City will focus its communication strategy to ensure that citizens are informed and able to provide feedback on Municipal activities. This strategy will consider multiple channels of communication between Elliot Lake and all residents.**
10. **The City is committed to retaining staff and developing existing staff capacity through training and education thereby providing all employees with a safe, positive, and inclusive work environment supported by corporate policies which meet or exceed Ontario regulations. When hiring, the City will strive to attract the best candidates and will conduct the process in a professional and comprehensive manner.**
11. **The City will review municipal systems and develop an implementation plan to ensure that effective and efficient processes for monitoring and organizing the activities of the municipality are in place.**

## Services to our Community

### Actions

- 12. The City will review the future direction of the transit system in Elliot Lake ensuring that the needs of the community are considered. The review will consider the user-friendliness of the system, competitive fare rates and a balanced overall cost to the municipality.**
- 13. The City will develop a strategy to make more effective use of the airport, expanding on previous studies of the facility.**
- 14. The City will actively engage with local stakeholders in an open and transparent way to identify opportunities to collaborate that allow all parties to leverage their respective strengths to support community growth.**
- 15. The City will collaborate with neighbouring communities to make strategic use of shared services. This initiative will encompass recommendations from the Municipal Modernization study.**
- 16. The City will modernize the Parks Recreation Master Plan to include Arts and Culture. This plan will assist Elliot Lake Council in establishing priorities with available finances moving forward.**
- 17. The City of Elliot Lake will continue to provide appropriate levels of protective services through continuous training and maintenance of staff levels and equipment.**

## Infrastructure and Capital Projects

### Actions

- 18. The City will encourage private sector development of new infrastructure for improved internet services in the community. Providers will receive administrative support from the municipality.**
  
- 19. The City will be strategic in their approach to making applications for financial grants. Funding applications will focus on projects that are a priority for the community. The City will ensure that its participating contribution is available to complete work.**
  
- 20. The City will focus on comprehensive asset management planning to prioritize ongoing required infrastructure renewal and maintenance; Thereby ensuring its financial health and complying with Ontario Regulation 588/17. This plan will identify priorities among capital projects and ultimately the level of services offered by the municipality. This will be done by balancing the needs of the community with available finances, resources, and capacity.**
  
- 21. The City is committed to making community spaces accessible, regardless of ability and encourages all to do the same. The Accessibility Advisory Committee will continue to be consulted in the design and planning of new facilities and the renovation of existing facilities.**