



Strategic Priority Identification – Council Workshop #2

Updated Feb 10, 2019

As the result of an initial strategic priority-setting exercise for the 2019-2022 Strategic Plan, Council identified a number of potential strategic themes described in the table below. Staff then provided input identifying current strategic priority initiatives that are underway, and they offered new strategic priorities for consideration, in support of these priority themes.

Strategic Pillar	Existing Strategic Priorities Where are we now? What is currently underway in support of this strategic theme?	Proposed Strategic Priorities (New) Where do we want to go?
Economic Leadership and Job Creation Attracting, retaining and expanding jobs through innovation, collaboration and urbanization	<ol style="list-style-type: none">1. Supporting success of the municipally owned broadband (ENVI) and leveraging other technologies in job creation.2. Revitalizing our Community Centre Lands and addressing downtown parking needs including leveraging Smart City technology solutions.3. Responding to changing community demographics with respect to attracting and retaining a skilled labour force for the future.4. Focus on continued success of the downtown financial and program initiatives (e.g. façade improvement, patio program, etc.).5. Strengthen partnerships with key stakeholders influencing our local economy (e.g. BIA, Southlake, Upper Canada Mall, Chamber of Commerce, NewmakeIT, N6).	<ol style="list-style-type: none">6. Review and re-fresh the Economic Development Strategy.7. Evaluate feasibility of SODA (South of Davis Drive Area) for concerted growth/re-development.