Town of Mahone Bay
Corporate Strategic Plan
2014-2017

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Our Corporate Strategic Plan
2014-2016

Town of Mahone Bay
www.townofmahonebay.ca

Message from the Mayor

I am pleased to present the Town of Mahone Bay Corporate Strategic Plan. In consultation with all members of Town Council and the support of our Senior Management Staff, we have developed this plan. It takes into account our past successes and recognizes the future challenges that we will be facing over the coming years.

The Town of Mahone Bay Corporate Strategic Plan will serve to focus our attention while providing direction and a strong foundation for decision making. Through this plan we outline our corporate objectives and the key strategic objectives of Town Council and activities to achieve them over the next two years. These corporate initiatives will help us maintain the health and safety of our residents while at the same time, work to attract economic development opportunities. The plan will assist with finding better ways to inform and engage the public to help Council make sound decisions. Financial and governmental sustainability coupled with realistic goals will be the basis for our decision making and long term planning.

The plan is shaped by:

- The vision already established by the Integrated Community Sustainability Plan and the action plans
- The Strategic Priorities of the current Council
- Our corporate mission, vision and core values.

I am proud of the work carried out every day by our small dedicated staff. I am also thankful for the many services provided by volunteers. I look forward to continuing to work collaboratively with all residents to ensure Mahone Bay remains welcoming to all and serves as a role model to others.

C. Joseph Feeney
Mayor, Town of Mahone Bay
2 Mission, Vision, and Core Values

Our Mission is to provide high quality services to our vibrant and thriving community, through efficient and accessible government.

Our Vision is an engaged community where individuals, groups and businesses “make things happen”.

Our Core Values are our shared beliefs, behaviours and attitudes that guide Town Councillors and employees in the delivery of services to our community.

We are:

- Honest
- Accountable
- Fair
- Transparent
3 Key Strategic Initiatives and Core Activities

In order to achieve our vision and mission we intend to focus on the following areas:

3.1 21st Century Infrastructure
- Implement the Harbour Development Plan
- Implement the Alternate Resource Energy (Wind Farm) project
- Rationalize Town-owned buildings
- Provide safe streets and sidewalks
- Meet and exceed standards for water and wastewater

3.2 An Optimal Governance and Operations Structure
- Foster inter-municipal cooperation
- Determine optimal governance system that results in effective decision making
- Determine the optimal operations structure that results in the efficient delivery of services

3.3 Economic Development:
- Define the framework for an economic development strategy that will encompass all aspects of “economic development”
- Ensure that Town policies, by-laws and other regulations foster growth and development
- Develop public accessibility to Wi Fi
- Ensure that town infrastructure is in place to support development plans
- Collaborate with all organizations that are involved in economic development activities
- Encourage a range of housing options
- Optimize value and use of our natural resources in economic development decisions
- Enhance recreation and open space opportunities

3.4 Public Engagement:
- Develop a policy and framework to engage the public in Council activities and decision making
- Improve communications and share information with the public in a manner consistent with their needs
- Create opportunities for public engagement
Our Continuous Improvement Plan

The Strategic Plan must contain a formal review process. It outlines the roles and responsibilities of the Town Council to carry out a regular review of the plan, and to ensure its success and continuance. It is important to recognize that this document is a three-year plan and is flexible enough that amendments can be made by the Town Council as required.

The strategic plan is an important document for the Council, committees, and staff. Too often, organizations have invested resources in developing a strategic plan, only over a short period of time to have it lose its importance on the future direction of the organization.

The Town Council has a mandate to review the plan and make recommendations for amendments. As well, the Chief Administrative Officer (CAO) will provide to the Council at regular intervals an update on the progress made on the goals and action plans. The CAO will present an annual report to the Council that provides an update as to the activities undertaken to carry out the plan. At least on a quarterly basis, the agenda of the Town Council will include time to discuss the progress and status of action plans approved within the strategic plan.