



# Town of Collingwood – 2024-2028 Community Based Strategic Plan & Downtown Visioning Master Plan

Collingwood Community Partners & Agencies Meeting

February 20, 2024

# Today's Objectives



Provide a project overview

**What is strategic planning  
and why do we do it?**



Share how feedback is being  
gathered

**Who are we talking to and  
how?**



Listen to your perspectives

**What is important to  
you?**

# Project Overview

# What is a strategic plan?

Practically speaking, a strategic plan is the overarching plan that...

- Guides **Council decision-making** over the lifespan of the plan;
- **Communicates** the Town's priorities to the community;
- Informs the Town's **work plans** and the **annual budget**; and
- Builds **unity and collaboration** among Council, staff, and the community as all work together to achieve a shared vision.



# Where are we in the strategic planning process?



## Who are we talking to?

To support the development of the **2024-2028 Community Based Strategic Plan**, the Town is engaging a range stakeholders and community members to understand their priorities and aspirations for Collingwood's future:

- Members of Town Council;
- Town staff;
- Town Advisory Committees, Task Forces and Boards;
- Community members, including residents;
- Members of the local business community; and
- Community organizations and partners.



1:1 interviews



Focus Groups



Community Pop  
Up Events



Market Research  
Survey

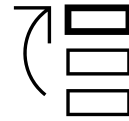
Learn more about how to get involved at [engage.collingwood.ca/strategic-plan](https://engage.collingwood.ca/strategic-plan)

# Why should you get involved?

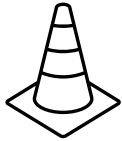
This is an opportunity for you to have a say in the future of Collingwood. Your input can help inform:



The long-term vision for Collingwood



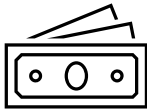
What the Town prioritizes



What programs and services the Town provides



How the Town proactively plans for the future



How and where the Town allocates funds



Any questions or comments on the project or engagement process?

# Discussion



1

If you had to describe Collingwood in 2-3 words, what would you say?





As valued community partners, what do you believe are the biggest strengths of Collingwood? What are you most proud of?



3

From your perspective, what are some of the barriers or challenges that you or your organization are seeing in the community?





How can the Town better support you or your organization?





What are the big opportunities ahead for the Town? What are you excited about?



6

Focusing on the downtown, what do you like about the downtown today? What enhancements or improvements would you like to see in the future?





What are you most concerned about when you think about the future of the Town?



## Thank You and Next Steps

To share additional comments or feedback, please contact:

- Stacy Hushion at [shushion@strategycorp.com](mailto:shushion@strategycorp.com)
- Luke Adams at [ladams@strategycorp.com](mailto:ladams@strategycorp.com)

Scan the QR code or visit

[engage.collingwood.ca/strategic-plan](https://engage.collingwood.ca/strategic-plan)

to stay updated on the Strategic Plan and  
Downtown Visioning Master Plan.







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