



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

Collingwood Sports and Arts Group Meeting

February 22, 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

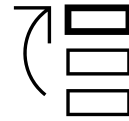
Learn more about how to get involved at engage.collingwood.ca/strategic-plan

Why should you get involved?

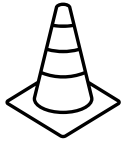
This is an opportunity for you to have a say in the future of Collingwood. Your input can help inform:



The long-term vision for Collingwood



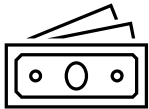
What the Town prioritizes



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?





What does the Town do well? What's great about living in Collingwood?





What challenges exist in the community? Where could the Town improve?





What are the big opportunities ahead for the Town, especially when you think about recreation, sports, arts and culture? What are you excited about?



5

Thinking specifically about the downtown, what do you like about it? What enhancements or improvements would you like to see?





When you look ahead to the future of the Town more generally, what are you most concerned about?

Thank You and Next Steps

To share additional comments or feedback, please contact:

- Stacy Hushion at shushion@strategycorp.com
- Luke Adams at ladams@strategycorp.com

Scan the QR code or visit

engage.collingwood.ca/strategic-plan

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





Toronto

416-864-7112

Ottawa

613-231-2630

strategycorp.com