



TOWN  OF
ERIN
Corporate
Strategic Plan

2025 AND BEYOND



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WELCOME TO THE TOWN OF ERIN



Located in the heart of Wellington County, the Town of Erin is a community defined by its natural beauty, historic charm, and strong sense of connection. With its scenic landscapes, thriving local businesses, and proximity to major urban centres like the Greater Toronto Area, Erin offers the perfect balance between small-town and vibrant living.

As our Town continues to grow, we remain committed to preserving what makes Erin special while shaping a sustainable and thriving future for generations to come. This Strategic Plan is our roadmap — a guide to ensuring that growth is thoughtful, responsible, and aligned with the values of our community. Grounded in **Infrastructure and Finance, Environmental Stewardship, Community Vitality, Good Governance & Organizational Management, and Economic Development**, this plan provides a framework for decision-making and action over the coming years.

Developed with input from residents, businesses, and stakeholders, this plan is a testament to Erin's collaborative spirit. This plan ensures we continue fostering a connected, resilient, and forward-thinking community while maintaining the natural landscapes and heritage that defines our town.

A strong strategic plan is essential for guiding progress in a way that reflects the needs and aspirations of the community. It allows us to set priorities, allocate resources effectively, and measure success as we work toward a shared future. With this plan, Erin is well-positioned to embrace opportunities, navigate challenges, and ensure a high-quality of life for current and future generations.



A MESSAGE FROM THE MAYOR

The Town of Erin is a community with a rich history, strong values, and a bright future. As we grow and evolve, we remain committed to the values that make our community such a special place to live, work, and visit. This Strategic Plan reflects our collective vision for the future — one that honours our heritage while embracing new opportunities.

I want to thank everyone who took the time to share their thoughts, ideas, and perspectives throughout this process. Your engagement has helped shape a plan that truly reflects the needs and aspirations of our community. It will guide our decision-making, helping us invest in the right areas to support sustainability, economic growth, and community well-being.

On behalf of Council, I look forward to working together to bring this vision to life. The future of Erin is bright, and with thoughtful planning and collaboration, we will continue to build a strong, vibrant, and resilient community.

Michael Dehn
Mayor, Town of Erin

A MESSAGE FROM THE CAO

A strategic plan is more than a document — it is a commitment to action. This plan provides a clear path forward, ensuring that our priorities align with the needs of our growing community. By focusing on key areas such as infrastructure, community vitality, governance, economic development, and environmental stewardship, we are setting the foundation for Erin's continued success.

As we implement this plan, our focus will remain on delivering high-quality services, strengthening community connections, and managing growth in a fiscally responsible and sustainable way. Our team at the Town is dedicated to making this vision a reality, and we are excited to take the next steps.

Thank you for your continued support and engagement. We look forward to working together to build a thriving future for Erin.

Rob Adams
Chief Administrative Officer, Town of Erin



A MESSAGE FROM COUNCIL

The Town of Erin's Strategic Plan reflects our shared vision for a green and thriving future. Through collaboration with residents, businesses, and community partners, we have designed a plan that builds on our strengths and provides a vision for the future of our community.

We want to thank everyone who contributed their ideas and the Town staff for turning our aspirations into action. This plan is a collective effort that will guide our growth while preserving our heritage, supporting local businesses, and protecting our natural environment. Together, we will shape Erin's future — our home, our community, our future.

Sincerely,
The Council of the Town of Erin



From left to right: Mayor Michael Dehn, Councillor Cathy Aylard, Councillor John Brennan, Councillor Bridget Ryan, Councillor Jamie Cheyne.



UNDERSTANDING ERIN'S STRATEGIC PLAN

What is a Strategic Plan?

A Strategic Plan is a guiding document that helps shape the future of our community. It outlines key priorities, goals, and actions to ensure Erin continues to grow in a way that reflects our values and aspirations. This plan serves as a roadmap for decision-making, ensuring that investments, policies, and services align with a shared vision for our Town's future.

Why Does It Matter?

A Strategic Plan helps the Town of Erin:

- Make informed decisions by focusing on long-term priorities.
- Manage growth responsibly while preserving what makes Erin special.
- Invest strategically in infrastructure, services, and community initiatives.
- Support environmental sustainability and economic prosperity.
- Enhance community well-being by fostering connections and engagement.

How Is It Used?

Council and Town staff will use this plan to guide policies, programs, and budgets. It ensures resources are used effectively while allowing flexibility to adapt to new opportunities. Most importantly, it keeps Erin moving forward in a way that reflects the needs of our community.





UNDERSTANDING ERIN'S STRATEGIC PLAN

Vision – The long-term aspiration that guides the community's future.

Mission – The purpose of the municipality and how it aims to serve the community.

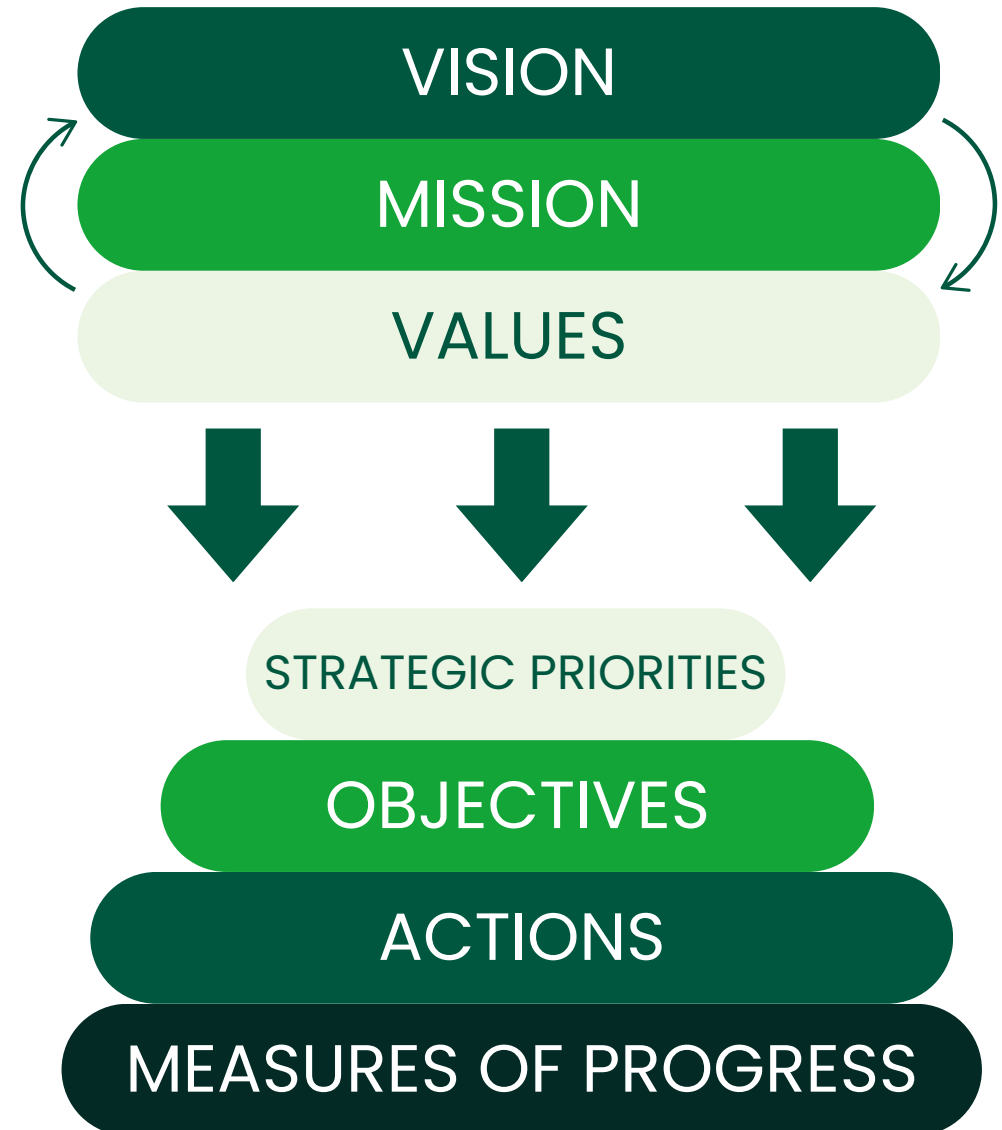
Values – The core principles that shape decision-making and actions.

Strategic Priorities – The key focus areas that drive the plan's priorities.

Objectives – The specific goals within each pillar that define success.

Actions – The steps taken to achieve each objective.

Measures of Progress – How success is tracked and evaluated over time.





THE PROCESS

Our approach began with an in-depth assessment of the current state of the Town of Erin, followed by internal workshops to gather insights from staff and Council. We then developed an outline of the strategy, engaging the broader community through surveys, focus groups and an open house to ensure all voices were heard. Based on this extensive feedback, we refined and finalized our strategy, ready for implementation. This integrative process culminates with a health check to evaluate the effectiveness of our initiatives, ensuring our actions align with the Town's long-term vision and goals.

1. **Project Initiation and Current State Assessment**

Conducted a detailed review of Erin, including an analysis of local conditions and gathered relevant information and resources.

2. **Internal Engagement** - Held workshops with staff and Council to gather insights and perspectives.

3. **Planning and Strategy Development** - Developed an outline of the strategy, detailing objectives and aligning with key goals.

4. **External Engagement** - Engaged with the community through surveys and open houses to gather external perspectives and ensure broad-based support.

5. **Refinement and Finalization** - Refined the strategy based on feedback and analysis, ensuring all elements align with the overall objectives.

6. **Implementation** - Ongoing execution of the finalized strategy, ensuring all actions align with the set goals and milestones.

7. **Health Check** - Conduct a thorough evaluation of the implemented strategy to identify strengths and areas for improvement.





THE PROCESS – KEY DATES

Council Workshop #1: Draft Mission, Vision, Values, Key Priorities
May 1st, 2024

Council Workshop #2: Development of Draft Strategic Plan
June 26th, 2024

Community Survey and Engagement
August - October 2024

Focus Groups #1 and #2
September 24th, 2024

Community Open House and Monopoly Night
October 9th, 2024

Presentation of Draft Strategic Plan to Council
April 2025

Strategic Plan Launched and Actioned
April 2025



COMMUNITY ENGAGEMENT



The Town of Erin's Strategic Plan is the result of a collaborative process designed to reflect the community's shared vision, mission, values, and priorities. Council and Town staff engaged with residents, businesses and community groups to ensure the plan aligns with the diverse needs and aspirations of the community.

To maximize participation, both online and in-person engagement opportunities were offered using interactive and innovative tools. Key activities included:

- **Online Survey and Fund It Monopoly Tool** – Over five weeks, residents participated in an online survey featuring the interactive "Fund It Monopoly" tool, where they allocated virtual dollars to the initiatives they valued most. This provided valuable insights into community priorities.
- **Open House Monopoly Night** – At this in-person event, attendees allocated \$5 million in Monopoly money to strategic projects, engaged with Council and staff, and shared feedback through an open idea board.
- **Focus Groups** – Local organizations and community leaders provided in-depth feedback, ensuring the plan reflects a broad range of perspectives.

This engagement process helped shape a Strategic Plan that is both visionary and practical, rooted in what matters most to the people of Erin and designed to guide the Town's future.

Thank you to everyone who participated!



COMMUNITY ENGAGEMENT



Participation

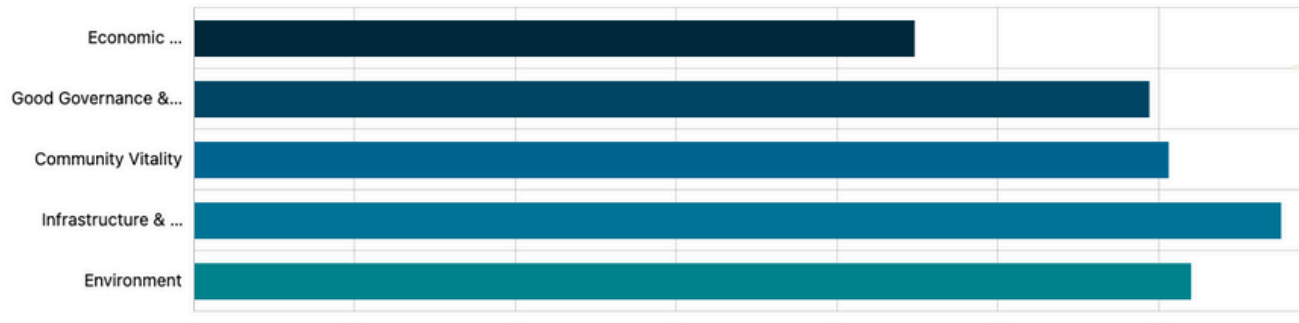
Online survey tools: **117** participants
Monopoly Night: **45** participants
Focus groups: **25** participants

77%

responded positively to the Community **Mission, Vision & Values**, and all participation provided insightful feedback that shaped the final plan.



Strategic Priority Ranking



1. Infrastructure & Finances
2. Environmental Stewardship
3. Community Vitality
4. Good Governance & Org. Management
5. Economic Development



Key themes

This word map reflects the priorities, ideas, and values shared throughout the engagement process.





STRATEGIC PLAN EXECUTIVE SUMMARY

VISION

A welcoming community, rooted in historic charm while embracing a dynamic tomorrow

MISSION

Enhancing community well-being by fostering a connected community with a sustainable future

VALUES

Accountability - Transparency - Integrity - Sustainability - Inclusivity - Innovation

STRATEGIC PRIORITY PILLARS

Infrastructure & Finances

Goal: Build and sustain robust infrastructure through strategic development, modernization, and financial planning

5 Objectives

19 Actions

Environmental Stewardship

Goal: Champion a prosperous environment through impactful sustainability and unwavering commitment to natural preservation

3 Objectives

12 Actions

Community Vitality

Goal: Cultivate a thriving, inclusive community with dynamic events, improved accessibility, and top-tier amenities

5 Objectives

17 Actions

Good Governance & Organizational Management

Goal: Be a leader in rural municipal excellence through innovative and effective governance

5 Objectives

19 Actions

Economic Development

Goal: Stimulate robust economic development and investment opportunities

4 Objectives

13 Actions

VISION

A welcoming community, rooted in historic charm while embracing a green and dynamic tomorrow.

MISSION

Enhancing community well-being by fostering a connected community with a sustainable future.

OUR FOCUS

To retain our heritage and agricultural roots.
To be a sustainable, green town.
To remain a charming, welcoming community.





VALUES

Accountability

A commitment to responsibility, and excellence in governance and decision-making for the community's needs.

Transparency

Enhancing openness and accountability through clear and accessible communication, ensuring that decision-making processes, actions, and information are readily available.

Integrity

An unwavering foundation of honesty and ethical conduct, fostering trust and respect in all that we do.

Sustainability

Ensuring the long-term quality of life for current and future generations by responsibly managing resources and embracing environmentally friendly practices that support ecological balance and social well-being.

Inclusivity

A community where empathy guides actions, diverse perspectives are celebrated, equitable opportunities are prioritized, and everyone feels valued and included.

Innovation

A commitment to continuous improvement, exploring effectiveness and efficiency in all that we do.





STRATEGIC PRIORITIES

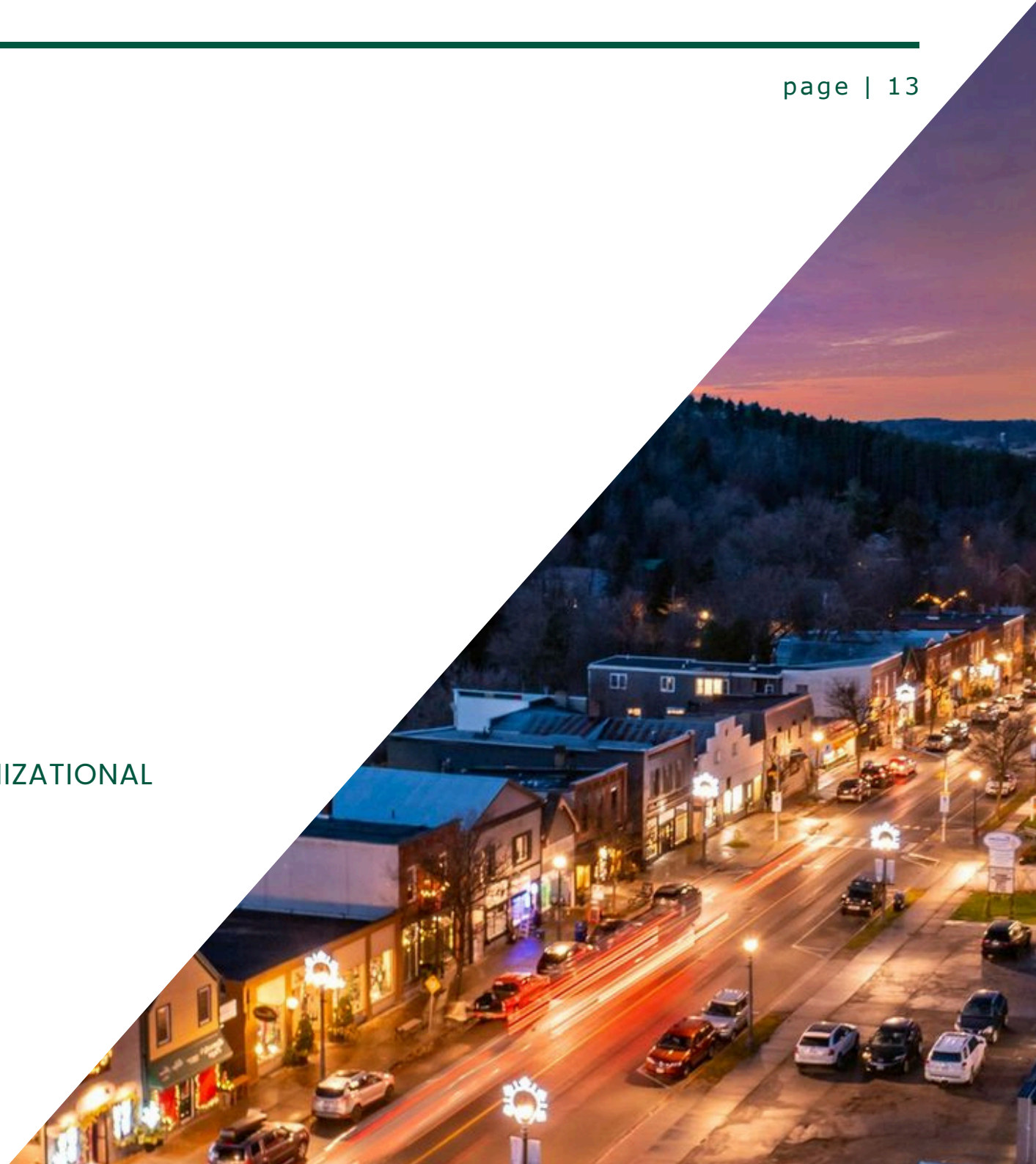
INFRASTRUCTURE AND FINANCE

ENVIRONMENTAL STEWARDSHIP

COMMUNITY VITALITY

GOOD GOVERNANCE AND ORGANIZATIONAL
MANAGEMENT

ECONOMIC DEVELOPMENT





INFRASTRUCTURE AND FINANCE

Goal: Build and sustain robust infrastructure through strategic development, modernization, and financial planning.





INFRASTRUCTURE AND FINANCE

Objective	Actions	Performance Measures
1.1 Wastewater and Water Infrastructure Plan Ensure safe, reliable, and sustainable water systems to better serve residents, support new housing, and accommodate growth - while protecting our neighbourhoods and environment for generations to come.	1.1.1 Identify connection priorities through septic inspection monitoring to gather condition data.	Inspection data gathered and healthy septic systems maintained.
	1.1.2 Develop a progressive plan for connecting current businesses and residents to water and wastewater treatment infrastructure.	A phased connection plan in place and being implemented.
	1.1.3 Achieve full wastewater servicing for existing residential, commercial, and industrial properties to protect the environment.	Full wastewater servicing achieved.
	1.1.4 Seek grant funding opportunities to build wastewater connection infrastructure.	Grant funding approved to increase the number of properties connected to wastewater treatment services.
	1.1.5 Upgrade and modernize the drinking water infrastructure system, including new wells, a delivery system and installing new digital water meters with advanced readers and communication.	Faster, more reliable water service delivery with revenue to support a sustainable water service.
	1.1.6 Complete the water, wastewater recovery facility and linear works infrastructure projects.	Operationalize the water, wastewater recovery facility and linear works.



INFRASTRUCTURE AND FINANCE

Objective	Actions	Performance Measures
1.2 Asset Management Plan Keep our community's infrastructure safe and reliable. Maintain, upgrade, and replace essential services in a way that's sustainable, cost-effective, and meets the needs of residents today and in the future.	1.2.1 Conduct a lifecycle assessment of existing physical inventory and assets, utilizing GIS mapping and asset management planning.	Lifecycle assessment completed.
	1.2.2 Conduct a road needs study to prioritize repairs, paving, and improvements based on current condition and future demands.	Building the roads needs study results into the long-term budget plan to achieve high resident satisfaction with road conditions and improvements.
	1.2.3 Implement GIS software for road network management and establish a new condition/upgrade procedure.	GIS road network software in place.
	1.2.4 Develop a 10-year improvement plan to rehabilitate or replace aging bridges and culverts.	Achieve higher Bridge Condition Index (BCI) scores.
	1.2.5 Implement recommendations from bi-annual Ontario Structure Inspection Manual (OSIM) reports.	Recommendations completed.
	1.2.6 Develop and maintain an Asset Management Plan that captures future infrastructure requirements.	The budget and asset management plan are in place to ensure asset replacement happens annually in a timely fashion.



INFRASTRUCTURE AND FINANCE

Objective	Actions	Performance Measures
1.3 Fire Master Plan Keep our community safe by reducing fire risks and ensuring a quick, effective response when emergencies happen. Through prevention, preparedness, and recovery efforts, we will protect people, homes, businesses, and our environment so everyone can feel secure.	1.3.1 Maintain our fire fleet balancing NFPA standards and budget considerations.	Fire fleet maintained.
	1.3.2 Investigate fire hall options based on future growth.	Fire Hall options report to Council for consideration.
	1.3.3 Continue to train & develop fire department staff and volunteers.	Ongoing training and development in place.
1.4 Transportation Master Plan Make it easier and safer for everyone to get around our community - whether by car, agricultural vehicle, bike, or on foot. By planning, improving, and expanding our roads, sidewalks, and active transportation options, we will ensure a connected and accessible future for all residents.	1.4.1 Develop a Transportation Master Plan, including a detailed traffic plan and active transportation plan to address future growth.	Master Plan completed to accommodate future traffic needs for residential and industrial growth.



INFRASTRUCTURE AND FINANCE

Objective	Actions	Performance Measures
1.5 Budget & 10-year forecast Keep our community financially strong to ensure essential services are delivered now and in the future. By planning ahead with a 10-year capital forecast, we will make investments in infrastructure and services that support the well-being of residents and the long-term growth of our community.	1.5.1 Develop long-term, sustainable budget projections with detailed capital and operating budgets.	Long-term financial strategy completed. Improved public, staff and Council understanding of the budget.
	1.5.2 Create a comprehensive funding plan by leveraging marketing to attract partnerships, sponsorships, and grants.	Accurate forecasting of potential funding sources to support the Town's budget and development costs.
	1.5.3 Transition to service-based budget which is aligned with our strategic priorities.	Service-based budget completed.





ENVIRONMENTAL STEWARDSHIP

Goal: Green Erin: Champion a prosperous environment through impactful sustainability and an unwavering commitment to natural preservation.





ENVIRONMENTAL STEWARDSHIP

Objective	Actions	Performance Measures
2.1 Climate Change Adaptation Strategy Take action to protect our community from the impacts of climate change while creating new opportunities to build a greener, more resilient future. By preparing for challenges and investing in sustainable solutions, we will work to keep our neighbourhoods safe, healthy, and thriving for generations to come.	2.1.1 Implement pollution reduction initiatives and improve air quality by electrifying the municipal fleet.	Municipal electric fleet in place.
	2.1.2 Develop economic drivers that support a circular green economy and climate-resilient buildings.	Enhanced community well-being and resilience through circular economy initiatives and climate-resilient buildings.
	2.1.3 Launch a community education campaign on circular economies, sustainable development, and green initiatives.	Education program launched.
	2.1.4 Boost community participation in conservation efforts and environmental activities.	Increased public understanding and adoption of green practices and projects.
	2.1.5 Develop & showcase green projects such as solar parks and local circular economy systems.	Green projects showcased to community.
	2.1.6 Establish a tree planting program and investigate a tree protection by-law. Replenish tree canopy lost to development and conduct a comprehensive tree inventory to guide protection efforts.	Increased tree planting resulting in net gain in tree canopy coverage.
	2.1.7 Negotiate agreements with pit operators for cost-free repurposing of old pits.	Pit agreements completed.



ENVIRONMENTAL STEWARDSHIP

Objective	Actions	Performance Measures
2.1 Climate Change Adaptation Strategy Take action to protect our community from the impacts of climate change while creating new opportunities to build a greener, more resilient future. By preparing for challenges and investing in sustainable solutions, we will keep our neighbourhoods safe, healthy, and thriving for generations to come.	2.1.8 Promote the benefits and opportunities of adopting Sustainable Development and Green Initiative (SDGIs) to local businesses.	A higher number of businesses implementing sustainable development and green initiatives.
	2.1.9 Establish EV charging locations and create a budget plan for implementation.	EV charging stations installed leading to expanded opportunities for sustainable transportation.
	2.1.10 Develop a Green Charter and Green Community Standards.	Green Charter and Green Community Standards in place.
2.2 Green Building Standards Encourage sustainable, resilient development to create a healthier and more energy-efficient community. By promoting Green Building Standards, we will ensure new buildings are environmentally friendly, cost-effective, and built to support the well-being of residents now and in the future.	2.2.1 Work with Wellington County and the development industry to establish Green Development Standards for all new developments.	Increased integration of green spaces and green building standards in the community.
	2.2.2 Promote the benefits and opportunities of adopting Sustainable Development and Green Initiatives (SDGIs) to local businesses using incentives.	A higher number of businesses implementing sustainable development and green initiatives as a result of incentives.



COMMUNITY VITALITY

Goal: Cultivate a thriving, inclusive community with dynamic events, improved accessibility, and top-tier amenities.





COMMUNITY VITALITY

Objective	Actions	Performance Measures
3.1 Recreation Master Plan and Recreation Programming Create and maintain parks, recreation facilities, and programs that bring our community together. By planning and developing spaces that reflect residents' needs and interests, we will ensure everyone has access to enjoyable, active, and inclusive recreational opportunities.	3.1.1 Upgrades and improvements for existing facilities.	Upgrades of facilities completed.
	3.1.2 Increase green space parkland playgrounds per capita.	Recreation strategy identifies new parks and playgrounds.
	3.1.3 Plan and execute the launch and construction of the new multi-plex community centre.	Feasibility Study conducted Comprehensive financing plan completed Construction of multi-plex community centre completed.
	3.1.4 Renovate the theatre and develop programming.	Theatre renovation completed and new programming in place.
	3.1.5 Partner with community groups, service organizations and valued volunteers to deliver a variety of programs.	Increased community engagement through partnerships.



COMMUNITY VITALITY

Objective	Actions	Performance Measures
3.2 Cultural and Heritage Plan Celebrate and preserve our community's culture and heritage to enrich local life and support economic growth. By protecting historic sites, promoting cultural events, and showcasing our unique identity, we will strengthen community pride and create new opportunities for residents and businesses alike.	3.2.1 Further heritage designations.	New designations in place.
	3.2.2 Update architectural and environment design guidelines for new builds.	Design guidelines updated.
	3.2.3 Develop and implement unique and diverse community events, promoting inclusivity for the emerging demographic.	Enhanced community inclusivity and positive feedback on festival and event diversity.
	3.2.4 Maintain a community calendar to promote all service organizations and Town of Erin events.	Greater visibility and recognition of Erin as a vibrant, tourist-friendly destination.
	3.2.5 Promote local food and agriculture by partnering with the farmers market and local producers.	Partnership in place.
3.3 Equity, Diversity and Inclusion Plan Foster a welcoming and inclusive environment for all residents, ensuring equitable access to services and opportunities and promoting respect for diversity.	3.3.1 Enhance the accessibility of municipal facilities, including services, programs, ramps and AODA compliance.	Design guidelines completed. Budget and complete accessibility projects.
	3.3.2 Create a Community Diversity, Equity and Inclusion Strategy.	Community Diversity, Equity and Inclusion strategy completed.



COMMUNITY VITALITY

Objective	Actions	Performance Measures
3.4 Community Safety Plan Create a safer, healthier place by preventing issues before they arise, providing support when needed, and responding effectively. We will work together with our community partners to make our community safe.	3.4.1 Partner with Safe Communities Wellington to develop a Community Safety Plan.	Partnership and Community Safety Plan completed.
	3.4.2 Ensuring compliance with municipal by-laws through education, online reporting, investigation coordination and ultimately prosecution.	Compliance activity improving.
3.5 Trails Master Plan Work to create a connected, accessible, and sustainable trail system that makes it easier for residents to walk, bike, and enjoy the outdoors. By planning, funding, and maintaining trails, we're building a network that supports recreation, active transportation, and a healthier community for everyone.	3.5.1 Develop and expand trails to connect community areas and green spaces.	Better connections between community areas and green spaces.
	3.5.2 Market the trail network to promote a healthy lifestyle and environmental stewardship.	Marketing plan for trails and environment completed.



GOOD GOVERNANCE AND ORGANIZATIONAL MANAGEMENT

Goal: Be a leader in rural municipal excellence through innovative and effective governance.





GOOD GOVERNANCE AND ORGANIZATIONAL MANAGEMENT

Objective	Actions	Performance Measures
4.1 Customer Service Framework Provide reliable, high-quality service to everyone with a framework that sets clear standards for how we interact with residents. We will ensure questions are answered, concerns are addressed, and we provide a positive experience.	4.1.1 Review staff levels to ensure optimal customer service and service delivery.	Increased customer satisfaction and service delivery with appropriate staff compliment.
	4.1.2 Enhance Standard Operating Procedures (SOPs) and cross-training for all departments.	Streamlined business processes with SOPs in place.
	4.1.3 Utilize technology to digitize and automate internal systems and processes.	Paperless and automated office delivering effectively.
	4.1.4 Implement a Customer Relations Management (CRM) system and utilize performance-tracking metrics to enhance service delivery.	CRM system and performance tracking metrics implemented and enhanced service delivery achieved.
	4.1.5 Build and maintain proactive intergovernmental relationships and collaborative partnerships to improve service delivery and efficiency.	Increase participation in shared services, regular meetings with partners to enhance collaboration and service outcomes.
	4.1.6 Conduct annual customer service survey for feedback on municipal services.	Annual customer service surveys completed and feedback actioned.



GOOD GOVERNANCE AND ORGANIZATIONAL MANAGEMENT

Objective	Actions	Performance Measures
4.2 Human Resource Plan Provide the best support for residents through a knowledgeable and committed workforce. Ensure we have the right people, with the right skills, at the right time to deliver high-quality services. Become an Employer of Choice.	4.2.1 Enhance employee retention and attraction strategies through a solidified Employer Value Proposition (EVP) and employer branding to become an employer of choice.	Employee retention is high, and we are recognized as a top employer in the GTA through industry awards or employee surveys.
	4.2.2 Implement policy changes to support a hybrid work environment.	Hybrid work plan in place resulting in higher levels of satisfaction and retention.
	4.2.3 Conduct a market review.	Market review completed and implemented.
	4.2.4 Develop training that aligns with individual career plans.	Career plans are in place.
	4.2.5 Review the mandate and purpose of Town advisory committees to ensure alignment.	Review completed and actions implemented.
4.3 Technology Roadmap Invest in technology to make our services faster, more accurate, and easier to access. Use technology to streamline municipal operations, and ensure smart, efficient investments that benefit the entire community.	4.3.1 Undertake a municipal technology current state assessment and establish a Town technology roadmap. Implement new technology to modernize business tools to increase efficiency.	Intelligent strategy and technology road map completed and actions implemented to modernize, enhance efficiency and improve customer service delivery.
	4.3.2 Investigate and implement a new Enterprise Resource Program and financial software, including online payment and customer service options.	Enterprise Resource Program and financial software implemented.
	4.3.3 Implement records management technology system.	Records management technology system installed.



GOOD GOVERNANCE AND ORGANIZATIONAL MANAGEMENT

Objective	Actions	Performance Measures
4.4 Communication Plan Ensure clear, timely, and transparent communication with residents and businesses. We are committed to keeping everyone informed, engaged, and connected.	4.4.1 Establish corporate communications strategy and brand standards.	Communications strategy and brand standards implemented.
	4.4.2 Implement and promote "Erin Engaged" for public engagement.	Increase in public participation via "erinengaged.ca."
	4.4.3 Launch a new website for effective communications including AI and e-commerce.	New web site completed and customer navigation improved.
	4.4.4 Implement marketing initiatives to promote the Town.	Marketing initiatives implemented.
4.5 Official Plan Provides a municipal statement of intent on how future growth will be managed.	4.5.1 Undertake an Official Plan review.	Official Plan review approved.



ECONOMIC DEVELOPMENT

Goal: Stimulate robust economic development and investment opportunities.





ECONOMIC DEVELOPMENT

Objective	Actions	Performance Measures
5.1 Investment Attraction Grow targeted key sectors: Agriculture, Agri-food, Equine, Tourism, Retail, Entrepreneurship, Construction, Manufacturing and Clean Technology Business.	5.1.1 Implement targeted marketing campaigns and an updated Community Profile.	Measure the reach, engagement, and outcomes of the campaign, including investor inquiries and investments secured.
	5.1.2 Enhance land use planning by conducting employment lands inventory, evaluating servicing needs, utilizing GIS mapping for investors, identifying town-owned development opportunities through Gap Analysis, and rezoning land for commercial and industrial use.	Growth in nonresidential assessment and increase in the number of new business inquiries and successful investments.
	5.1.3 Strengthen investment support by implementing a CRM (Customer relation management) system to track investor interactions, providing grants for key sectors, updating the Community Improvement Plan, and introducing a Development Charge Deferral policy.	Monitor the number of investor interactions and proposals successfully tracked through the CRM system Measure the uptake of revised CIP programs and the funding provided through the CIP
5.2 Infrastructure Improvements Provide the foundation for economic prosperity with a focus on wastewater & water, broadband and tourism infrastructure.	5.2.1 Prioritize and support the advancement of commercial projects and partnerships.	Increased financial investment secured through partnerships with private investor.
	5.2.2 Advance broadband infrastructure with a Gap Analysis and communicate the progress.	Broadband coverage gaps identified and addressed.
	5.2.3 Enhance and develop tourism infrastructure such as parking, washrooms, accommodations and way-finding and improve the reach and accessibility of tourism information.	Tourism strategy completed and increase in overall visitor numbers.
	5.2.4 Connect businesses to water and wastewater infrastructure.	Infrastructure connected.



ECONOMIC DEVELOPMENT

Objective	Actions	Performance Measures
5.3 Business Retention and Expansion Assist our existing business in thriving and expanding by identifying and addressing obstacles in key sectors, providing incentives, leveraging partnerships, and supporting local businesses.	5.3.1 Identify and address major obstacles in the key sectors.	Obstacles have been addressed.
	5.3.2 Provide growth and expansion incentives such as the CIP – Community Improvement Program.	Community Improvement Plan in place.
	5.3.3 Leverage partnerships and collaborate with partner organizations to provide business resources.	Partnerships established.
	5.3.4 Support and encourage shop local with targeted campaigns and events.	Measure increase in local sales through business surveys and feedback
5.4 Vibrant Community Create vibrant and welcoming downtowns by revitalizing our main streets and showcasing what makes our community special. We will highlight our unique charm, making it a destination where residents and visitors love to shop, dine, and connect.	5.4.1 Identity development and promotion through a unique marketing strategy, tourism strategy and compelling online presence.	Tourism strategy completed and increase in overall visitor numbers.
	5.4.2 Downtown revitalization and placemaking with a streetscape furnishing plan to highlight our unique heritage districts and plan community art projects to enhance public spaces and promote local creativity.	A downtown revitalization plan has been implemented.



IMPLEMENTATION

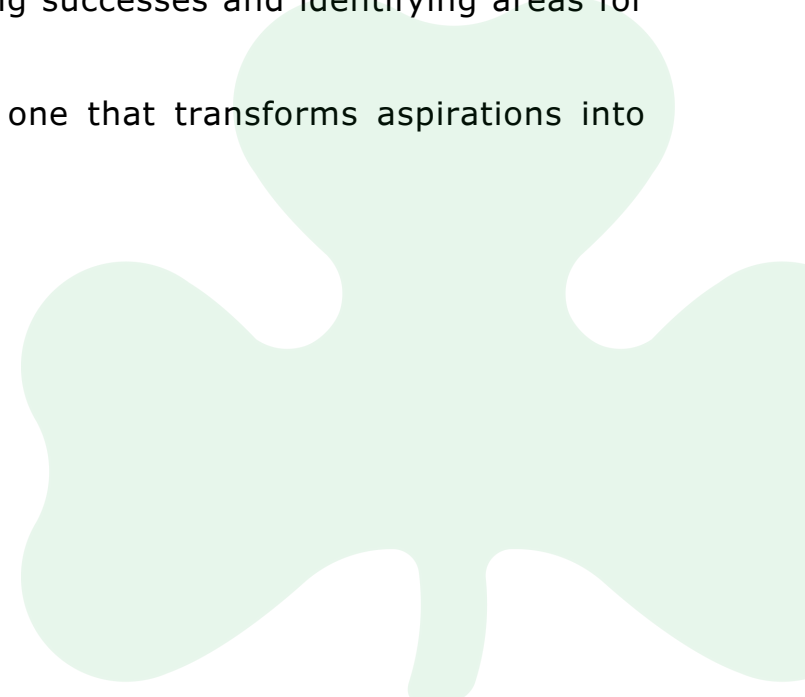
The Town of Erin's Strategic Plan outlines a bold and forward-thinking vision for the future of our community. Now finalized, the focus shifts to implementation — translating strategic priorities and objectives into tangible actions that drive meaningful results.

To ensure effective implementation, the Town will use an internal tracking system to monitor progress and ensure initiatives align with the strategic objectives. This system will enable staff to evaluate ongoing actions, address challenges, and celebrate successes.

Additionally, a health check will provide an opportunity to assess the plan's effectiveness. During this phase, adjustments will be made as needed to ensure initiatives remain relevant and responsive to the community's evolving needs.

Key actions under each strategic priority will be executed in alignment with available resources, ensuring a balance between ambition and sustainability. Regular progress updates will keep the community informed and engaged. The health check will help evaluate the plan's impact, recognizing successes and identifying areas for improvement to maintain momentum and refine initiatives as needed.

This implementation phase marks the beginning of a shared journey — one that transforms aspirations into achievements while strengthening and enhancing the Town of Erin.





CONCLUSION

The Town of Erin's Strategic Plan represents a collective vision for the future — one that balances growth, sustainability, and community well-being. Rooted in the priorities of residents, businesses, and stakeholders, this plan serves as a guiding framework to shape the Town's progress over the coming years.

Turning strategy into action requires collaboration, commitment, and ongoing engagement. Through careful implementation, regular progress reviews, and adaptability, the Town will ensure that the goals outlined in this plan lead to tangible improvements in services, infrastructure, and quality of life.

A successful future for Erin depends on the efforts of many — Council, staff, community organizations, and residents alike. By working together, we can build a Town that honours its heritage, embraces innovation, and fosters a strong and connected community.

This plan is a stepping stone toward a brighter future for Erin. Let's move forward, together.

THANK YOU

