

**Our Vision** (What we aspire to) Energy. Opportunity. Balanced Lifestyle.

**Our Mission** (Why we exist) The Municipality of Kincardine provides quality services that address the needs of our citizens, provide long-term sustainability, and improve the well-being of the community.

**Our Values** (How we work) We are a Municipality that **CARES** through: **Collaboration** • **Accountability** • **Respect** • **Excellence** • **Safety**

**Our Focus** (What we aspire to) 17 strategic objectives within four areas of focus identify what we are trying to accomplish.



## Fostering a resilient economy

1. Work with the nuclear sector (clean energy) to leverage current and future opportunities.
2. Improve investment readiness. (2)
3. Support business expansion and retention to support a diversified economy.
4. Leverage opportunities to attract visitors to the Municipality.



## Planning for a sustainable future

5. Evaluate and proactively plan for infrastructure to meet population growth and long-term sustainability. (1)
6. Protect and preserve our environment.
7. Ensure municipal facilities and owned lands make the best use of each asset.



## Enhancing quality of life

8. Create vibrant parks, green space, recreation facilities and programs for residents or visitors of all ages and abilities.
9. Enhance the experience at the lakefront.
10. Support arts, culture and heritage to enrich the lives of residents and attract visitors.
11. Create improvements in inclusion, diversity, equity and access.
12. Support community wellness in the Municipality of Kincardine.
13. Protect people, property and the environment from the effects of dangerous conditions caused by people and nature.



## Providing Responsive and Effective Government

14. Ensure the organization has the optimal number of engaged human resources to support municipal operations and deliver excellent services. (3)
15. Serve, communicate, collaborate and engage with the community to build trust and confidence in municipal services, Council and staff.
16. Ensure the Municipality provides value for money and long-term sustainability.
17. Improve organization efficiency and be more innovative.