

# Focus Areas and Goals Overview

## Economic Development

- Goal ED 1:** Solidify the community's presence in the nuclear sector and capitalize on the current and future nuclear opportunities to ensure long-term economic sustainability.

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- Goal ED 2:** Improve investment readiness by creating shovel ready land and communicating business friendly policies and a corporate culture that demonstrates Kincardine is "open for business."

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- Goal ED 3:** Increase tourism marketing and product development to leverage community assets and attract tourists.

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- Goal ED 4:** Support business expansion and retention with focus on small business to support a diversified economy.

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- Goal ED 5:** Develop housing and supports for residents, population growth and community development.

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- Goal ED 6:** Support Agriculture, Agri-Business and Value-Added with a focus on local food production.

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- Goal ED 7:** Support arts, culture and heritage to enrich the lives of residents and attract visitors.



## Community Wellbeing

- Goal CW 1:** Continue efforts to work with community partners to improve beach safety.

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- Goal CW 2:** Create and maintain vibrant parks and recreation facilities to create opportunities for multi-use, multi-generational, and multi-seasonal experiences.

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- Goal CW 3:** Manage the planting, pruning and removal of trees located on Municipal owned property to preserve and enhance the urban and rural tree canopy.

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- Goal CW 4:** Make it easier for the community to register and attend recreation programs.

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- Goal CW 5:** Create cycling infrastructure that residents or visitors of all ages and abilities can get to where they need to be for fun, fitness, or function on a bike in a safe and comfortable way.

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- Goal CW 6:** Develop actions that create improvements in inclusion, diversity, equity and access.

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- Goal CW 7:** Enhance community safety and wellbeing in the Municipality of Kincardine.

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- Goal CW 8:** Protect the lives and property from emergencies due to dangerous conditions created by people or by the environment.



## Vibrant Growth and Infrastructure

- Goal VGI 1:** Optimize the use of existing infrastructure and ensure it is adequately maintained.

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- Goal VGI 2:** Provide infrastructure needed to accommodate planned growth.

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- Goal VGI 3:** Improve infrastructure and awareness so people can safely walk.

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- Goal VGI 4:** Create more opportunities for waste diversion.



## Responsive and Effective Government

- Goal REG 1:** The Municipality has a skilled and aligned workforce, positioned to support municipal operations and advance economic development and growth.

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- Goal REG 2:** The Municipality effectively communicates internally and externally so that staff and residents are aware of organizational and community needs.

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- Goal REG 3:** The Municipality is progressive in its efforts to maintain and build out infrastructure, its operational practices, and managing finances.

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- Goal REG 4:** Improve organization efficiency and be more innovative.

