

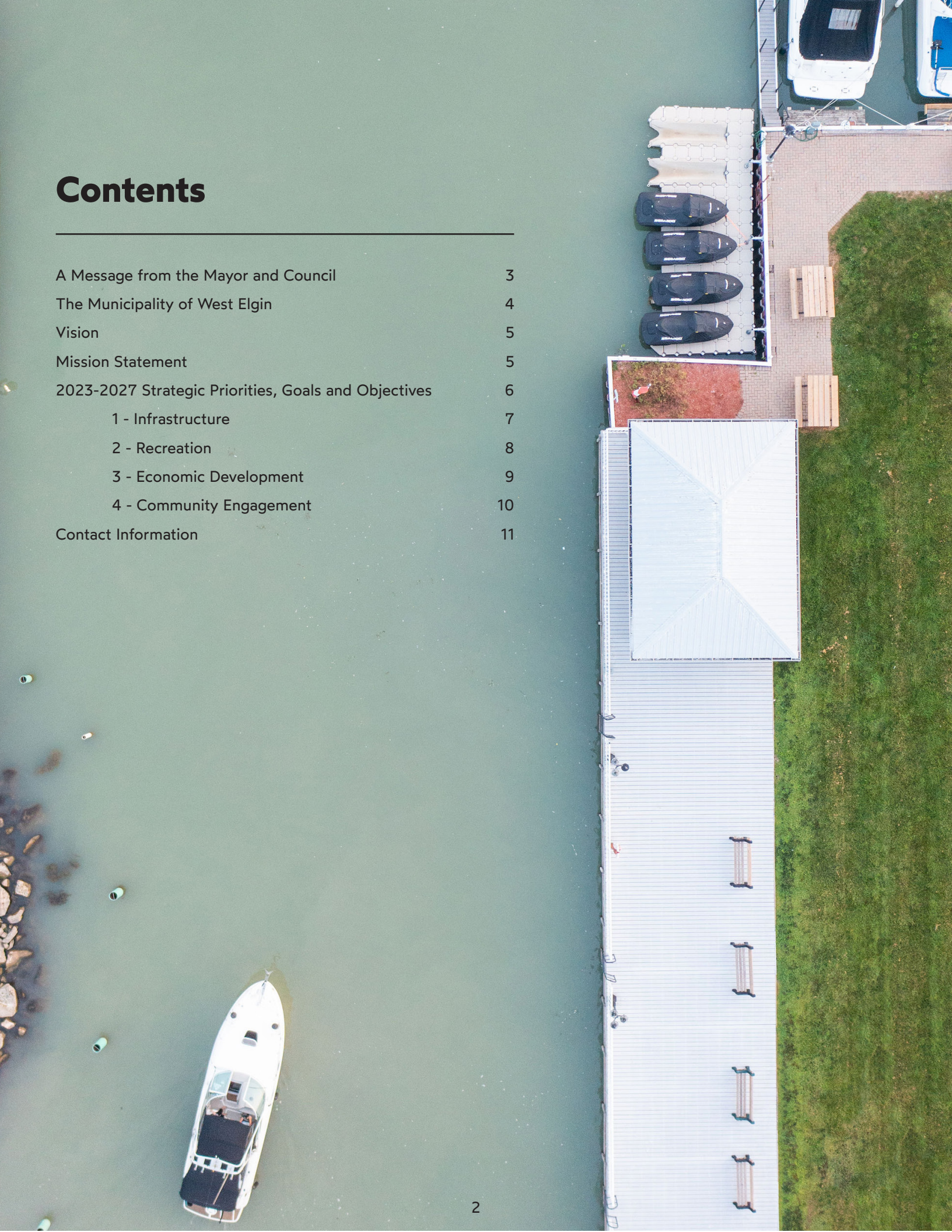


MUNICIPALITY OF
West Elgin

**2023-2027
Strategic Plan**

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A Message from the Mayor and Council

On behalf of the Municipality of West Elgin, we are pleased to present the 2023-2027 Strategic Plan, as a roadmap for our future. This plan was put together using the valuable input from the people in our community who provided feedback in our 2023 Fall Strategic Plan Survey. The survey results indicated what residents love about living in West Elgin and provided the municipality with valuable suggestions for areas of improvement.

Through the results, we can see it's clear that residents want to see improvements to infrastructure, increased recreation and leisure activities for all, strong economic support and growth while maintaining a lower cost of living, and enhanced communication between the municipality and residents. We assure you that every comment received was taken into consideration to form the 2023-2027 Strategic Plan.

Strategic Planning is a vital component to shape the future for West Elgin, and Council is committed to focusing on what matters most to the community and ensuring that the goals and objectives identified in this plan are met through the lens of our mission and vision.

Sincere thanks to all who contributed their time and expertise in the development of this plan. We will continue to rely on our community partnerships and public engagement to help achieve our goals.

Warm Regards

Mayor Richard Leatham

Municipality of West Elgin

The Municipality of West Elgin

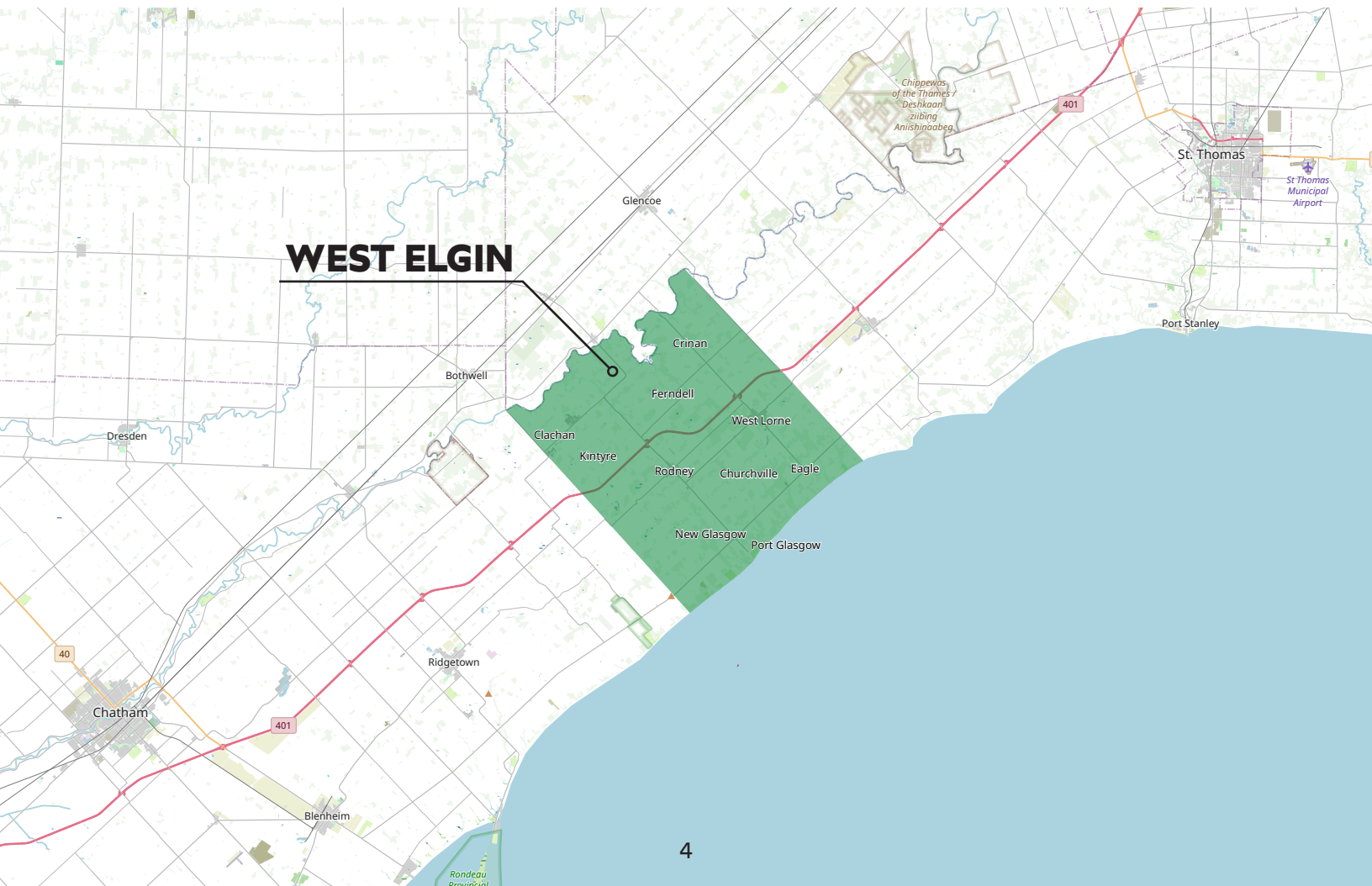
Located in southwestern Ontario, West Elgin is a vibrant municipality nestled amidst picturesque landscapes and a rich historical backdrop. With a population of approximately 5,060 residents, it offers a blend of rural charm and modern amenities. The Municipality was incorporated in 1998. It is an amalgamated municipality of the former Township of Aldborough, Village of Rodney and Village of West Lorne.

West Elgin boasts a diverse economy supported by agriculture, manufacturing, and small businesses. Its fertile farmlands yield crops ranging from corn and soybeans to fruits and vegetables, contributing significantly to the region's agricultural sector. Additionally, manufacturing facilities in the area produce a variety of goods, showcasing the municipality's economic resilience.

Nature enthusiasts and outdoor adventurers find ample opportunities for recreation amidst West Elgin's natural beauty. The nearby Lake Erie shoreline offers beaches and waterfront activities, while conservation areas and parks provide scenic trails for hiking, cycling, and birdwatching.

Rich in history, West Elgin preserves its heritage through historic sites, museums, and community events. Visitors can explore landmarks such as the Port Glasgow Marina and Beach which is well known for its perch and pickerel fishing or attend local festivals celebrating the region's cultural traditions.

Municipal Council consists of a Mayor, Deputy Mayor and three ward councillors. The Council provides policy direction to municipal staff for services relating to roads, drainage, water and sewage, parks and recreation, building, planning, waste management and administrative matters.



Vision

West Elgin embodies the unique small-town charm and rural identity that makes our community special, while fostering an environment of growth, opportunity, and inclusivity for all.



Mission Statement

To enhance the quality of life for residents and meet the needs of our business community by providing progressive, professional and financially sustainable services and leadership that reflects the needs of all those who work, live, visit, or play in West Elgin.

2023-2027 Strategic Priorities

Strategic Priorities identify the key areas that the Municipality will focus on to advance the achievement of our vision and mission. These areas of focus will influence decision-making, community engagement and investments, partnerships and other initiatives.

1 INFRASTRUCTURE IMPROVEMENT

To improve West Elgin's infrastructure to support long-term growth

2 RECREATION

To provide recreation and leisure activities to attract and retain residents

3 ECONOMIC DEVELOPMENT

To ensure a strong economy that supports growth and maintains a lower cost of living

4 COMMUNITY ENGAGEMENT

To enhance communication with residents

Each Strategic Priority has objectives associated with it to further define our work over the next four years.

1 INFRASTRUCTURE IMPROVEMENT

To improve West Elgin's infrastructure to support long-term growth

Objectives:

1.1 Forecast the enhanced needs of municipal infrastructure

1.2 Advocate for funding for infrastructure improvements

1.3 Advocate for funding for affordable housing for seniors



2 RECREATION

To provide recreation and leisure activities to attract and retain residents

Objectives:

- 2.1 Identify and collaborate with partners to run recreation programming
- 2.2 Enhance year round programming for all age groups, including the expansion of summer programming
- 2.3 Build multi-surface courts in West Lorne



3

ECONOMIC DEVELOPMENT

To ensure a strong economy that supports growth and maintains a lower cost of living

Objectives:

3.1 Attract more small businesses, retail and industry to West Elgin

3.2 Explore transportation services to St. Thomas

3.3 Enhance the view of West Elgin as a tourism destination



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COMMUNITY ENGAGEMENT

To enhance communication with residents

Objectives:

4.1 Implement the new software for automatic texting

4.2 Expand the use through all communications channels





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