
Town of Huntsville Strategic Plan

ADOPTED: JANUARY 29, 2024





Land Acknowledgement

On behalf of Town Council and staff, we would like to respectfully acknowledge that we are on the traditional territory of the Anishinaabeg, specifically the Chippewa, Ojibwa, and Potawatomi peoples, under the terms of the Robinson-Huron Treaty #61 of 1850, and the Williams Treaties of 1923.

We commit to acknowledge, learn, educate, create opportunity, honour sacred places, and take actions toward real Truth and Reconciliation in support of our commitment to walking the path together in respect, peace and, harmony for future generations.

Message to the Community



Thanks to the feedback received from Huntsville residents, we're excited to share the new Strategic Plan and the priorities that are important to the community. This is our north star. It is a vision of where we are headed and what we want Huntsville to become, but foundationally, it is based on deeper connections with you. We are committed to responsible decision-making, engaging with our residents, and growing together.

Nancy Alcock
Mayor



The new Strategic Plan tells us not just what to focus on, but how the community wants to be supported. It guides our day-to-day activities and focuses our efforts on key priorities that have been chosen by Huntsville. As your trusted community partner, we will deliver on these Council-supported initiatives through transparent practices. We are committed to investing in our people and services to support the Huntsville of today and tomorrow.

Denise Corry
Chief Administrative Officer

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Vision, Mission, and Values



VISION



Our North Star - what the Town aims to be.

A growing community that is vibrant, inclusive, and healthy while protecting our heritage and natural features.



MISSION



Our purpose and how we achieve it.

Delivering quality services for the people of Huntsville through responsible decision-making.



VALUES



The standard principles followed to achieve the vision and mission.



Strategic Plan at a Glance



**PILLAR #1 –
BALANCED GROWTH**

→ We are committed to growing in a way that balances the creation of vibrant, inclusive, and connected communities with the celebration and preservation of Huntsville’s distinct character.



**PILLAR #2
PROTECTED NATURAL
ENVIRONMENT**

→ We are stewards of the environment, working alongside our community and partners to protect the Town’s natural heritage and take action on climate change.



**PILLAR #3
LIVELY, HEALTHY &
SAFE COMMUNITIES**

→ We support and advocate for the health and wellness needs of our community members and the vitality of our local businesses.



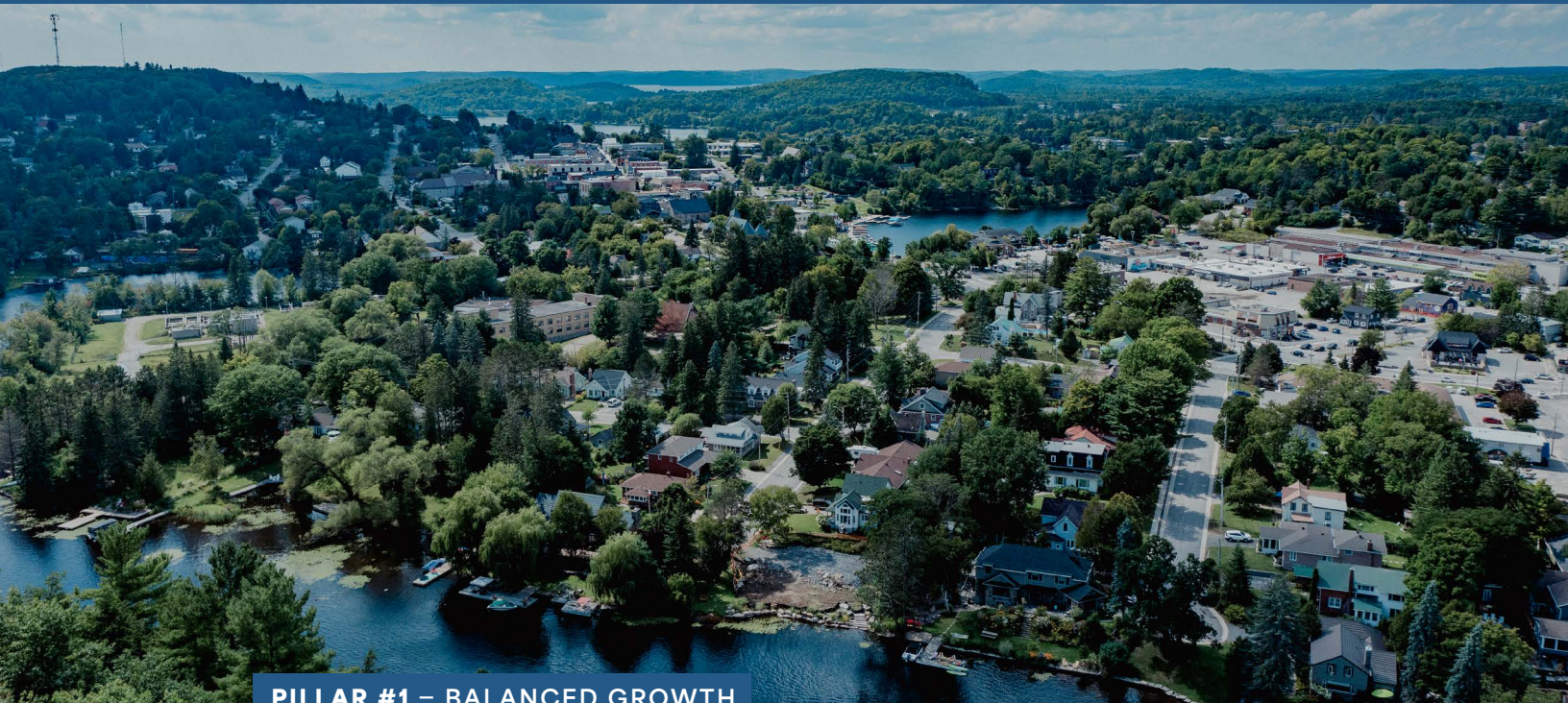
**OUR FOUNDATION
STABLE, TRUSTED,
& ENGAGED
COMMUNITY PARTNER**

→ We enable our staff to deliver exceptional services, safeguard our financial health, and deepen connections with community members.

An aerial photograph of a lake with a bridge. The bridge has a yellow roof and is crossed by several cars. In the water, there are two kayakers and a larger boat. The surrounding area is lush with green trees and a paved path.

Pillar #1 Balanced Growth

We are committed to growing in a way that balances the creation of vibrant, inclusive, and connected communities with the celebration and preservation of Huntsville's distinct character.



PILLAR #1 – BALANCED GROWTH

1. Engage in proactive, sustainable planning to support vibrant communities

- 1.1. Review planning legislation and policies to support flexibility and optimize land use, including in rural areas, to address different community needs.
- 1.2. Ensure a continued focus on maintaining and upgrading existing Town infrastructure as part of growth management planning.
- 1.3. Develop an implementation plan and financial strategy to advance the Waterfront Development Strategy.
- 1.4. Update the Parks Master Plan to guide future parkland needs and policies.

- 1.5. Develop a 20-year Facility Plan to map out the future of key municipal infrastructure.

2. Work with our partners to strive to meet our housing needs

- 2.1. Develop a Housing Action Plan to identify solutions to meet the Town's market rental and ownership needs as identified through a Needs Assessment to be conducted in conjunction with the District of Muskoka.
- 2.2. Collaborate with the District, other levels of government and community partners to create attainable housing options and effectively communicate their programs to Huntsville residents.



PILLAR #1 – BALANCED GROWTH

3. Improve local and District roadways through investment and collaboration

- 3.1. Explore opportunities to enhance construction and maintenance of our roads through improved practices.
- 3.2. Review and modify, where necessary, development standards and Official Plan policies to incorporate complete streets.
- 3.3. Partner with the District to find ways to improve efficiencies with roads engineering and improve coordination.

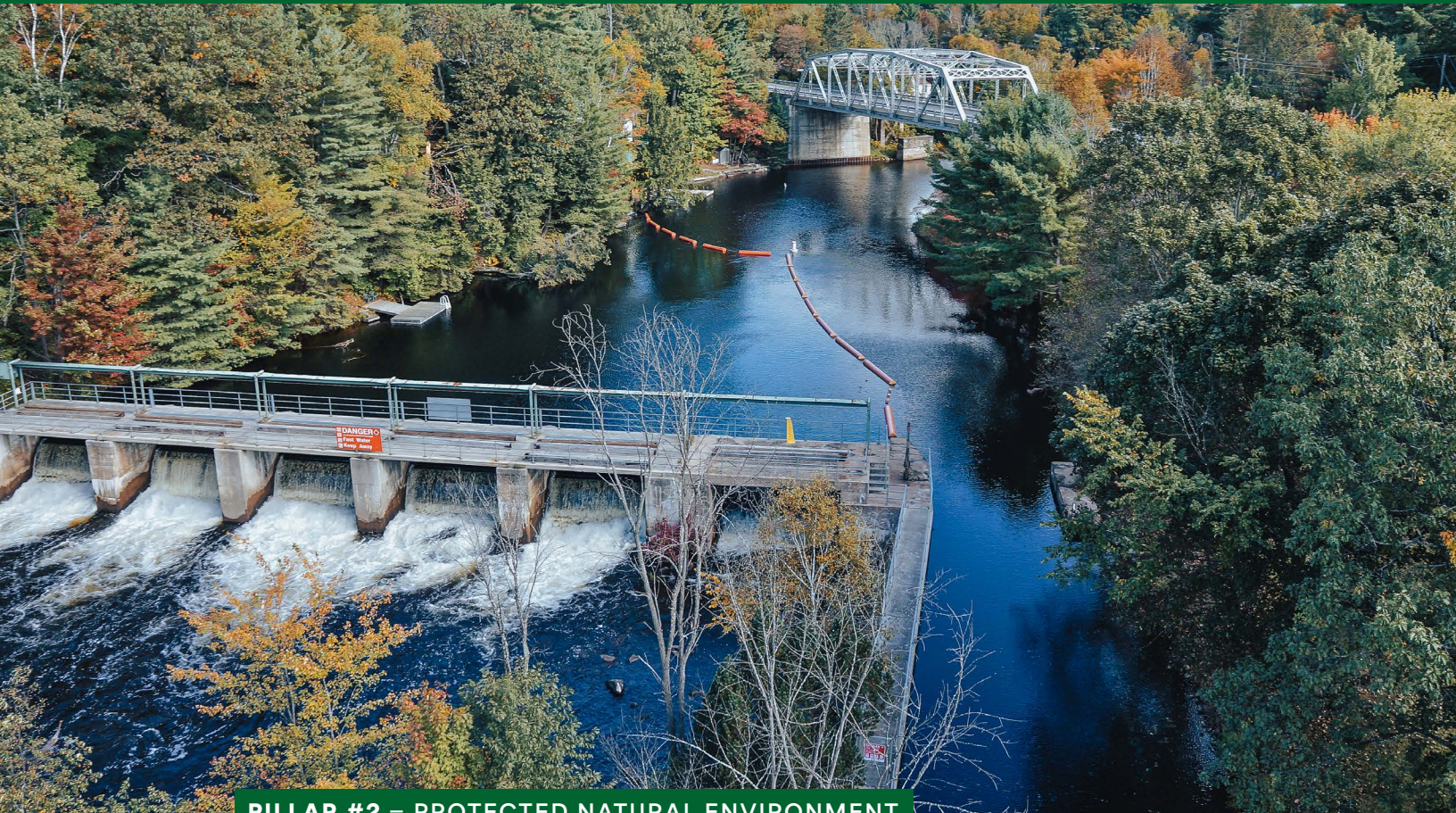
4. Support the creation of more active transportation infrastructure to foster safe, car-free mobility

- 4.1. Continue to identify opportunities to improve Huntsville’s transit system.
- 4.2. Continue to develop the active transportation network, including sidewalks, cycling lanes, and trail network.

An aerial photograph of a river winding through a lush, green forest. A concrete bridge with metal railings spans across the river in the middle ground. To the right of the bridge, a road curves through the trees, with a white car parked nearby. In the foreground, a house with a deck is situated on a rocky bank of the river. The overall scene is a mix of natural beauty and human development.

Pillar #2 Protected Natural Environment

We are stewards of the environment, working alongside our community and partners to protect the Town's natural heritage and take action on climate change.



PILLAR #2 – PROTECTED NATURAL ENVIRONMENT

1. Safeguard and enhance the Town's natural features

- 1.1. Continue to apply best practices in maintaining our natural heritage features.
- 1.2. Continue ongoing collaboration with the Muskoka Watershed Council on integrated watershed management.
- 1.3. Investigate possibilities for developers to dedicate lands with natural features to either the Town or Muskoka Conservancy in new projects.

2. Make the Town a leader in climate action

- 2.1. Finalize and implement the Corporate Climate Change Mitigation Plan with District area municipalities.
- 2.2. Continue implementation of the Town's Climate Adaptation Plan.
- 2.3. Work with partners (e.g., Lakeland Power) to develop an EV Strategy for the Town.



PILLAR #2 – PROTECTED NATURAL ENVIRONMENT

3. Engage the community in addressing the impacts of climate change

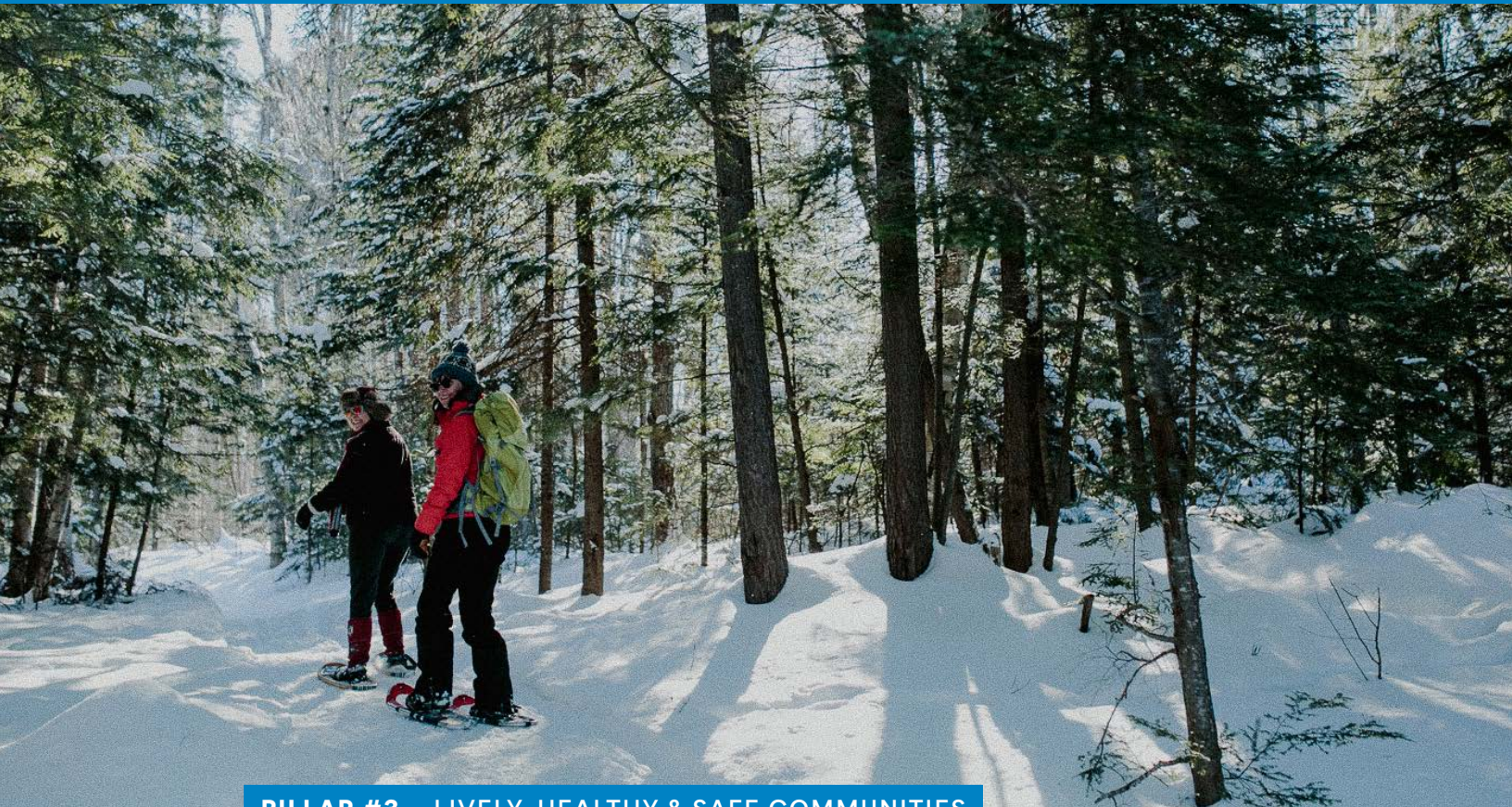
- 3.1. Leverage partnerships to deliver energy concierge service and retrofit programs.
- 3.2. Explore new opportunities to incentivize the community to adopt climate resilient practices.
- 3.3. Develop and implement green development standards and an associated incentive rebate program to encourage sustainable and eco-friendly projects.
- 3.4. Continue to promote community awareness of municipal, provincial, and federal programs focused on climate change mitigation and energy conservation.

Pillar #3

Lively, Healthy, & Safe Communities

A photograph of two children, a boy and a girl, smiling and leaning on the tiled edge of a swimming pool. The boy is on the left, wearing blue goggles, and the girl is on the right, wearing purple goggles. The background shows the blue water of the pool.

We support and advocate for the health and wellness needs of our community members and the vitality of our local businesses.



PILLAR #3 – LIVELY, HEALTHY & SAFE COMMUNITIES

1. Support improved access to local healthcare services and professionals

- 1.1. Continue to support the Muskoka and Area Ontario Health Team for medical professional recruitment.
- 1.2. Continue to invest annually into local hospital share, until required funding target is met.
- 1.3. Engage in advocacy and collaboration with other levels of government and agencies to meet community needs across the full spectrum of health-related services and supports.

2. Advance the well-being of the community and its evolving needs

- 2.1. Continue to support the vibrancy of the arts and culture community through partnerships, policies, and programming.
- 2.2. Support programming that advances diversity, equity, and inclusion.
- 2.3. Continue to support and participate in implementation of the District of Muskoka’s Community Safety and Well-Being Plan.



PILLAR #3 – LIVELY, HEALTHY & SAFE COMMUNITIES

- 2.4. Develop an implementation plan and financial strategy to advance the Community Services Master Plan.
- 2.5. Continue to adapt and expand sports and recreation programming.
- 2.6. Continue to support community events that foster a sense of belonging and engagement.
- 2.7. Reinforce longstanding partnerships with volunteer groups and organizations.
- 2.8. Continue to strengthen the Town's relationship with Huntsville's local Indigenous community and participate in the Muskoka Area Indigenous Leadership Table.

3. Strengthen Huntsville's thriving business community and tourism industry through continued partnership

- 3.1. Strengthen connections with local business and industry leaders.
- 3.2. Continue working with tourism partners to implement strategic initiatives that boost the Town's appeal and drive visitor growth.
- 3.3. Develop a parking strategy for the Downtown Core to address and balance the concerns of residents and businesses.



Our Foundation Stable, Trusted & Engaged Community Partner

We enable our staff to deliver exceptional services, safeguard our financial health, and deepen connections with community members.



OUR FOUNDATION – STABLE, TRUSTED, & ENGAGED COMMUNITY PARTNER

1. Build organizational capacity and support staff engagement and wellness

- 1.1. Align organizational capacity to service delivery needs.
- 1.2. Implement and invest in the Corporate Human Resources Strategic Plan.
- 1.3. Support opportunities to be an Employer of Choice in the region.

2. Continue to ensure long-term financial sustainability of the Town

- 2.1. Create, implement, and invest in the Town's Asset Management Plan, including long-term financing strategies.
- 2.2. Continue to seek alternative funding sources from other levels of government, including grants, sponsorships, and partnerships.
- 2.3. Advance IT and digital enablement to support efficient and effective service delivery.



OUR FOUNDATION – STABLE, TRUSTED, & ENGAGED COMMUNITY PARTNER

3. Strengthen the relationship between the Town and residents through improved communications and engagement

- 3.1. Implement the Town's Communication Strategy.
- 3.2. Explore new ways to raise awareness of Town programs and services and enhance information-sharing and transparency.



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