



MUNICIPALITY *of the*
COUNTY *of* KINGS

Media Advisory

October 21, 2021

For Immediate Release: Council Approves Ambitious Four-Year Strategic Plan for Municipality of the County of Kings

Spoiler alert: it's shaping up to be an exciting four years in the Municipality of the County of Kings.

The newly-adopted Strategic Plan 2021-2024 is an ambitious, forward-looking strategy charting a course for continual improvement in pursuit of measurable results.

The plan, unanimously approved by Municipal Council in September, outlines a range of proposed projects supporting at least one of the following Key Strategic Priorities: Strong Communities, Environmental Stewardship, Economic Development, Good Governance and Financial Sustainability.

Projects listed in the Strategic Plan align with the following Key Strategic Priority focus points:

Strong Communities: Support to Community Facilities, Active Transportation, Diversity, Review of Recreation Services, New Minas Growth Centre Secondary Plan and Community Advocacy

Environmental Stewardship: Community-based Environmental Projects, Solar and Wind Power Projects and Environmental Advocacy

Economic Development: Industrial and Manufacturing Park Development, Attraction and Promotion and Development of Growth Centres

Good Governance: Communications, Process Improvement, Structural Reform and Open Space Planning

Financial Sustainability: Alternate Revenue Source Review, Asset Management and Budget and Finance Committee Work Plan

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Proposed projects vary in size and scope, but every objective outlined in the Strategic Plan supports an overarching network connecting day-to-day operations with the new vision, mission and values Municipal Council established for the Municipality of the County of Kings:

Vision:

A community of communities where all people belong.

Mission:

To enhance the quality of life for all through the provision of municipal services in an inclusive, effective, and collaborative manner.

Values:

Integrity. Respect. Excellence. Transparency. Innovation. Diversity. Sustainability.

View the full Strategic Plan to learn more about specific projects proposed for 2021-2024:

https://www.countyofkings.ca/government/SPlan_flip/2021-24%20Strat%20Plan.html

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