

VILLAGE OF MIDWAY

Strategic Plan

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MAYOR'S MESSAGE



*Doug McMynn
Mayor*

On behalf of the Council of the Village of Midway, I am pleased to present the Village of Midway's 2024-2026 Strategic Plan. The Strategic Plan is a guiding document that reflects the goals, priorities and objectives of the Village of Midway. The strategic plan will help us map out how we make decisions, allocate resources and prioritize projects over the next three years. Our community stands at the threshold of transformation, bracing itself for a future that is vibrant, inclusive, and sustainable. At the core of our strategic plan is the commitment to developing diverse housing options, including specialized accommodations for our seniors, ensuring everyone can call our village home. We are not just planning for the now but are building a foundation for the generations to come by maximizing land use and fostering economic resilience. Our vision encompasses a village that thrives economically, supported by a flourishing tourism sector and robust business retention strategies. By diversifying our economic landscape and enriching our tourism offerings, we aim to create a buzzing hub of activity and opportunity. In our pursuit of organizational excellence, we recognize the significance of robust infrastructure and comprehensive support systems. Our commitment extends to focusing on the management of village assets and infrastructure and ensuring sustainable growth and service delivery that meets the highest standards. Our strategic plan prioritizes the wellness and development of our staff, ensuring our village is not just a great place to live but also a great place to work. We aspire to create an environment where excellence in service delivery is not just an expectation but a reality, facilitated by legislative and process improvements that meet our evolving community needs.

Doug McMynn
Mayor

STRATEGIC PRIORITIES



**Proactive Land Use/
Housing Diversity**



Economic Health



**Organizational
Excellence**



Quality of Life





Proactive Land Use/Housing Diversity

Develop diverse housing options focusing on senior accommodations and land use strategies.

AREAS OF FOCUS

- **Plan for Housing Diversity** - Integrate affordable housing plans with business strategies to meet diverse community housing needs.
- **Senior Housing** - Enhance elder housing availability through partnerships with other orders of government
- **Land Use** - Leverage our assets for sustainability and maximize our land use for future generations



Economic Health

Enhance economic resilience through tourism enhancement and existing business retention strategies.

AREAS OF FOCUS

- **Economic Diversification** - Ensure we have the data and processes to support economic resilience and to operationalize our Plan.
- **Tourism** - Enrich our tourism offerings through strategic expansion projects, including our Village campground.
- **Support Existing Business** - Align our systems and policies to support and strengthen local businesses.



Organizational Excellence

Focus on strengthening infrastructure and system support, aiming for outstanding service delivery in asset management.

AREAS OF FOCUS

- **Management of Assets/Infrastructure** - Develop a comprehensive asset management plan for sustainable infrastructure maintenance and growth.
- **Best Place to Work** - Ensure we are supporting the talented staff we have in the Village.
- **Service Excellence** - Continue to focus on excellence in service delivery
- **Systems and Policies** - Focus on legislative and process improvements, to adapt to our evolving community needs.



Quality of Life

Enhance safety by adapting to environmental changes, ensuring protected recreational activities for community health and connectivity.

AREAS OF FOCUS

- **Safety** - Enhance our safety and readiness for natural disasters through a comprehensive plan, including fire, flood, and drought preparedness strategies.
- **Recreation** - Support activities and health of our residents through access to our natural and built recreational assets
- **Community** - Elevate the community experience by upgrading our hall, and implementing modern amenities to support a wide range of activities and events.
- **Accessibility** - Enhance community accessibility, we bridge the gap between people with safe and inclusive solutions for every demographic.