

TOWNSHIP OF BILLINGS



Strategic Plan

2024 – 2028 and Beyond



Message from the Mayor, Council and Township Staff

We are honoured to introduce our new strategic plan, a roadmap that will guide the growth and development of our community over the coming years. We extend our heartfelt thanks to all the residents who participated in the survey, joined us for focus groups, and attended our public meetings. Your input has been invaluable in shaping this plan and ensuring it reflects the values and aspirations of our community.

One of the key priorities of our strategic plan is to maintain the rural character that makes Billings so special. We are committed to preserving the unique identity, rich history, and strong sense of tradition of our community. Our township is a place where neighbors know each other by name, where families have deep roots, and where newcomers are warmly welcomed. We will work tirelessly to uphold these values and ensure that Billings remains a welcoming and inclusive community for all.

We also recognize the importance of our natural environment and the role it plays in enhancing our quality of life. Billings is blessed with stunning natural beauty, from our pristine lakes and rivers to our lush forests and rolling hills. These natural attractions not only provide endless opportunities for recreation and relaxation for our residents but also draw visitors from far and wide. Protecting our natural environment will be a top priority as we move forward, ensuring that future generations can continue to enjoy the beauty here.

We are excited about the future of the Township of Billings and confident that our strategic plan will help us achieve our vision for a vibrant, sustainable, and inclusive community. We look forward to working together with all of you to make this vision a reality.



Billings Council: Michael Hunt, Ian Anderson, Vince Grogan, Mayor Bryan Barker, Deputy Mayor David Hillyard

Township of Billings At a Glance

Located on the northern shore of Manitoulin Island, the Township of Billings is a vibrant community with a rich history and a bright future. For centuries, this land has been home to Indigenous nations, including the Anishinaabe, the Odawa, and the Pottawatomi, who have lived here and continue to be an integral part of our community.

Billings was officially formed in 1887, named in honor of Sir William Billings, a prominent politician and businessman of the time. The township was legally established through the passage of the Billings Township Act, which formally recognized the area as a distinct municipality with its own government and administration.

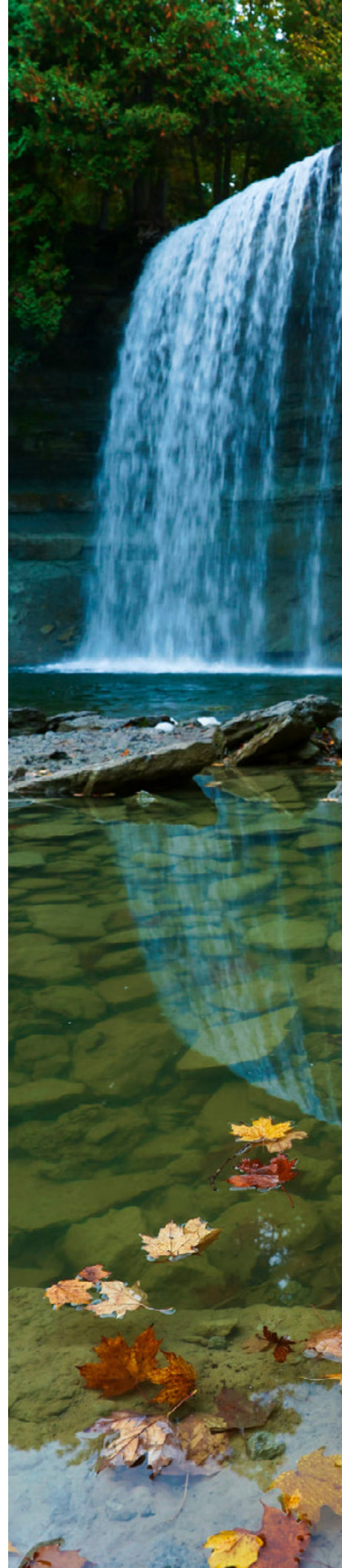
Present-day Billings is a dynamic and welcoming community, offering a wide range of activities and amenities for residents and visitors alike. Our township boasts a strong agricultural heritage, with many local farms producing a variety of crops and livestock. Outdoor enthusiasts will find plenty to enjoy, from hiking and biking trails to fishing and boating on Lake Kagawong and the North Channel.

One of the key attractions is our proximity to the Benjamin Islands, a renowned group of islands known for their rugged beauty and pristine waters. Boaters departing from the Aus Hunt Marina have easy access to these islands, making it the closest harbour for those looking to explore this stunning natural wonder.

Bridal Veil Falls is the most popular tourist attraction in our region. Visitors can take a leisurely stroll along the well-maintained trail that leads to the base of the falls, where they can feel the mist on their faces and marvel at the natural beauty that surrounds them. Bridal Veil Falls is not only a popular spot for nature enthusiasts and photographers but also serves as a reminder of the awe-inspiring power and beauty of the natural world.

In addition to our natural attractions, the Township is also home to a vibrant arts and culture scene, with local artists, musicians, and artisans showcasing their talents throughout the year. Our community is proud of its heritage and celebrates it through our museum, events and festivals that highlight our history, traditions, and Indigenous cultures.

As we look to the future, we are committed to building on the strong foundation laid by those who came before us. We will continue to work together to ensure that Billings Township remains a place where everyone feels welcome, and where the natural beauty of our surroundings is preserved for generations to come.



OUR VISION

Inspiring a life well-lived. Naturally.

OUR MISSION

**Ensuring a progressive future,
while honouring our rich history.**

OUR VALUES

Progressive

Welcoming

Accountable

Heritage-minded

Sustainable

STRATEGIC PRIORITIES



Service Excellence



Community Wellbeing



Resilient Natural Environment



Infrastructure





Service Excellence

Service excellence demonstrates a commitment to meeting the diverse needs of our residents, builds trust, fosters civic pride, and bolsters our reputation for efficient and responsive governance.

Objective	Actions
<p>Embrace modern technology to enhance citizen experience</p>	<ul style="list-style-type: none"> ▶ Improve digital connectivity and technical services to strengthen citizen interaction and to increase capacity to deliver services in an accessible format. ▶ Enhance the township web site, social media accounts and apps.
<p>Establish an adaptive organizational culture of continuous improvement</p>	<ul style="list-style-type: none"> ▶ Establish Billings Township as an employer of choice to attract and retain top talent. ▶ Empower employees to be more proactive, innovative and collaborative. ▶ Increase cross-departmental collaboration. ▶ Research opportunities to be a more data-driven organization.
<p>Enhance communications to promote engagement and accessibility</p>	<ul style="list-style-type: none"> ▶ Provide strategically focused public engagement opportunities. ▶ Expand staff training in customer service standards for inclusivity and diversity.
<p>Prioritize collaboration to improve customer service and increase efficiency</p>	<ul style="list-style-type: none"> ▶ Foster partnerships and shared services. ▶ Enhance collaboration with community groups, volunteers and others.
<p>Ensure good governance</p>	<ul style="list-style-type: none"> ▶ Foster transparency, accountability, and engagement through clear policies and effective communication.



Community Wellbeing

Community well-being refers to the overall health, happiness, and quality of life experienced by the individuals and groups within our community. We commit to enhancing our residents' lives and fostering social cohesion, resilience, economic development and sustainability.

Objective	Actions
<p>Provide community spaces that enrich the lives and encourage active lifestyles for all ages</p>	<ul style="list-style-type: none"> ▶ Revitalize existing spaces where citizens of all ages naturally gather. ▶ Optimize experiences for users of our natural spaces. ▶ Incorporate our values including diversity, equity, inclusion and climate action into our policies, plans and initiatives. ▶ Determine strategic direction for underutilized municipal lands.
<p>Ensure safety and security</p>	<ul style="list-style-type: none"> ▶ Analyze road signage and upgrade to enhance road safety. ▶ Improve neighbourhood connections and identify unique neighbourhood needs. ▶ Prioritize implementation of climate action initiatives and education on emergency preparedness.
<p>Improve overall health and foster social cohesion</p>	<ul style="list-style-type: none"> ▶ Encourage and empower community groups to organize and manage events and activities.
<p>Foster economic growth and development</p>	<ul style="list-style-type: none"> ▶ Continue to explore funding opportunities to enhance economic development.
<p>Facilitate support for seniors</p>	<ul style="list-style-type: none"> ▶ Research options for providing supports for seniors, such as independent living facilities.



Resilient Natural Environment

Implementing strategies to preserve and enhance our natural environment is essential for Billings Township to foster resilience and sustainability for future generations.

Objective



Actions

Protect and enhance our natural assets

- ▶ Be good stewards of our streams, lakes, waterfalls and other natural assets.
- ▶ Continue to work with community partners to protect and expand our trail systems and open spaces.
- ▶ Prepare for, mitigate and adapt to changes in the natural environment.





Infrastructure

Infrastructure is the backbone of our community, providing the essential facilities and systems that enable our residents to lead safe, productive, and comfortable lives.

Objective

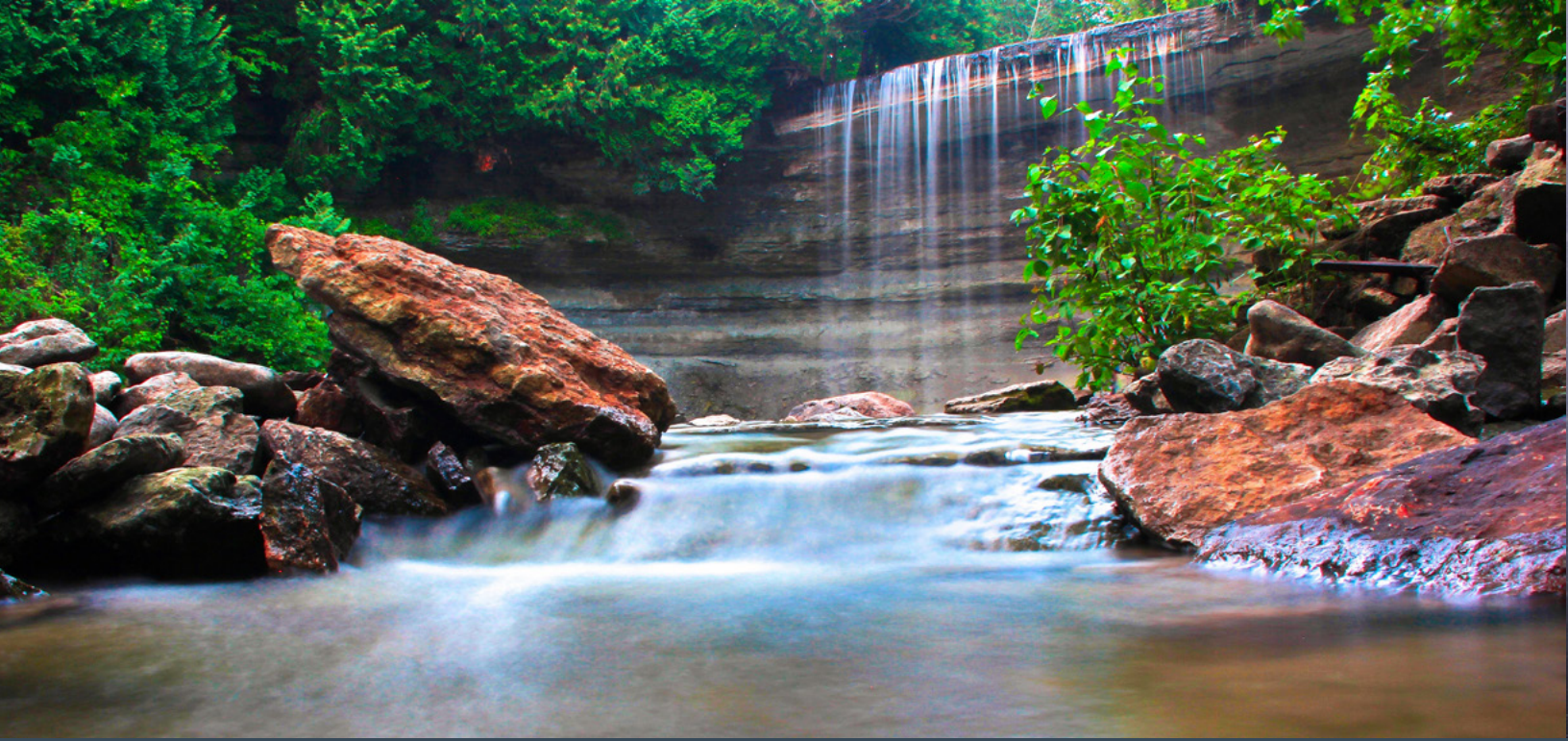


Actions

Ensure that current and future township assets are managed to be sustainable to meet our long-term needs

- ▶ Refine the Asset Management Plan to facilitate the preparation of capital and operating budgets.
- ▶ Determine strategic direction for existing facilities and other infrastructure.
- ▶ Prioritize infrastructure projects based on critical needs, aging systems, potential environmental risks, and community needs.
- ▶ Proactively prepare and plan projects and continue to identify and apply for additional funding opportunities.





Implementation of the Strategic Plan

The strategic plan will provide a framework for decision-making, with plan objectives and broad actions integrated into the development of annual operational plans. These, in turn, will identify strategic initiatives that are aligned with the strategic plan's priorities, and in harmony with our vision, mission and values statements.

The township's senior management team will be responsible for developing the annual operational plans and presenting them to council for discussion and approval. These annual plans will also be the primary instrument for monitoring progress, including providing the framework for reporting to council and the public.



Township of Billings

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