



2023 -2027 Strategic Plan

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, Goals and Objectives

Strategic Priorities	Infrastructure Improvement	Recreation	Economic Development	Community Engagement
Goals	To improve West Elgin's infrastructure to support long-term growth	To provide recreation and leisure activities to attract and retain residents	To ensure a strong economy that supports growth and maintains a lower cost of living	To enhance communication with residents
Objectives	1. Forecast the enhanced needs of municipal infrastructure 2. Advocate for funding for infrastructure improvements 3. Advocate for funding for affordable housing for seniors	1. Identify and collaborate with partners to run recreation programming 2. Enhance year round programming for all age groups, including the expansion of summer programming 3. Build multi-surface courts in West Lorne	1. Attract more small businesses, retail and industry to West Elgin 2. Explore transportation services to St. Thomas 3. Enhance the view of West Elgin as a tourism destination	1. Implement the new software for automatic texting 2. Expand the use and reach of social media channels