

Welland Recreational Canal Corporation





Strategic Planning Session

“Creating the Vision through Strategic Planning”



The Journey ...

1. The Strategic Planning Process
2. Objectives of Strategic Planning
3. The Vision for the Welland Recreational Canal Corporation
4. The Mission
5. Operating Principles
6. Strategies and Progress
7. Communications



The Strategic Planning Process

-  Involves the coordination of creative minds into a common perspective and a common goal
-  It enables an organization to proceed into the future in a meaningful way
-  It provides a common foundation for judgment and decision-making
-  It helps an organization to manage more effectively on a day-to day basis


Objectives of Process

-  **Creating a VISION of how to take this resource and weave it into the fabric of the community and the Downtown**
-  **To look at options that will support the VISION of the Canal lands and waterways for the community**

Objectives of Process


-  To develop a PLAN for the Canal lands and waterways that maintains public access, enhances maintenance for existing day to day operations and use and that specifies where we are going and what's going where
-  To have a discussion that deals with public access and development of the Canal lands and waterways

A Vision for Success

 Building on the labours of our yesterdays to provide the opportunities for our future. Enjoy the present!






A Mission for Accomplishment

-  The Welland Recreational Canal Corporation is a self-sustaining community organization dedicated to being a catalyst for continued development of recreational, cultural and historical celebrations throughout its lands and waterways.



Operating Principles:



(These principles have been designed in order to provide guidance and support to the WRCC)

-  Expanding Recreational, Cultural or Historical Use of Canal Lands and Waterways
-  Utilizing the land and waterways
-  Commitment to “self-sustaining”






Operating Principle One:



Expanding Recreational, Cultural or Historical Use of Canal Lands and Waterways

-  **The Welland Recreational Canal Corporation wishes to promote the gathering of people in the community**
-  **Projects will reflect the values of our community and be people-oriented**

Operating Principle Two: Utilizing the Land & Waterways

-  **Public access will always be available to the banks of the waterways**
-  **Water quality will not be compromised at source**
-  **The WRCC will conserve and protect the environment of the lands and waterways**

Operating Principle Three: Commitment to "Self-Sustaining"

-  **The Welland Recreational Canal Corporation is dedicated to being self-sustaining (financially independent)**
-  **The WRCC is open to exploring partnerships to develop, enhance and promote lands and waterways with a preference to land/property leasing arrangements**

Strategic Priorities Include:

(Strategies are the key themes or elements that provide the focus for establishing Vision-driven objectives.)

 **Promote** Canal lands and waterways


 **Develop** an official use plan


 **Explore** partnerships

 **Maintain** current resources



Promote Canal Lands and Waterways

 **Develop** a home page and Web site

 **Promote** linkage with tourist publications and Internet sites (Summer Project 2003)

 **Develop** historical brochures and plaques


Promote Canal Lands and Waterways

 **Explore** development of flags festival to promote celebration of multicultural Welland

 **Develop** a logo for WRCC

 **Develop** promotional kiosks or booths

Develop an Official Use Plan


 **Determine** possible uses for land and waterways

 **Considerations** to include items such as swimming locations, washroom facilities and parking facilities

Explore opportunities for partnerships

 **Explore opportunities with educational facilities, service groups and volunteer organizations, private sector organizations and other levels of government**

Maintain Current Resources

 **Develop** short and mid term maintenance plans including evaluation of service levels

 **Ensure** ongoing implementation of plans to maintain lands in an effective manner

Status of Strategic Planning Process ...

- Share strategic planning process with Council and members of the public to seek input and share progress
- Continue strategic planning journey

Celebrate Accomplishments

Coming together is a beginning;
Keeping together is progress;

WORKING TOGETHER IS
SUCCESS!

Welland Recreational Canal Corporation

