



— Township of —

SEVERN

Strategic Plan

2023 to 2026

This document communicates Council's priorities, goals, and high-level actions for the next three years.

[severn.ca](https://www.severn.ca)



| **About Severn**

Located just 90 minutes north of the GTA and easily accessed from major highways 400, 11, and 12, Severn is nestled in the northern corner of Simcoe County and is considered the gateway to the Canadian Shield.

Its sprawling network of trails, combined with pristine lakes and rivers have created an all-season destination for adventurers to explore, while festivals and events, boutique shops, dining establishments, and historic buildings offer something to appease almost everyone else. With a friendly and welcoming residential population spread across a series of charming settlements, Severn is known as a community of communities—both a beloved escape and a place to call home for those who seek a balanced lifestyle.

A message from Council



“

The four strategic priorities outlined in this plan will guide Council’s work over the 2023 to 2026 term.

Our goal is to build a healthy and connected community where people come first, and where everyone has access to the resources they need.

This plan is also an invitation to you, our partners, and other organizations to collaborate with us as we work to reach our vision.

With your support, Council is confident we will achieve our goals.

”

Left to right (sitting): Mayor Mike Burkett;
Deputy Mayor Judith Cox

Left to right (standing): Councillor Philip Brennan;
Councillor Dan Janssen; Councillor Mark Taylor;
Councillor Wanda Minnings; Councillor Jim McIntyre

About us

Mission

Township of Severn is a welcoming, community-focused municipality that promotes responsible development, encourages all-season tourism, and delivers a high level of service. We celebrate our unique identity, preserve the natural environment, and value our historic small-town charm.

Vision

Through excellence in service and preservation of our historic and natural assets, the Township of Severn enhances the quality of life for residents and creates opportunities for the community. We welcome investments that complement and respect our rural character.

Priorities and goals

Economic development



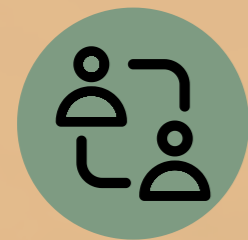
Complete an economic development strategy to enhance our capacity to attract and retain businesses.

Infrastructure to match growth



We are prepared and can adapt to meet the housing demand and changing demographics with servicing, water, and roads.

Customer service focus



Improve responsiveness, communications, engagement, outreach, and ease of access.

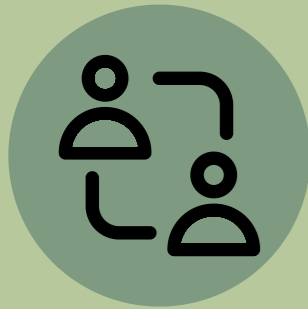
High-speed internet



Advocate for affordable broadband to our residents and businesses.



- E1: Prepare an Economic Development Strategy including a strategic assessment of how to best work with partner agencies
- E2: Develop a strategy for development-ready lands



- C1: Implement a service tracking database
- C2: Review the Customer Service Policy
- C3: Launch a Customer Service Portal
- C4: Prepare a Community Engagement Strategy



- I1: Develop a Master Servicing Plan
- I2: Pursue funding partnerships for the Westshore Recreation Facility
- I3: Pursue tools to financially support critical infrastructure
- I4: Implement the Recreation Master Plan
- I5: Explore partnerships with neighbouring municipalities for facility use



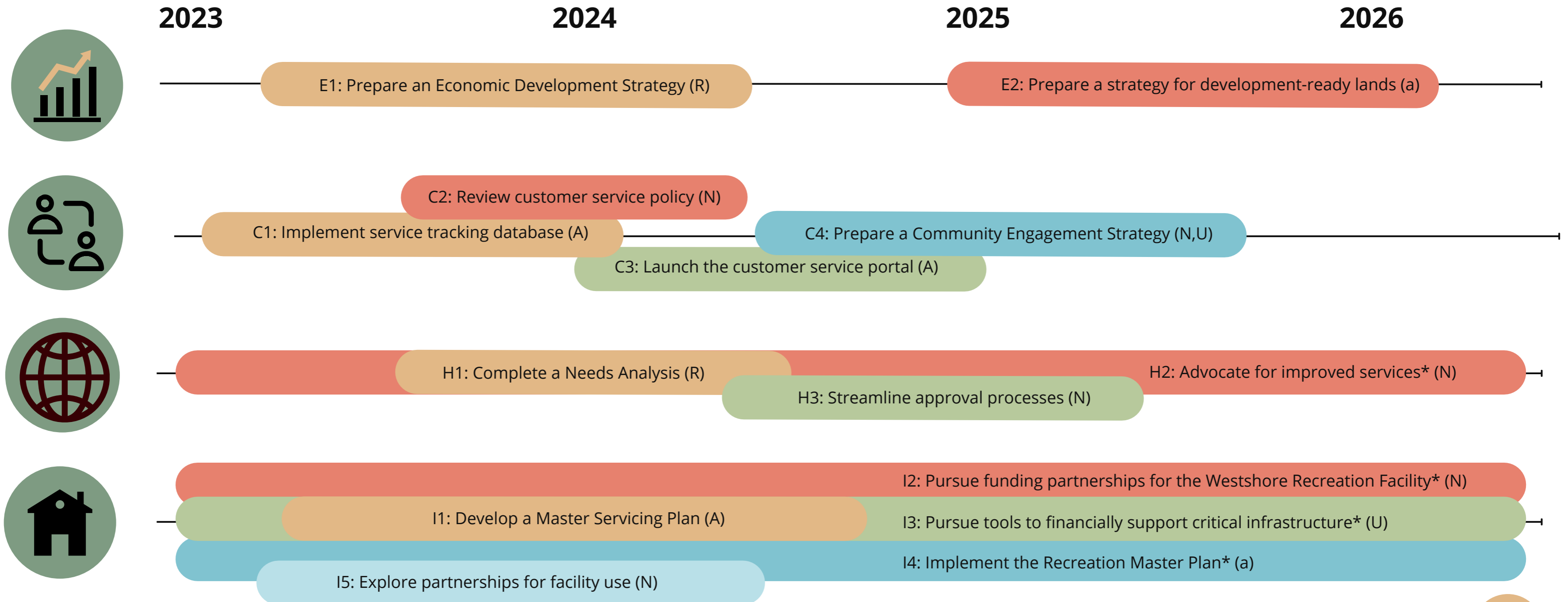
- H1: Complete a Needs Analysis
- H2: Advocate for improved services
- H3: Streamline approval processes for access agreements and utility permits

Our objectives

Timeline

Budget impacts

- a: Annual budget process
- A: Approved in 2023 budget
- N: No budget impacts
- R: Reserve funding
- U: Unknown/requires staff investigation



An ongoing action is referred to by the * symbol.

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severn.ca

