

## King Township elevates status with modern marketing tools

**By Mark Pavilons**

King Township residents fully understand the qualities and benefits of the place they call home.

And now, more will know about this gem in the northern GTA, thanks to a couple of recently published Township booklets.

Residents likely received the 2012/2013 Community Report, a high-gloss booklet that provides an extensive snapshot of King Township, its departments, services, achievements and future plans.

Hopes are this will be an annual publication, a continual progress report.

King Mayor Steve Pellegrini is thrilled with the report. King has much to offer. "It is not just our picturesque rolling countryside that makes our Township unique but the people who live here that truly make King a great place to live, invest, work and play."

King CAO Susan Plamondon said staff spent the better part of the last three years taking stock of where King is developing strategic and master plans for moving forward. These include the ground-breaking Integrated Community Sustainability Plan adopted in April 2012. Most department plans have been prepared to guide King well into the future.

King has enjoyed physical improvements in services and recreation. On the financial side, Township reserves are being replenished. "We have a staff team that is committed to the community vision that is the basis of our Integrated Community Sustainability Plan and I'm especially proud of the work of every member of our staff to develop our corporate vision, mission and values statement that is focused on excellence in the delivery of municipal services and community engagement," she wrote.

"Going forward, we are committed to staying true to and implementing our strategic and master plans."

The report highlights priorities contained in the Sustainability Plan. To date, roughly 80 initiatives have been undertaken.

The report also provides population data, income figures and local business activity. It outlines achievements and goals of King Fire & Emergency Services, Economic Development, Parks, Recreation and Culture, Bylaw and Clerks, Planning and Finance.

"Personally, I am proud of all that our council, staff, community members, residents and farmers have achieved together since 2010," said Avia Eek, Ward 6 councillor.

### Investment Profile

Bolstering King as a place to do business is the new Community Investment Profile, a 20-page brochure that puts the municipality in the spotlight.

Mayor Pellegrini noted these are "exciting times in the growth and development of our community."

The profile spells out King's commitment to sustainability, noting the welcome mat is out for investment. King is a "smart choice" for small business and entrepreneurs and offers Ontario's "Salad Bowl," the Holland Marsh.

The profile highlights King's strategic location, access to the 400, rich agriculture and both housing and business opportunities.

It's really a doors-open document for others, a special invitation to check King out and see what we're all about.

The current council and staff are all about leveraging partnerships and opportunities, to the benefit of all.

These two most recent documents will go a long way in reaching our goals.