



Pickering Village Revitalization Artist Rendering



Ajax Fire and Emergency Services Headquarters

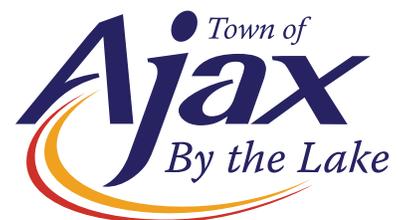
WE DID IT, AJAX...
TOGETHER!

TOWN OF AJAX STRATEGIC PLAN SUCCESS REPORT



Obelisk at Veterans' Point Gardens

2007-2010





Steve Parish, *Mayor*



Brian J. Skinner,
Chief Administrative Officer



Front row: Regional Councillor Wards 3 & 4, Colleen Jordan, Mayor Steve Parish, Regional Councillor Wards 1 & 2, Scott Crawford. Back row: Councillor Ward 1, Shaun Collier, Councillor Ward 3, Joanne Dies, Councillor Ward 2, Renrick Ashby, Councillor Ward 4, Pat Brown.

A MESSAGE FROM THE

Mayor and Chief Administrative Officer

On behalf of Ajax Council, senior management and our employees, we are pleased to present the *2007-2010 Town of Ajax Strategic Plan Success Report*.

2007-2010 COMMUNITY PRIORITIES

- Community Safety
- Environmental Initiatives
- Protecting Employment Lands
- Revitalization of Downtown Ajax
- Financial Stability & Sustainability
- Economic Development & Tourism
- Ajax Official Plan/Growth Related Studies
- Local Transportation
- Communication, Public Awareness & Education
- Arts & Culture Initiatives
- Community Development & Outreach/Events
- Customer Service

Well... Ajax, we are very proud to say, we did it! It is anticipated that the Town will complete 99 of the 103 strategies by the end of December, 2010. This is a great accomplishment for our community and will serve us well as we continue to prosper and grow. In this document, we outline our accomplishments and successes of the last four years. The complete strategic plan document is available at www.townofajax.com.

The most rewarding aspect of seeing this plan through was the way in which the community embraced the process and became enthusiastically engaged in helping shape the future of Ajax. It is through this dialogue that we were able to complete this plan and create a community we can all be proud of. This plan was truly a people's plan in that it was founded on the community's goals and aspirations.

It's been said, "Do not follow where the path may lead. Go instead where there is no path and leave a trail." In Ajax, we're leaving a trail!

We want to thank everyone for their efforts and contributions, particularly those of residents and staff.

Sincerely,
Steve Parish, *Mayor*
Brian J. Skinner, *Chief Administrative Officer*

Strong Sense of Community



CELEBRATING OUR HERITAGE AND RICH HISTORY

- A new online portal, Uncovering Historical Ajax (<http://www.townofajax.com/Page4709.aspx>), was launched to promote Ajax's heritage. The site highlights heritage designations, including 20 homes designated under the Ontario Heritage Act; history on cemeteries and landmarks within Town.
- The Town will host its first Doors Open event on September 18, 2010, to showcase the Town's unique heritage, history and sites rarely open to the public. Thirteen sites and a walking tour will be featured as part of the event. The full listing of sites is available at www.doorsopenajax.com.
- The plan to revitalize Pickering Village into a vibrant, thriving commercial, heritage and tourist destination is underway as the Pickering Village Study is now complete.

MAKING A SAFE COMMUNITY SAFER

- Ajax Council approved the first Community Safety Strategy for Ajax. Developed in collaboration with the Durham Police Service, both school boards and numerous community groups, the strategy focuses on 66 plans in four priority areas: Neighbourhoods; Youth, Family and Seniors; Transportation and Getting Around; and Policing. Between 2008 and 2009, more than 15 strategies, including the undertaking of a quality of life survey and development of a youth pilot program, have been carried out or started.
- Six walkway lighting projects to enhance safety, security, visibility and reduce vandalism in our park system and pedestrian corridors have been undertaken in the following neighbourhoods: Westney Heights; Hermitage Park; Kitney Drive; and Sobeys Plaza (Westney Road South).
- To help connect and engage neighbours, the Town hosted "Community Conversation" BBQs between 2009 and 2010 at Hermitage Park, Imagination Park, Monarch Mews, Lord Durham Park, Mullen Park, Boyd Parkette, Woodcock Park, and Meadows Park. Over 1,000 residents attended and participated in the BBQs.

PROMOTING AN ACTIVE AND HEALTHY LIFESTYLE AND OPPORTUNITIES FOR LIFELONG LEARNING

- Ajax Council approved a Sports and Physical Activity Strategy that includes 60 actions to increase physical activity opportunities and build public awareness of the importance of active living for Ajax residents. This included the launch of the popular "I Can...Get Active" campaign and initiatives.
- An annual half marathon event, Run Ajax, was introduced in 2008, which attracts more than 300 participants to the waterfront trail each year.
- Council approved an Affordable Access to Recreation and Cultural Services Policy that considers a range of affordable opportunities for the community. Services include a balance of free, low cost recreational/drop-in activities and community events as well as fee based introductory and specialized programs, and a fee assistance program.
- Recreation & Culture has established partnerships which have resulted in improved access to community programming. Examples include bringing an Ontario Early Years Centre to Ajax Community Centre, the Indoor Park program at McLean Community Centre, Swim to Survive programs, Tim Horton's Swim and Skates, and the Grade 5 Action Pass.
- In order to ensure a mix of library resources to meet future community needs, the Ajax Public Library is currently developing a Library Master Plan that will serve residents until 2025.

RECOGNIZING AND SUPPORTING COMMUNITY VOLUNTEERS

- More than 900 volunteers, many local high school students, helped at Town festivals and events since 2007.
- Volunteer organizations are supported through training, tools and resources. In 2010, the Town hosted two workshops "Retaining your most Valuable Volunteers" and "Fund-raising in the Current Economy".
- A Youth Engagement Committee (YEC) was formed to increase the skills and leadership capacity of Ajax youth and provide them with opportunities for civic engagement. The group has been a part of a number of initiatives, including the Recreation and Culture Master Plan, Youth Spaces Study, and annual Youth Week celebrations.
- A Community Group Affiliation Policy was implemented to support the development of our community sport, art, cultural and social groups. As of 2010, 20 groups have been approved as Community Group Affiliates.



ST. FRANCIS CENTRE
for COMMUNITY, ARTS & CULTURE



SUPPORTING A WIDE RANGE OF HOUSING OPTIONS

- Development is currently underway on a six-storey, 84 unit assisted housing building at 50 Station Street.
- The Town strengthened planning policies to provide a greater mix of housing, with emphasis on multi-residential uses, including affordable seniors' housing. Downtown Ajax, smaller centres and major transportation routes have been identified as ideal locations.

PROMOTING ARTS AND CULTURE

- Through the Town's Integrated Community Arts and Cultural Plan, a number of new initiatives have been introduced to the community such as Kids in the Square, Music in the Square, Movies in the Park, and at Town-wide events, including WinterFest and Canada Day. New groups and programming were established such as the Photography Club, cultural dance classes and the annual Youth Talent Showcase "Ajax on Stage".
- The Ajax Festival of the Arts event was introduced in 2008. In 2010, the event was expanded to include local art groups who delivered 10 events over seven days, which included the KRE8IVE Kids Festival, Art in the Park, Tamil Fashion Flair, Movies Without Borders, and an Aboriginal Art Celebration.
- Ajax Council endorsed an Art in Public Spaces Policy and Plan for the Town. The policy establishes a standardized process for commissioning and acquiring works of art for display around Town. To support this, a new Public Art Reserve was established to secure and plan for future art opportunities. The reserve now totals approximately \$117,000.
- New art features have been incorporated around Town: Obelisk at Veterans' Point Gardens, "Vasika mhuri" (Family Creation) sculpture at the McLean Community Centre, a Waterfall feature at the Keg Restaurant, a sculpture at BMW, and the pedestrian arbour at St. Bernadette Catholic School.
- Council approved the redevelopment of St. Francis de Sales Church to become a multi-use community arts and cultural centre (St. Francis Centre). Construction is currently underway with completion expected in 2011.

ENHANCING CITIZEN ENGAGEMENT AND PARTICIPATION

- Increased publication of the Town's Ajax Today newsletter, introduced an electronic newsletter called Ajax E-News, and created a Facebook Fan Page to keep residents informed.
- Council agenda, reports and minutes are now available on Town's website.
- After school programs were established in two local schools in partnership with the Ministry of Health Promotion, Durham District School Board and Eastview Boys and Girls Club. These highly successful programs will run for two years.

VALUING OUR DIVERSITY

- Ajax Council recently approved the Town's first Diversity and Community Engagement Plan to build greater awareness and understanding of the value and strength diversity brings to our community.
- In partnership with a number of social service agencies, the Town hosted the first Durham Pride Prom in 2009.
- Recreation & Culture staff, in partnership with Community Development Council Durham, conducted a Cultural Competencies Workshop in 2008. The workshop is being delivered to all Ajax staff in the fall of 2010.
- Recognized Black History Month in partnership with the Women's Multicultural Resource Centre of Durham, and South Asian Heritage Month with Cultural Expressions Gallery and Community Economic Development for Immigrant Women.
- New programs such as a Bollywood dance program, indoor cricket, a street dance workshop, fitness and health for newcomers and female-only swim times and lessons have been introduced.



Town Hall



Town Hall Information Desk

GUIDING PRINCIPLE #2

Responsive Leader in Local Governance

SUPPORTING SUSTAINABLE AND STABLE FISCAL MANAGEMENT

- A key measure of a municipality's financial strength is the health of its reserves to support future growth and development. From 2007 through 2009, the Town aggressively increased its total reserves from \$22.7 million to \$41.5 million.
- Lower, consistent annual tax rate increases are an indicator of stable fiscal management. Over the last four years, Ajax had the lowest average tax rate increase within Durham Region, nearly 24% lower than the Regional average.
- Strategic use of non-tax revenues is an essential element of long term fiscal management. The Town's share of slots revenues and the income from Veridian focus on longer term financial sustainability, while still contributing to the objective of low tax rate increases. For example, by using the slot revenue to reduce long-term borrowing requirements, the Town will save approximately \$4 million in interest and avoid a 2% increase in taxes.

SUPPORTING OPPORTUNITIES FOR PARTNERSHIP

- Developed a formal corporate sponsorship policy to seek financial assistance to support various community programs, festivals and events that the Town delivers to its residents. Since 2007, the Town has secured approximately \$240,000 in sponsorships.

ENHANCING DELIVERY OF CUSTOMER SERVICE

- Developed a Corporate Customer Service Strategy, including the establishment of formal customer service standards to improve service delivery and respond to resident needs.
- Surveyed approximately 1,000 residents through two customer polling exercises, in fall of 2007 and spring of 2010. The polls asked residents a variety of questions about their perception and satisfaction with the delivery of services and their interaction with Town staff. Results of both customer polls are available on the Town's website.
- Implemented a dedicated phone line for tax inquiries to enhance communications between Finance staff and residents.



Sundial Development in Downtown Ajax



Carruthers Marsh Pavilion Opening

GUIDING PRINCIPLE #3

Managing Growth



Commercial Avenue Extension

ENSURING BALANCED GROWTH

- The Town completed a comprehensive Official Plan Review to plan for sustainable and healthy growth. Our efforts through this review will mean better use of infrastructure, less sprawl, protection and enhancement of the natural environment, and more liveable neighbourhoods. The plan accommodates a population for Ajax of 137,670 by 2031, a 62% intensification rate, and a minimum of 57 jobs per hectare in new employment sites in accordance with guidelines set out by the province.

PRESERVING EMPLOYMENT LANDS

- The Town has adopted new policies for its employment areas to ensure that they attract a greater number of well-paying jobs. These policies include requiring that commercial uses are constructed as part of larger buildings, and allowing for limited retail development in select areas of the Town.
- Successfully retained the employment land use designations on vacant lands owned by Tribute and Runnymede Development Corporation LTD., located within the Carruthers Creek Employment Area (Salem Road and Rossland Road), and on the Salem 401 Interchange lands owned by Petro-Canada and Runnymede. This is important to secure future high paying, high quality jobs for residents.
- A multi-industrial development, owned by Higgins Development Partners, is planned for Harwood Avenue North, south of Rossland Road. The first building in the industrial park is ready for occupancy.
- Since 2007, new employment land developments have taken place along Bayly Street, Westney Road, Achilles Road, Harwood Avenue and Green Court. Construction is underway on a large addition to the Loblaws Distribution Centre (Atlas Logistics).

PROMOTING ACTIVE TRANSPORTATION

- A School Travel Plan Pilot Project agreement has been signed with Green Communities Canada to encourage students and parents to walk to and from school, fostering safe, healthy, sustainable neighbourhoods.



IMPROVING TRAFFIC MANAGEMENT

- Council adopted a new traffic calming warrant program. The program provides recommendations for traffic improvements along local streets. The first project to be completed was Old Harwood Avenue. Future projects include work at Westney Road and Finley Avenue, and public consultation for Linton and Elizabeth Streets.

PROMOTING THE EXPANSION OF A SEAMLESS TRANSPORTATION SYSTEM

- A Transportation Master Plan update was approved by Council to support the Town's planned population and employment growth to 2031. It provides recommendations toward a long-term transit strategy, including optimizing infrastructure, and improving daily commutes and active transportation.
- Council adopted "Walkable and Bikeable Ajax – the Ajax Pedestrian and Bicycle Master Plan" to support walking and cycling for all travel purposes and to make pedestrian and cycling infrastructure a visible part of the Town.

SUPPORTING INFRASTRUCTURE DEVELOPMENT

- Council approved a Recreation, Parks, and Culture Master Plan which includes 104 recommendations pertaining to the development of facilities, services, and policies for the next 10 years.
- Since 2007, a number of road construction projects were commenced and/or completed to keep pace with development, minimize traffic gridlock and provide essential transportation links. Below is a summary of some of the major projects:
 - Extension of Achilles Road from Salem Road to east of Carruthers Creek (complete).
 - Widening of Salem Road from Kingston Road to Taunton Road, including a new four lane overpass structure at the CPR tracks. Project to be completed fall 2010.
 - Extension of Kerrison Drive from Harwood Avenue to east of Carruthers Creek, completing an east-west link across Ajax and helping to alleviate traffic on Kingston Road. Project to be completed summer 2010.
 - The Class Environmental Assessment (EA) for Rossland Road improvements from Brock Road in Pickering to Westney Road is complete. The detailed design commenced in 2010, with the first phases of construction proposed to begin in 2013.
- Ajax is taking the lead in Durham Region in trail construction. The following is a summary of some of the major projects:
 - Construction of the second phase of the Audley Trail (Ashbury Boulevard to Donahoe Court). This is an important link from the Waterfront Trail north to residential communities eventually connecting into Ajax Downtown.
 - An extension of over 3 km of the Millers Trail (Rossland Road to Taunton Road). The project included five pedestrian bridges over Millers Creek.
 - The Duffins Trail (Westney Road to Mill Street) was extended. This section is a major link of the Duffins Trail system crossing the Duffins Creek at two locations and tying two existing portions of the Duffins Trail together for one continuous link.
 - Completion of the Taunton Road Trail (Audley Road to Westney Road). This trail is an important east/west trail system connecting the east side of town to the west.
 - Completion of the Ajax Greenbelt Trail from Pickering Beach Road to Harwood Avenue. This provides a major trail link from the Waterfront Trail north-west to the Ajax Downtown.
- The Town remains responsive to community growth and leisure needs through the development of community facilities. Between 2007 and 2012, the Town will invest more than \$70 million in various facilities and strategic sites.
 - Ajax Fire and Emergency Services Headquarters (opened)
 - Veterans' Point Gardens Washroom (opened)
 - Carruthers Marsh Pavilion (opened)
 - Greenwood Discovery Pavilion (opened)
 - Operations Centre (set to open fall 2010)
 - St. Francis Centre (set to open Spring 2011)
 - Memorial Outdoor Pool Redevelopment (set to re-open Summer 2011)
 - Audley Recreation Centre (set to open in 2012)
- In response to increasing activity in a range of sports, the following additions or improvements were made to the municipal sportsfields:
 - New soccer fields added at Guinness Neighbourhood Park, Miles Park and Imagination Park
 - Replacement of Cedar Park Baseball Diamond Backstops
 - Upgrade of lighting at Ajax Community Centre Tennis Courts
 - Reconstruction of Hermitage Park and Paradise Park Tennis Courts
 - Addition of Ajax Community Centre Soccer Pitch Lighting
- A Youth Recreational Spaces Study was approved to support increased opportunities for youth in our community. Key recommendations include the provision of dedicated youth space at the Audley Recreation Centre and consideration for a stand alone space in partnership with other youth service providers.



Solar System on New Operations Centre



Ajax TrailFest

GUIDING PRINCIPLE #4

Environmental Leadership



Ajax Green Living Days

PROTECTING OUR NATURAL FEATURES AND OPEN SPACE SYSTEMS

- The Toronto Region Conservation Authority identified a new Flood Risk Area in south Ajax (Pickering Beach/Carruthers Creek neighbourhoods). An Environmental Assessment is underway to find achievable flood remediation measures to mitigate downstream impacts on flood and erosion hazards.
- Since 2007, and during Ajax Green Living Days events, the Town has planted more than 9,000 trees, shrubs, and wildflower plantings in various locations throughout Ajax.
- The Town is currently developing an Urban Forest Management Plan that will recommend ways to increase and manage tree canopy cover. This will ensure the long term health of the Town's urban forest, which has significant environmental, economic and social benefits to the community.
- The Town continues to protect, enhance and promote Greenwood Conservation Area through a Management Plan. Many initiatives have been implemented, or are currently in the development phase. A summary of initiatives include:
 - Construction of a new pedestrian bridge across Duffins Creek
 - Construction of new trails
 - Construction of a new main entrance
 - New signage and branding
 - New Greenwood Discovery Pavilion

APPLYING LEADING ENVIRONMENTAL MANAGEMENT TECHNOLOGIES

- A Waste Reduction Plan was recently approved by Council. The focus is to improve waste diversion in Town facilities and parks.
- The Town has converted 12 traffic signals to LED technology and is piloting LED street lights in 2010 along Falby Court.



Hybrid Vehicle

MAINTAINING AND ENHANCING OUR JEWEL OF A WATERFRONT

- Launched a new interactive web portal to showcase Town's waterfront, called Ajax Naturally (www.townofajax.com/ajaxnaturally).
- The Town has made a number of improvements along the Ajax Waterfront, including:
 - Rehabilitation of approximately 2.5 kilometres of waterfront trail
 - Re-surfacing of the Rotary Park parking lot, including the introduction of bio-swales to manage stormwater
 - Construction of Carruthers Marsh Pavilion
 - Creation of a waterfront meadow
 - New picnic areas and recycling stations



Canoe Camp

BEING A LEADER IN ENVIRONMENTAL ISSUES

- In an effort to reduce its vehicle emissions, the Town has purchased 11 hybrid vehicles.
- The Town developed an Anti-Idling campaign to reduce vehicle idling to no longer than two minutes and established 'Idle-Free' zones at Town facilities and parking lots along the waterfront.
- A commitment was made to build sustainable Town buildings by pursuing LEED (Leader in Energy and Environmental Design) accreditation. Three Town facilities (Fire Hall Headquarters, Operations Centre and Carruthers Marsh Pavilion) have been registered with the Canadian Green Building Council. The Audley Recreation Centre, currently in the detailed design phase, will also be LEED designed. Features of our LEED buildings include: green roofs, geo thermal heating and cooling, rainwater harvesting, and renewable energy generation through the use of photovoltaic solar panels.
- The Town has undertaken many actions to protect and improve water quality and the Lake Ontario shoreline:
 - In 2008, the Town won the Wege Foundation "Small Cities Sustainability Best Practices Award" and \$5,000 in recognition of the Town's ongoing actions to protect/improve water quality in Lake Ontario. The funds were used to investigate potential sources of bacteria contributing to beach closures.
 - The Town is currently conducting an environmental assessment for potential stormwater management facilities in south Ajax, which involves reviewing water quality data, assessing existing infrastructure and identifying cost-effective solutions to reduce contaminant loads entering Lake Ontario.
 - The Town has been chosen to participate in Bi-National Cooperative Monitoring of the Nearshore of Lake Ontario with the fieldwork being completed by U.S. and Canadian scientists on Water Quality, with presentations being delivered at the International Association for Great Lakes Research.
 - To educate residents about the effects of human activities on water quality and how they can be avoided, the Town partnered with the Toronto Region Conservation Authority on the Yellow Fish Road Program. Three hundred students and teachers from three Ajax schools painted 600 yellow fish on curbside drains and handed out a total of 2,550 flyers as part of the educational campaign.
- The Town, in partnership with the Ajax-Pickering Board of Trade, developed an EcoBusiness Program for local businesses to undertake pollution prevention programs and other environmentally-friendly actions. The Program has received accolades from the Ministry of Energy and Infrastructure and from the Ontario Chamber of Commerce.



Idle Free Campaign



Search Engine People
- Profit Magazine's Top 100 Fastest Growing Companies



Carruthers Creek Employment Area

GUIDING PRINCIPLE #5

Economic Prosperity



Economic Development
Marketing Material

ATTRACTING NEW INVESTMENT AND EMPLOYMENT OPPORTUNITIES

- Approved a new Economic Development and Tourism Strategy. The strategy takes a new approach to business attraction and retention by putting INNOVATION + TALENT + QUALITY OF PLACE at the forefront of programming to attract high value, sustainable employment and investment in Ajax.
- The Town is currently working on educating local businesses on the opportunities of the Green Energy Act, specifically through hosting information sessions such as the 'Solar FIT Workshop for Businesses' that provided key information for businesses investigating solar panel investments.

ENHANCING AND MARKETING A POSITIVE BUSINESS AND IMAGE IDENTITY

- Developed and launched the "This is My Ajax" advertising campaign in 2008 to promote Ajax as a great place to live, work and visit. A total of nine ads were produced as part of the campaign, highlighting activities in Ajax (shopping, dining, golfing, recreation and meeting facilities). The 2010 advertising campaign "Ahhh...Ajax!" highlights the www.townofajax.com/ajaxnaturally website and the draw to the many outdoor recreational activities that exist along the trails and open spaces.
- Marketing materials were developed to aggressively target specialty businesses to increase growth and local job opportunities. Sectors include: Energy & Environment, Advanced Manufacturing, Employment Lands and Small & Medium Business.
- Developed an "Entrepreneurs Wanted" advertising campaign to build awareness of the Town's support for small business, as well as to encourage small business development and expansion within the Town.

PROMOTING AND ENCOURAGING BUSINESS RETENTION AND EXPANSION

- More than 250 local businesses have been contacted through the Town's new Corporate Calling Program. From those contacted, over 100 in-depth interviews were conducted and the Town has been able to assist businesses with meeting local suppliers and/or connecting to provincial or federal funding opportunities.



PROMOTING AJAX AS A TOURISM DESTINATION

- Ten new Welcome Signs have been installed at various Town entry points.
- As part of the Town's 10-year Economic Development & Tourism Strategy, various tourism recommendations will increase visitor attraction and investment in our local community.
- Tourism initiatives underway in 2010 include the development of a Cycle Tourism Committee, launch of the "Welcome Cyclists" campaign to engage businesses in the support of cycling, as well as active participation, support and sponsorship of events, including: Tour de Greenbelt, Great Waterfront Trail Adventure, Go-by-Bike, and the Town's own TrailFest, Celebrate Ajax by the Lake and the first Doors Open Ajax event.
- New tourism marketing pieces, directed at attracting visitors, locally as well as outside of the Town, are under development to promote local restaurants, entertainment and accommodations.

FACILITATING COMMUNITY REVITALIZATION EFFORTS

- New developments in the Ajax Downtown Area include: the redevelopment of St. Bernadette Catholic School, the expansion of Ajax-Pickering Hospital, and a new 84-unit Ajax Municipal Housing Corporation project.
- Completed public improvements in the Ajax Downtown Area, including Sundial Central Park, the reconstruction of Commercial Avenue, various landscape and streetscape improvements, and the Monarch Avenue to the Ajax GO Station sidewalk connectivity project.
- The Town continues to work with Index Energy on their plans to revitalize the Ajax Steam Plant into a modern cogeneration district energy facility. The proposal by Index Energy includes: incorporating new emissions control technology; developing a new building; removing the old stack and replacing it with a new stack; eliminating outdoor storage, providing a fully enclosed wood fuel storage area; and introducing parking, landscaping and other site improvements.
- The Town acquired the south west corner of Bayly Street and Harwood Avenue property. Identified as a "Gateway Site" in the Downtown area, the goal is to transform the land into a hub for social and cultural activities, and economic development. The Town is currently exploring potential developers.
- The Business Development & Marketing team continues to support the nearly 120 businesses in the Downtown Ajax Business Improvement Area with promotion assistance, such as their monthly promotional advertising in SNAP, and supporting their participation in various events such as the Town's Olympic Torch Relay.
- The Downtown Ajax Business Improvement Area participated in a Retail Makeover event to assist local retailers with strategies for growth. The event was facilitated by a local internationally recognized retail consultant.
- Growing and promoting Pickering Village as an arts and culture hub was identified in the Economic Development and Tourism Strategy. Several initiatives have been identified that will assist in the development going forward.

ADVOCATING FOR DEVELOPMENT OPPORTUNITIES

- The Town continues to hold regular discussions with various landowners to develop key lands, including the Salem Centre Business Area (401 Interchange), Carruthers Creek Employment Area (Salem Road and Rossland Road) and Harwood Avenue North.



Canada Day



COMMUNITY VISION

A VIBRANT AND CARING COMMUNITY
where people and history connect

SURROUNDED BY NATURAL BEAUTY
where open spaces and unique landscapes set us apart

RICH IN OPPORTUNITY
where ideas and innovation flourish

EXPERIENCE IT - AJAX.

Progressive

Accountable

Community-Focused

Eco-Conscious



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