

2022 - 2026

End of Term Update

Celebrating the progress, projects,
and outcomes delivered through
the 2022–2026 Council Priorities Plan



**Welcoming &
Connected**
Community



**Vibrant &
Prosperous**
Community



**Responsible &
Resilient**
Community

Message

from Mayor Sandra Easton & Council



As this term of Council concludes, I am proud to say that the Town of Lincoln is well-positioned for the future, having delivered on key priorities that support a connected, thriving, and sustainable community. Guided by responsible decision-making and long-term planning, Council has strengthened Lincoln's financial foundation while making strategic investments in infrastructure, community amenities, and economic development.

Over the past four years, the Town has maintained a disciplined approach to financial management, balancing infrastructure needs with affordability for residents. Through strong advocacy and government relations efforts, Lincoln has secured significant external funding to support community and infrastructure improvements, helping to reduce pressure on the local tax base while enhancing quality of life.

Council has also supported meaningful economic growth and investment. Lincoln has experienced continued population growth, expanded employment opportunities, attracted new businesses, and increased

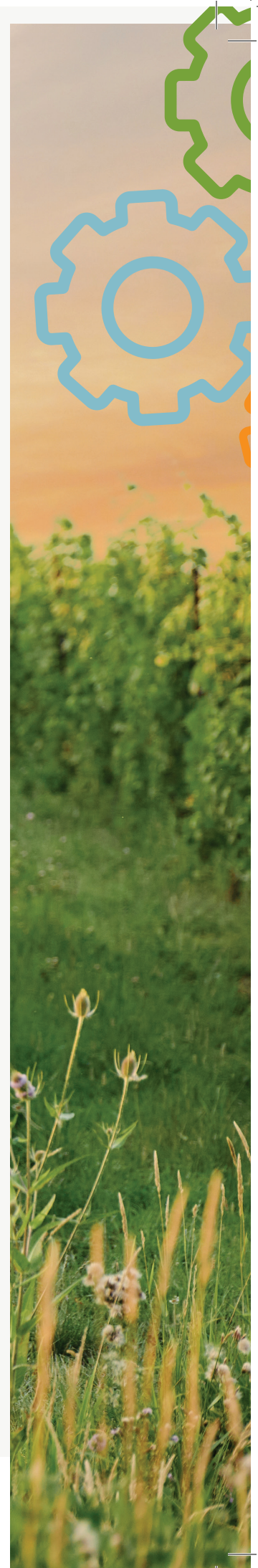
its assessment base. Strategic investments in infrastructure, streamlined processes, and business-friendly policies have helped create an environment where businesses can invest with confidence and contribute to the community's long-term prosperity.

Significant progress has been made in delivering infrastructure and community-building projects that support residents today and into the future. Investments in roads, parks, recreation facilities, healthcare infrastructure, and public spaces have strengthened Lincoln's appeal as a place to live, work, and raise a family.

Throughout this term, Council has remained committed to managing growth responsibly. The Town has supported a diverse range of housing options, advancing sustainability initiatives, promoting value-added agriculture, and fostering economic stability. In doing so, we have worked to balance growth with the preservation of Lincoln's unique character and sense of place.

These accomplishments reflect the collective efforts of Council, staff, community partners, businesses, and residents. Together, they have helped build a stronger organization, a stronger community, and a solid foundation for future success. As my tenure as Mayor comes to a close, I am honoured to say Lincoln is in a position of strength, with a clear vision and continued commitment to enhancing the quality of life for all who call Lincoln home.

— Mayor Easton and Town of Lincoln Council





Message

from Chief Administrative Officer Michael Kirkopoulos



The 2022–2026 Council term has been defined by a clear vision, strong collaboration, and a shared commitment to advancing the priorities that matter most to the Lincoln community.

In August 2023, Council approved an updated Council Priorities Plan following community engagement and strategic planning. The plan provided a clear roadmap for governance, investment, and organizational focus, while reinforcing the Town’s mission, vision, values, and cultural pillars. Built around the themes of a Welcoming and Connected Community, a Vibrant and Prosperous Community, and a Responsible and Resilient Community, the plan established a framework that guided decision-making across the organization.

Over the past four years, Council's priorities have been embedded into departmental workplans, annual budgets, and corporate initiatives. This alignment ensured that resources were directed toward projects and services that delivered meaningful outcomes for residents, businesses, and community partners. Through regular monitoring and reporting, the Town maintained a strong commitment to transparency, accountability, and continuous improvement.

Together, Council and staff advanced initiatives that strengthened community engagement and inclusivity. These included progress on the Lincoln Community Hub (former BDSS)

to support integrated recreation, childcare, housing and community services. We have promoted economic development and tourism opportunities, enhanced environmental stewardship, made investments in critical infrastructure, and expanded housing opportunities to meet the evolving needs of our community.

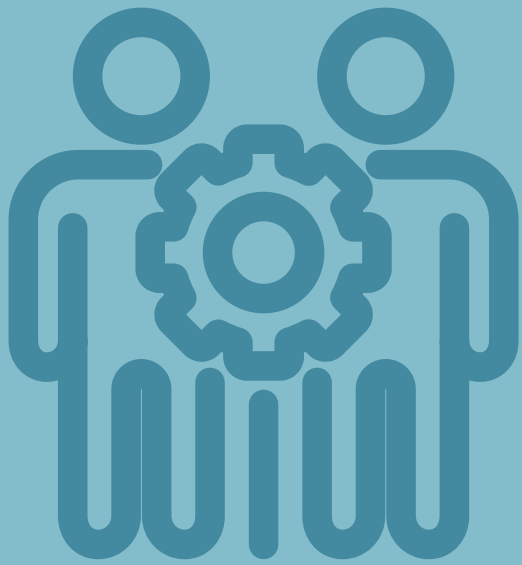
These achievements are the result of the collective efforts of Council, staff, residents, businesses, and community partners. They reflect the dedication of an organization committed to excellence in public service and to building a stronger future for Lincoln.

As this Council term concludes, the accomplishments realized through the Council Priorities strategic plan provide a strong foundation for the next Council and position Lincoln to continue building a resilient, prosperous, and connected community for years to come.

— Michael Kirkopoulos

In this edition:

Welcoming & Connected Community Highlights	4
Vibrant & Prosperous Community Highlights	6
Responsible & Resilient Community Highlights	8



Welcoming & Connected Community

Lincoln strives to be a welcoming and connected community and has advanced initiatives promoting inclusion, accessibility, engagement, and quality of life.

Through enhanced customer service, expanded community programming, DEI initiatives, accessible public spaces, and new opportunities for civic participation, residents are increasingly connected to one another and to municipal decision-making. Investments in staff development, digital service delivery, and transparent governance have strengthened service excellence and community trust.

The Town has also expanded social infrastructure through the opening of Sho'arishon Park and other cultural spaces and enhancements, while advancing transportation improvements, active transportation networks, and advocating for future transit connections to support mobility and community connectivity.



Highlights

Metrics and Accomplishments



44,360

participants
attended cornerstone
community events



53,049

in-person
museum visits



855,746

total
library visits



2,180

job fair attendees and **160**
employer participants



4.8

ratio of employees per
1,000 residents–
the **5th lowest in Niagara**



95%

of building permits
processed online



27.1 km

of active transportation
improvements



12

capital projects completed:
5 park-related,
7 facility-related



16,981

community members
reached via outreach



Vibrant & Prosperous Community

The Town of Lincoln continues to foster a business-friendly environment, supporting economic growth, and advancing innovation across key sectors. Strategic partnerships, business outreach, workforce development initiatives, and streamlined development processes have enhanced investment readiness and supported local businesses.

We have advanced plans for vibrant commercial districts, promoted local employment opportunities, and strengthened support for agriculture through value-added and diversified farm uses. At the same time, Lincoln has expanded its tourism economy through destination marketing, tourism partnerships, cultural experiences, and placemaking initiatives that showcase the community as a premier destination within Niagara.



Highlights

Metrics and Accomplishments



100

business e-newsletters distributed to **950** businesses and community members



70%

of site plan approvals are achieved with three or less re-submissions



200

one-on-one Economic Development meetings with local businesses



18

Economic Development and shop local videos created and released



95

Short Term Accommodation (STA) license applications received



\$343,000

generated in gross Municipal Accommodation Tax revenue since program inception



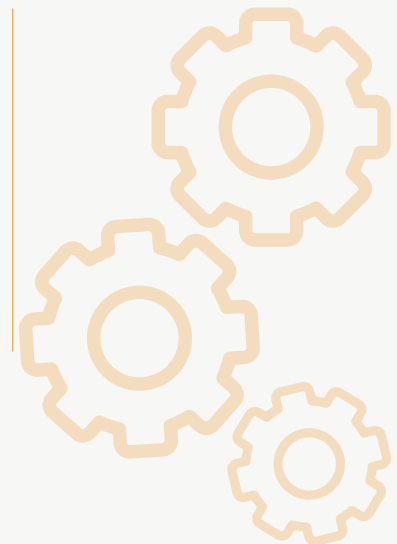
54

short-term accommodations successfully onboarded



105

tourism events planned or promoted via Niagara Benchlands website





Responsible & Resilient Community

We are building a responsible and resilient Lincoln through investments in public safety, environmental stewardship, financial sustainability, housing, and intergovernmental collaboration. Strong partnerships have enhanced emergency management, fire protection, cybersecurity awareness, and road safety initiatives.

The Town has advanced climate resilience through tree canopy expansion, irrigation planning, low-impact development practices, and environmental conservation programs. Long-term financial planning and asset management continue to support responsible decision-making and infrastructure investment.

Through advocacy, shared-service opportunities, and proactive housing policies, Lincoln is addressing evolving community needs while supporting sustainable growth, affordability, and quality of life for current and future residents.



Highlights

Metrics and Accomplishments



2,469

emergency responses
by the Fire Department



ZERO

fire fatalities



25

Truck Safety Blitzes



\$94,000+

in funding secured for
sustainable green projects



4,100+

trees planted



68

capital projects completed
addressing ageing
infrastructure needs



0%

Decreased % of capital budget
funded by debt from **69%**
in 2023 to **0%** in 2026



\$100m

Close to **\$100** million in
external grant funding
secured by the Town



68%

of all permits submitted
were for townhouses
or apartment units



Vision, Mission & Values

Where Council priorities fit into
Lincoln's vision, mission and values



Community Vision

Where we want to go, guiding us

a place to
GROW

a place to
PROSPER

a place to
BELONG



Council Priorities



Welcoming & Connected
Community

To be a welcoming and connected community for all people and businesses



Vibrant & Prosperous
Community

To create a vibrant, happy, healthy, prosperous community



Responsible & Resilient
Community

To intentionally build a strong community full of responsibility and resilience



Organizational Mission

How we will achieve it

The Town of Lincoln takes **pride** in delivering municipal services with an efficient, effective, and **customer centered** approach, resulting in a **livable and sustainable** community.



Values

The behaviours that will get us there

Collaborative: We work with others to get things done.

Attentive: We pay attention to what our communities need.

Resourceful: We effectively and skillfully find good solutions.

Engaging: We incorporate diverse perspectives and experiences in what we do and how we do it.

Strategic: We drive our destiny rather than let it happen.

a place to
GROW

a place to
PROSPER

a place to
BELONG

VIEW PRIORITIES



Learn more on our website
lincoln.ca/priorities



lincoln.ca
@TownofLincolnON

4800 South Service Rd.,
Beamsville, ON L3J 1L3
info@lincoln.ca