

MAYOR EASTON UPDATE



From the office of Mayor Easton | September 2021 | Issue 3

WELCOME TO MAYOR'S UPDATE



Hello everyone and welcome to the September 2021 edition of the Mayor's Update. If you are new to the community, welcome to Lincoln. I hope this newsletter offers some insight into your new home and some of the exciting things happening here.

This newsletter highlights recent topics discussed by Council around the virtual "horseshoe" and includes updates about community investment projects addressing the long-term needs of Lincoln, news on important

issues facing our community, and town activities that bring our community vision to life – **a Place to Grow, a Place to Prosper, a Place to Belong.**

Council and I look forward to engaging and communicating with our residents through a variety of methods. You can keep up to date on current projects and initiative in Lincoln at our new public engagement site, SpeakUpLincoln.ca and our social media channels [@TownofLincolnON](https://www.instagram.com/TownofLincolnON).



AROUND THE HORSESHOE

A Promising and Fruitful 2021

With much of 2021 overwhelmingly focused on the response to the COVID-19 pandemic, it may be difficult to imagine that anything else has been going on in Lincoln. But I assure you, it's been a productive year for both Council and staff who have been working diligently towards accomplishing our collective vision of a bright and prosperous future for Lincoln.

With more than half of the year behind us, we can look back with pride on what we have accomplished collectively to overcome two waves of the COVID-19 pandemic. At the same time, we have been busy moving forward a number of initiatives to support growth and maintain a high quality of life in Lincoln. Our successes to date can be greatly attributed to our strategic planning process that led us to establishing four Council priorities of being a Welcoming, Connected, Vibrant and Resilient Community.

Leading the Way

We are pushing the envelope on many matters to ensure Lincoln remains a leader in Niagara, with a strong local economy and access to quality services and amenities. This leadership includes ongoing advocacy with both our provincial and federal government counterparts, to ensure sustainable economic growth and secure funding to

advance infrastructure upgrades and other important projects that will improve the well-being of all those who live, work, learn and explore in Lincoln.

There is much planning, consideration and opportunity for public engagement that takes place behind the scenes to ensure the right elements are in place to realize this collective vision of a progressive community, that at the same time is grounded in its roots. A case in point is the recent opening of our Lincoln Museum and Cultural Centre in the heart of Jordan Village – a local landmark that marries history and tradition with the values of innovation and accessibility that we espouse as a community.

Some elements of placemaking are within the Town's control and some are determined by legislation at higher levels of government. That said, we are making connections and looking for efficiencies wherever possible, leveraging opportunities within our reach and thinking outside the box to find innovative solutions. This year we announced two pilot projects, one between the Lincoln and Grimsby Fire departments and another between the Lincoln and Pelham public libraries, both to explore shared services. We are providing connectivity in our public and open spaces and encouraging active transportation so that everyone can get out and enjoy civic life in Lincoln.

This is especially important as we continue to live with the COVID-19 pandemic, and we have been missing many of the activities that were part of our everyday life. As a municipality we want to encourage you to stay active safely, and enjoy the amenities that are available in your community. The waters are still shifting and we have been more agile and resilient than we ever thought possible. We are confronting this challenge as a community.

2022 Budget

Our 2022 Budget process is well underway, and once again we are calling on community members to engage with us. Your input will help determine the priorities and areas of focus for the upcoming year and ensure that the budget reflects the needs and desires of the community. If you haven't done so already, please take our Budget Survey which is posted on our community engagement site, [SpeakUpLincoln.ca](https://www.speakuplincoln.ca). There, you can also find more information on the budget process and how your tax dollars are spent in Lincoln.



SpeakUpLincoln.ca

Speak Up Lincoln has proven to be a hub of information for the community, and we're very proud to offer this new service that helps you connect and learn more about what's happening in Lincoln. This is a great place for newcomers to find out about some of the key priorities in your community. It's our way of inviting you to share your thoughts and ask questions at a time and place that is convenient for you. Please check out our site if you haven't already.



IN THE COMMUNITY

A Balanced Community & Stable Economy



Businesses tell us that they choose to grow in Lincoln because they have confidence in the community and in our leadership. New development brings change, which also translates to community benefits such as new retail and amenities, job and entrepreneurial opportunities, and a strengthened economy. These community investments support growth and help us finance the infrastructure and community amenities that community members need and use every day.

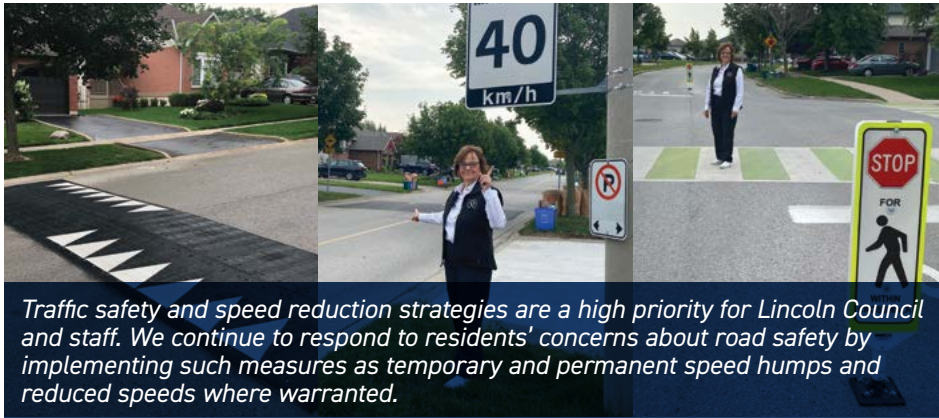
Here are some of the initiatives recently underway that support our long-term vision of balanced and sustained growth:

- Recently at the Association of Municipalities of Ontario 2021 virtual conference, a Town delegation met with the Province to request support for the **Niagara Escarpment Crossing**: expressing the continued need for the North-South Niagara Escarpment Crossing at Bartlett Avenue in Grimsby as a priority project. The crossing will reduce commercial vehicle traffic travelling through residential and downtown business districts. This will improve safety, reduce greenhouse gas emissions and ease traffic congestion. All three West Niagara local municipalities, as well as the Niagara Region, support this project.
- **Traffic safety and speed reduction strategies** are a high priority for Lincoln Council and Staff. We continue to respond to residents' concerns about road safety by implementing such measures as permanent/temporary speed humps, Community Safety Zones and reduced speeds where warranted. Please visit our Speak Up Lincoln page on Traffic Safety and take a look at some of the photos in this newsletter to learn more about the measures we've taken to keep Lincoln safe.
- Also at the AMO conference, the Town of Lincoln invited fellow municipalities Niagara-on-the-Lake and Prince Edward County to join a **delegation to the Minister of Finance in support of the craft beverage and tourism industry**. Craft beverage and tourism are the largest segment of our local economy, employing thousands of Lincoln residents. Taxation relief for our wineries and restaurants is much-needed and will help them reinvest in their business and continue to create more jobs for Lincoln and Niagara residents.
- We were pleased to receive **\$2 million from the Province of Ontario's Skills Development Fund**, which will help prepare 90 local youth for the workforce and support local employers with affordable access to talent and resources that will help grow their businesses. To this end, we have developed a Youth Skills Studio in partnership with Civiconnect, a non-profit organization that connects youth and the private sector to their communities to maximize their social impact through technology, innovation, and strategy.
- Another important partnership between Niagara Economic Development, the Town of Lincoln and fellow local area municipalities has resulted in **\$2 million** in direct funding from the Federal Economic Development Agency for Southern Ontario (FedDev Ontario) **to support Niagara's tourism industry** in its recovery from COVID-19. A total of more than \$500,000 of this funding is going towards local Lincoln tourism-based businesses to help them overcome challenges and continue to grow Lincoln's presence as a premier tourist destination.
- I am pleased to participate in the Cities Initiative's **Mayors Advisory Council on Coastal Resilience**, working with the mayors of the Great Lakes and St. Lawrence River on both sides of the border. The Advisory Council is developing a plan on how to mitigate the considerable damage to shorelines caused by erosion, flooding and other impacts from high lake levels and climate change. This is a collaboration of private sector, public sector and non-profit agencies and organizations coming together to deliver recommended actions and examples of best practices.

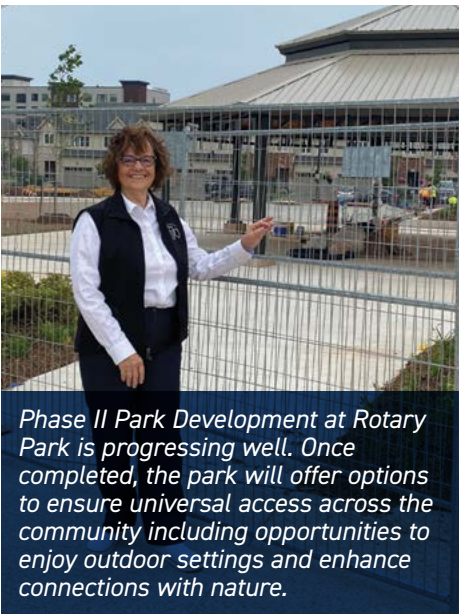


We've continued to support our local business community on their road to recovery. Be sure to check out our WanderLost tourism initiative and explore your own backyard, including our benchland businesses, heritage sites, and natural attractions that set our scenic section of Niagara in a league of its own. Visit [ShopLincoln.ca](https://www.shoplincoln.ca) for more information.

AROUND TOWN



Traffic safety and speed reduction strategies are a high priority for Lincoln Council and staff. We continue to respond to residents' concerns about road safety by implementing such measures as temporary and permanent speed humps and reduced speeds where warranted.



Phase II Park Development at Rotary Park is progressing well. Once completed, the park will offer options to ensure universal access across the community including opportunities to enjoy outdoor settings and enhance connections with nature.



Angelina Macri Prokich Park was officially opened on August 14, 2021. This is the Town's first developer-built neighbourhood park and was developed by Losani Homes. The Prokich family generously donated a portion of this parkland to the Town and the park has been dedicated in honour of Mrs. Prokich for her commitment to and love of Lincoln.



Mayor Easton's 2021 Charity Golf Tournament was held in partnership with the Lincoln Chamber of Commerce, Niagara Community Foundation, and Town of Lincoln raising a total of \$41,929. Mayor Easton's 2021 Charity Golf Tournament raised over \$13,000 for local charities in Lincoln.



This lovely building on Maple Avenue was dedicated to Bea Wallace through a partnership with YWCA Niagara. Thank you for sharing in our commitment to quality, affordable housing and to the Wallace family for carrying on Bea's legacy through the dedication of this building.

FURTHER PUBLIC INVESTMENT IN OUR COMMUNITY

Dashboard*

OVERALL PUBLIC WORKS PROJECTS

Total number of projects: **28**



TRANSPORTATION CAPITAL PROJECTS

Total number of projects: **14**



ENVIRONMENT & SAFETY CAPITAL PROJECTS

Total number of projects: **14**



*As of end of Q2

Investment

2021 CAPITAL FUNDING BY INFRASTRUCTURE CATEGORY



TRANSPORTATION
\$4,470,000



ENVIRONMENT & SAFETY
\$4,415,000

SOME OF THE MAJOR INITIATIVES WE ARE PRIORITIZING THIS YEAR ARE:



Park Upgrades



Shoreline Protection & Climate Adaptation



Active Transportation & Traffic Calming

Please continue to look for updates on these and other projects at SpeakUpLincoln.ca.

Photo Credit of Mayor Easton on front page / Ribbon cutting at Angelina Macri Prokich Park: Geet Chahil Photos