

## **MEDIA RELEASE**

### **HAVE YOUR SAY ON KIRKLAND LAKE'S ECONOMIC DEVELOPMENT AND TOURISM STRATEGIC PLAN**

For Immediate Release – Thursday, February 22, 2024  
Kirkland Lake, ON

The Town of Kirkland Lake is embarking on an ambitious journey to redefine its economic and tourism landscape with the development of an Economic Development and Tourism Strategic Plan, and we need your help! This forward-thinking blueprint aims to catalyze growth, innovation, and prosperity, setting the stage for Kirkland Lake to become a premier destination for tourists and businesses alike.

Understanding the critical role of community input, the Town is actively engaging citizens, business owners, and stakeholders to shape a plan that is both comprehensive and reflective of Kirkland Lake's collective aspirations. This inclusive approach is designed to build a strategy that not only leverages current opportunities but also anticipates and prepares for future challenges, ensuring a dynamic and thriving future for all.

**As the first step of this engagement process, we are inviting residents and business owners to participate in a community-wide survey.** To participate in this digital survey, please visit the following link, or scan the QR code with your mobile device: <https://www.surveymonkey.com/r/M2GMQRC>



Mayor Wight is a staunch advocate for this initiative, emphasizing its potential to transform Kirkland Lake: *"Our Economic Development and Tourism Strategic Plan is more than a document; it's a roadmap to a vibrant future. We're dedicated to creating an environment that fosters innovation and welcomes everyone. I invite everyone in our community to join us on this exciting journey, as your support and insights are vital in realizing our Town's full potential."*

Echoing this sentiment, Dan Laverdure, the Town's Director of Development and Enterprise Services, highlights the collaborative effort: *"As we move forward, our focus is on sustainable economic growth and enriching the visitor experience. By tapping into the collective wisdom of our businesses and the community, we're laying the groundwork for a diversified economy and an enhanced lifestyle in Kirkland Lake."*

For further details on the Economic Development and Tourism Strategic Plan and to learn how you can contribute to shaping Kirkland Lake's future, please visit [www.kirklandlake.ca](http://www.kirklandlake.ca).

Residents with questions about the community survey or the Economic Development and Tourism Strategic Plan process may also contact the Director of Development and Enterprise Services at 705-567-9361 Ext. 260, or email [Dan.Laverdure@tkl.ca](mailto:Dan.Laverdure@tkl.ca).

#### MEDIA CONTACT

Dan Laverdure  
Director of Development and Enterprise Services  
Corporation of the Town of Kirkland Lake  
705-567-9361 Ext. 260 [Dan.Laverdure@tkl.ca](mailto:Dan.Laverdure@tkl.ca)