



LABRADORCITY

Your Community. Your Voice. Your Future.

FOR IMMEDIATE RELEASE

Town of Labrador City Launches Community-Wide Conversation to Shape Strategic Plan

Labrador City, NL – What should Labrador City look like in five years? What priorities matter most to residents? What investments will help our community continue to grow, thrive, and succeed?

Those are the questions the Town of Labrador City wants residents to help answer as it begins work on updating its Strategic Plan, the document that helps guide the community's future direction, priorities, and decisions.

It's an opportunity for residents to influence the future of Labrador City.

Whether it's recreation and culture, economic development, infrastructure, community services, housing, public spaces, business growth, quality of life, or emerging opportunities, the Town wants to know what matters most to the people who live, work, and raise their families here.

To support the process, the Town has engaged a professional consulting team to lead community engagement activities and help gather the ideas, perspectives, and priorities that will help shape the community's next chapter.

Every voice matters. Every perspective counts. Every idea has the potential to help shape the future of Labrador City.

Residents are encouraged to participate by completing the community survey and attending an upcoming public engagement session.

Community Engagement Session

Date: September 2, 2026

Time: 6:00 p.m. to 8:00 p.m.

Location: Gateway Labrador, 1365 Nichols Adam Highway

This will be an informal drop-in event where residents can engage directly with Town representatives and the consulting team, ask questions, provide feedback, and discuss the opportunities and challenges that will influence Labrador City's future.



Whether you have a specific idea, or concerns you'd like to share, the session will provide an opportunity to be part of the conversation.

Why Participate?

The Strategic Plan affects more than municipal operations.

It influences the community priorities that guide future projects, investments, programs, services, and initiatives. It helps ensure that decisions made today reflect the needs and aspirations of residents tomorrow.

The Town believes that the best plans are built with the people they are meant to serve.

"Labrador City has always been shaped by the passion, resilience, and vision of its residents," said Mayor Jordan Brown. "As we update our Strategic Plan, we want to hear directly from the people who call this community home. This is an opportunity to help define our priorities, identify new opportunities, and create a shared vision for the future. We encourage everyone to take part and have their say."

Labrador City has evolved significantly over the years, and the community continues to face new opportunities and challenges. The Strategic Plan update will help ensure the Town remains focused on what matters most to residents while positioning the community for long-term success.

Now is the time to have your say.

Complete the survey. Attend the engagement session. Share your ideas.

Together, we can create a vision that reflects the community we are today and the community we want to become.

To complete the survey, [click here](#).

About the Town of Labrador City

Located in western Labrador, the Town of Labrador City is a proud mining community with a strong connection to industry, resilience, and northern culture.

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