



*Mayerthorpe*

**MUNICIPAL STRATEGIC PLAN  
2021-2025**



# LEADERSHIP

Your elected Council is listening and has identified community issues essential to moving Mayerthorpe forward. This Strategic Plan sets our priority long-term outcomes and goals for Mayerthorpe. They are supported by strategies, targets and a system of regular reporting on actions and results. This is strong, focused elected leadership.

Inaugural Council (October 2021 to October 2025)



*Mayerthorpe Town Council 2021*

Left to Right: Councillor Wells, Councillor Claybrook, Councillor Morton,  
Councillor Greenwood, Councillor Sonnenberg, Mayor Jabush,  
Councillor Burns

# VISION AND MISSION

Many organizations have a Vision and Mission. Our statements guide Mayerthorpe Council and staff. Our vision statement defines where we are going (our future state). Town of Mayerthorpe's mission statement sets out our key overall role as an organization.

## VISION STATEMENT

A welcoming, progressive, inclusive community.  
Good things grow here!

## MISSION STATEMENT

Working together to make Mayerthorpe your  
community of choice.

## OUR VALUES

In advancing our Strategic Plan, Mayerthorpe Town Council and  
Administration:

Recognize that people are the heart of Mayerthorpe.  
Work cooperatively to build and preserve our community.  
Encourage unity, diversity, dedication, and progress.  
Believe in partnering and mentorship.  
Learn from and respect our history as the foundation on which to build  
opportunities.

# PRIORITY AREAS, GOALS, TARGETS AND ACTION PLANS

Mayerthorpe Town Council has established a focus on 3 priority areas:

- ❖ Economic Development;
- ❖ Recreation and Culture;
- ❖ Intermunicipal Cooperation.

These areas of primary attention were decided because of their overall importance to our future. They need a high degree of attention and effort to build a sustainable future for Mayerthorpe.

Each area has an Outcome Statement which describes the targeted result for the community in 4-8 years. It's important to measure progress towards these outcomes. Each area has goals and measurable targets to guide administration in implementation and promote overall accountability for results.

# PRIORITY AREAS

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## (A): ECONOMIC DEVELOPMENT

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### **Outcome Statement in 2030:**

We foster economic prosperity by helping to grow employment opportunities in Mayerthorpe and surrounding area.

### **Goals:**

- (A.) Encourage local spending and economic benefits to foster small business (existing and growth).
- (B.) Support existing and attract new primary employee businesses.
- (C.) Re-establish a business network like BSN or a Chamber of Commerce (to improve communication and support the interests of the business community).

### **Targets:**

OVERALL: Population – grow 3% by 2021. Continuing growth to 2026.

- 1) Two (2) new businesses per year, based on total business licenses.
- 2) Gasoline Alley North 25% occupied by 2024.
- 3) At least one (1) new primary employer that employ ten (10) or more staff every 4 years.

### **Strategies (How):**

- Align and incorporate goals and activities/objectives with Economic Development Strategic Plan and Municipal Sustainability Plan.
- Have Council oversee economic development directly.

- Celebrate improved services that support businesses. Also promote success and provide a centralized e-space thru Shop43.ca to promote all Mayerthorpe businesses.
- Put more staff time and resources into economic development (in-house, partnerships, etc.) Apply some time to check with current employers/businesses to define current limiting factors to growth and increased employment.
- Ensure a good supply of vacant housing lots in the market.
- Sites for major primary employers—Railway lands, Gasoline Alley North, south of Gasoline Alley North, and east of Mayerthorpe.
- Continue to support Gasoline Alley North owners to attract site developers and downtown vacant building owners to attract tenants.

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## (B): RECREATION AND CULTURE

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### **Outcome Statement in 2030:**

Citizens of Mayerthorpe and area are invigorated with recreational and cultural events, information and minor-enhanced facilities. This includes being:

- Enthusiastic and informed about municipal parks, recreation and cultural facilities and events;
- Regathering socially more in community (post COVID).

### **Goals:**

- (A.) Support and promote (in advance) recreational, cultural and social events in the community which build pride and enthusiasm amongst participants.
- (B.) Enhance some recreational/cultural facilities to make them more engaging and educational.

## **Targets:**

- 1) More positive and informed comments by citizens on social media and in community about recreation and cultural opportunities, facilities and events.
- 2) Support a new/additional “community led” inclusive community event every two years.

## **Strategies (How):**

- Refresh public awareness of what is already available in municipal recreation and cultural opportunities/facilities.
- Pursue these minor enhancements to facilities (listed in no particular order):
  - Directional signage for walking trails;
  - Day use at Little Paddle River Park;
  - Cultural storyboards;
  - Trestle storyboard;
  - Expand BMX/Skateboard Park for other uses for kids eg. Basketball court, more bleachers;
  - Community Garden Improvements;
  - Dog Park Shelter.

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## (C): INTERMUNICIPAL COOPERATION

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### **Outcome Statement in 2030:**

Intermunicipal relations are characterized as strong, including:

- Thinking and working jointly with regional perspective;
- Sharing resources;
- Continuous positive collaboration.

## **Goals:**

- (A.) Enhance working relationships with neighbouring rural and urban municipalities, to maximize economical delivery of municipal services to all and plan effectively for a jointly successful future.
- (B.) Establish a base government-government relationship with area First Nations.

## **Targets:**

- 1) The relationships are “felt” to be far better in 2025 than they were in 2021.
- 2) More work is done jointly between applicable municipal entities (including indigenous).

## **Strategies (How)**

- These will be evolved jointly with municipal partners.