



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.

Council (October 2021 to October 2025)



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 the community
of choice.

OUR VALUES

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

- ❖ Recognize people are the heart of Mayerthorpe.
 - ❖ Work cooperatively to grow our community.
 - ❖ Believe in collaboration.
- ❖ Reflect on our history as we embrace volunteerism and community engagement.
 - ❖ Cultivate diversity and inclusion.

PRIORITY AREAS, GOALS, TARGETS AND ACTION PLANS

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

- ❖ Economic Development;
- ❖ Recreation and Culture;
- ❖ Intergovernmental Partnerships.

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

(A): ECONOMIC DEVELOPMENT

Outcome Statement in 2030:

We achieve economic prosperity by growing employment, assessment, and population.

Goals:

- (A.) Encourage local spending and economic benefits to support small business (existing and future growth).
- (B.) Support existing and attract new business and industry.
- (C.) Re-establish a business network like the Business Support Network or the Chamber of Commerce (to improve communication and support the interests of the business community).
- (D.) Attract housing developments to support population growth.
- (E.) Improved connectivity.

Targets:

- 1) Two plus (2+) new businesses per year, based on total business licenses.
- 2) Gasoline Alley North at least 20% occupied by 2025.
- 3) At least one (1) new primary employer that employs ten (10) or more staff every 4 years.
- 4) Fifteen plus (15+) new residential Development Permits by 2026.
- 5) One plus (1+) new housing development in Park Avenue Subdivision.
- 6) Secure appropriate infrastructure to improve connectivity.

Strategies (How):

- Align and incorporate goals and activities/objectives within a newly developed Economic Development Strategic Plan and an updated Municipal Sustainability Plan.
- Recognize improved services and programs that support businesses. Also promote success and provide a centralized e-space (i.e. Shop43.ca) to promote all Mayerthorpe businesses.
- Dedicate more staff time and resources into economic development (in-house, partnerships, etc.). Engage with current employers/businesses to define and assist with removing limiting factors to growth and increased employment.
- Ensure a good supply of vacant housing lots in the market.
- Have shovel ready 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.
- Apply to the Rural Development Network to complete a community needs assessment and housing pilot project.
- Engage with service providers for improved access to cell phone, and broadband coverage.

(B): RECREATION AND CULTURE

Outcome Statement in 2030:

Citizens of Mayerthorpe and area are engaged in recreational and cultural events:

Goals:

- (A.) Support and promote recreational, cultural and social events in the community.
- (B.) Enhance recreational and cultural.
- (C.) Build our community volunteerism within all ages.
- (D.) Update the Municipal Sustainability Plan to include aspects of inclusivity, diversification, and truth and reconciliation.

Targets:

- 1) Attract one plus (1+) new regional event.
- 2) Complete four plus (4+) municipal building improvements.

Strategies (How):

- Increase public awareness of what is already available in municipal recreation, cultural, volunteer opportunities and facilities.
- Pursue minor enhancements to:
 - Directional signage for walking trails;
 - Day use at Little Paddle River Park;
 - Cultural storyboards;
 - Trestle storyboard;
 - Expand BMX/Skateboard Park for other uses for youth eg. Basketball court, more bleachers;
 - Community Garden Improvements;

- Dog Park Shelter;
- Facility accessibility;
- Mayerthorpe Exhibition Centre entrance canopy.

(C): INTERGOVERNMENTAL PARTNERSHIPS

Outcome Statement in 2030:

Intergovernmental relationships are characterized as strong, resilient, and productive.

Goals:

- (A.) Enhance working relationships with neighbouring ~~rural and urban~~ municipalities, to maximize delivery of services to all and plan effectively for a mutually successful future.

Targets:

- 1) More work is done jointly between applicable municipal entities.
- 2) Meet at least annually with other levels of government.
- 3) Advocate on matters impacting the Town.

Strategies (How)

- Strategies will be evolved jointly with municipal partners.
- Council assess necessary drafting of resolutions to advance partnerships.

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SUPPLEMENT TO INTERMUNICIPAL COOPERATION

Targets:

Subject to getting Intermunicipal buy in:

- 1) Lac Ste. Anne County ICF finalized and jointly media released by April 2022.
- 2) By 2023, have:
 - a. Joint media releases and public appearances with LSAC and other partners.
 - b. Joint community planning town hall meetings.
 - c. Some intermunicipal or partner memorandums in place.
- 3) Reinvigorate Ste. Anne Regional Municipalities (SARM) to enhance communication, sharing challenges and encourage positive relationships among all Lac Ste. Anne County area municipalities by _____.
- 4) Explore a working relationship with area First Nations by end of 2022.
- 5) Establish a working intermunicipal relationship with Woodlands County by end of 2023.
- 6) Strive to develop the first regional strategic plan in 2024.