



2025 STRATEGIC PLAN



PRIORITIES



ECONOMIC HEALTH



LIVABILITY



**ORGANIZATIONAL
EXCELLENCE**



**GOVERNANCE
EXCELLENCE**

COUNCIL

- Determines priorities and areas of focus.

ADMINISTRATION

- Develops project plan that will support identified priorities
- Tracks and reports on progress



MESSAGE FROM THE **MAYOR**

The 2025 Strategic Plan is built on our community's accomplishments and successes, and is guided by Whitecourt's many strengths and opportunities. The Plan reflects Council's commitment to fostering a community that is progressive, prosperous, connected and engaged.

In January 2025, Whitecourt Town Council, along with the senior management team, met to discuss Council's priorities for the remainder of this term and beyond. It was important that both Council and Administration be part of the discussion because our leadership team will be working together to ensure Council's priorities are achieved.

Priorities were developed based on feedback we have received from the public, community stakeholders, and public advisory boards. The four strategic priorities identified in this Plan, and accompanying areas of focus, will guide Council decisions and projects for the remainder of this term, and provide a framework for the transition to our new Town Council that will be elected in October 2025.

Tom Pickard
Mayor



STRATEGIC PRIORITIES:

ECONOMIC HEALTH

We drive economic growth by diversifying industries, expanding industrial land, supporting local businesses, and promoting tourism to create a resilient and sustainable economy.



STRATEGIC PRIORITIES:

ECONOMIC HEALTH

AREA *of* FOCUS



Economic Diversification

Expand and attract diverse industries to create a resilient and sustainable local economy.



Industrial Land Development

Ensure there is an adequate industrial land base to prepare and support business growth and increase the tax base.



Business Retention and Health

Strengthen support for local businesses to boost retention, growth, and economic stability.



Tourism

Enhance and promote tourism opportunities to strengthen the local economy and community identity.



STRATEGIC PRIORITIES:

LIVABILITY

We are committed to enhancing community wellness and cultural vibrancy by providing state-of-the-art recreational facilities, fostering a connected and thriving Whitecourt, enhancing community safety, and advocating effectively for improved healthcare services.



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Cultural and Recreational Vibrancy

Invest in recreational and cultural amenities and programming to enhance the overall quality of life for residents.



Diversity of Housing

Advocate effectively for affordable housing options that meet our diverse community needs.



Safety, Emergency Mitigation and Management

Support safety and security of all residents, including emergency mitigation and preparation.



Downtown Vitality

Enhance downtown vibrancy by improving infrastructure and walkability, and promoting partnerships and programming.



Community Health/Wellness

Strengthen community health by enhancing recreational facilities and social programming, and advocating effectively for expanded healthcare services and investments.



STRATEGIC PRIORITIES:

ORGANIZATIONAL EXCELLENCE

We value a positive workplace culture, and work to ensure long term sustainability and service excellence, plan for future growth, and invest in technology to improve efficiency and connectivity.



STRATEGIC PRIORITIES:

ORGANIZATIONAL EXCELLENCE

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Long Term Sustainability and Fiscal Accountability

Implement and optimize management practices to guide sustainable infrastructure investments.



Service Excellence

Continue to evaluate and update services and programs to foster inclusivity and engagement, and to ensure local needs continue to be met.



Proactively Plan for the Future

Ensure master plans and studies continue to be updated to enhance planning and economic opportunities.



Technology and Internal Processes

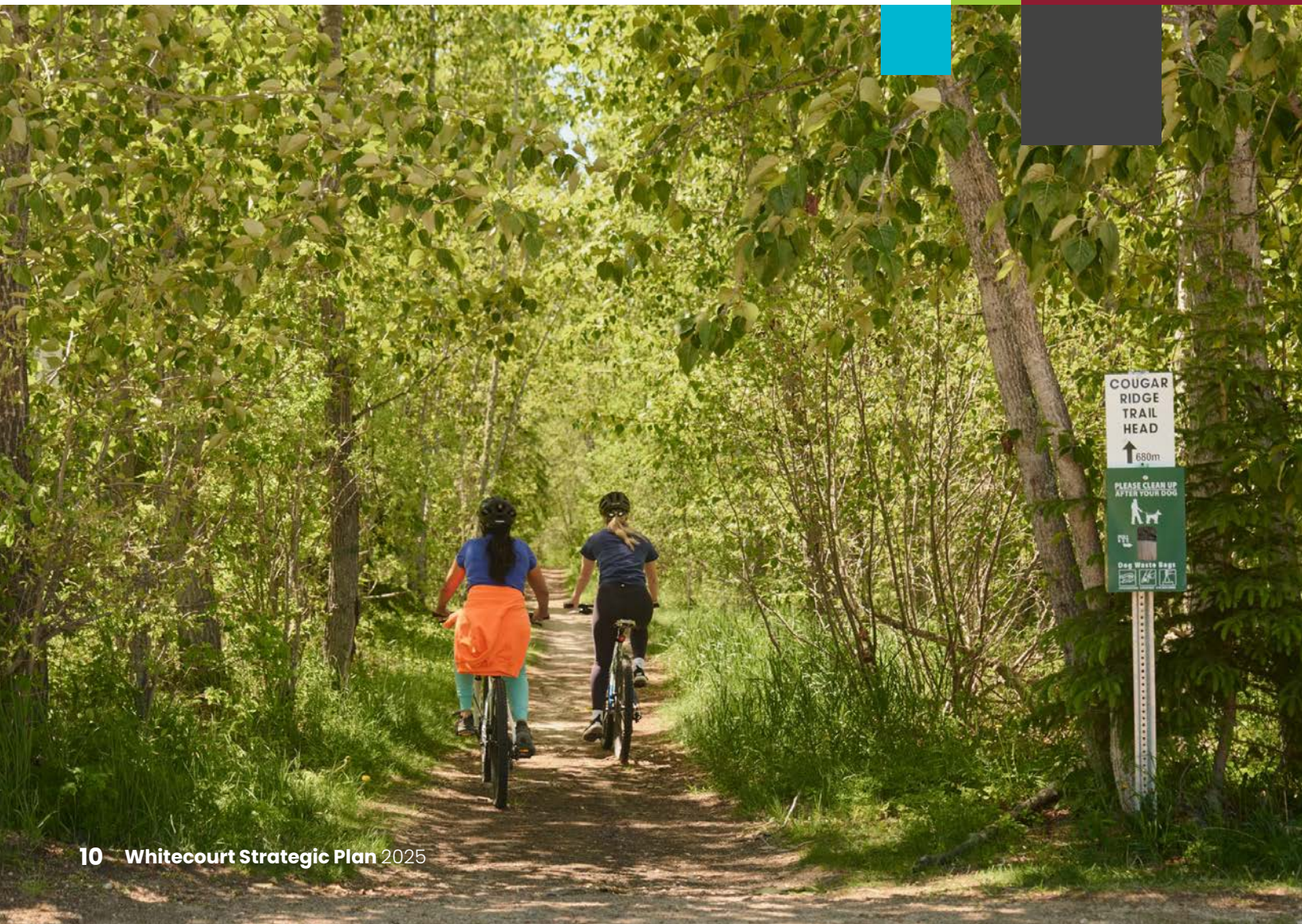
Invest in technological advancements to enhance the town's operations and connectivity.



STRATEGIC PRIORITIES:

GOVERNANCE EXCELLENCE

We value relationships, and will continue to foster strong regional partnerships, enhance community engagement, collaborate with neighbours, support volunteers, and align with other levels of government to ensure community needs are met.



STRATEGIC PRIORITIES:

GOVERNANCE EXCELLENCE

AREA of FOCUS



Regional Partnerships

Build collaborative relationships with regional partners to achieve common goals and shared services.



Community

Enhance communication and engagement with residents to improve transparency and trust.



Indigenous/First Nations

Continue to value and engage with our Indigenous neighbours on matters of joint interest.



Other Governments and Partnerships

Continue to focus on connecting with other levels of government and government agencies to find alignment of interests to advance what matters most to the community.



Volunteers/Not-for-Profit

Strengthen volunteerism and support systems to build a resilient and engaged community.



Advocacy

Actively advocate on behalf of residents on issues of importance.



One of Council's responsibilities is to advocate for needs of Whitecourt residents and stakeholders.

Advocacy items are projects that require assistance or decisions outside of the Town of Whitecourt's direct control, and involve partnerships with other levels of government and non-government stakeholders.





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