



# 2025 STRATEGIC PLAN

Project Status Update - June 2025







# Strategic Priority: ECONOMIC HEALTH

## Areas of Focus:



Economic Diversification



Business Retention and Health



Industrial Land Development







Tourism

### PROJECTS AND INITIATIVES

### NEXT STEP/DESCRIPTION

### STATUS

<b>INVEST WHITECOURT STRATEGY DEVELOPMENT</b>	Enhance investment attraction through online presence/new webpage platform telling the “Whitecourt story” focusing on user experience, investment data, and updated content to attract and support business growth.	
<b>RESIDENTIAL DEVELOPMENT PROSPECTUS</b>	Enhanced marketing aimed at showcasing opportunities for residential development highlighting residential development opportunities and promoting the community for investment.	
<b>BUSINESS DIRECTORY</b>	Created an online business directory tool for new and established businesses to connect, increase business awareness and presence.	
<b>EXPLORE WHITECOURT MARKETING CAMPAIGN</b>	Profiling Whitecourt and marketing as a tourism hotspot, including a shop local campaign to encourage both residents and tourists alike to discover the local offerings and unique shops.	





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#### PROFESSIONAL DEVELOPMENT & BUSINESS RESOURCE SUMMIT

Hosted business support summit providing resources, information, and strategic guidance for businesses and new entrepreneurs to help grow their businesses.



#### BUSINESS MARKET ANALYSIS, ATTRACTION AND RETENTION STRATEGY

GAP Analysis underway. Business and resident survey data to be tabulated May 2025.



#### MOUNTAIN BIKE PARK ACCESS ROAD

Construct access road and parking for visitors to the Park. Lease agreement finalized; construction plan underway.



#### CHAMBER TOURISM COMMITTEE PARTNERSHIPS

Meet with the Chamber Tourism Committee to identify partnerships/support opportunities.





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#### **SOCIAL MEDIA MICRO-INFLUENCERS MARKETING INITIATIVE**

Invite social media influencers to the community to market tourism opportunities/amenities.



### GUIDING DOCUMENTS

- 20 Year Capital and Major Maintenance Plan
- Economic Development Strategic Plan
- Land Use Planning Documents



Completed



Project On Track



On Hold/Delayed



Not Started



# Strategic Priority: LIVABILITY

## Areas of Focus:



Cultural and Recreational Vibrancy



Diversity of Housing



Safety, Emergency Mitigation and Management



Downtown Vitality



Community Health/Wellness

PROJECTS AND INITIATIVES	NEXT STEP/DESCRIPTION	STATUS
<b>JUMBO JUMPER CONSTRUCTION</b>	Feature installed, and landscape complete.	✓
<b>FESTIVAL PARK - POLICIES/CROWD CONTROL</b>	Policy for use reviewed, and implemented extended “no cooking” zones for 2024 season.	✓
<b>HOUSING NEEDS ASSESSMENT</b>	Assessment report completed in Provincial template.	✓
<b>HEALTH PROFESSIONALS ATTRACTION AND RETENTION</b>	Developed the Health Professionals Attraction and Retention Committee (HPARC) to assist with recruitment efforts in partnership with local clinics and healthcare facility.	✓
<b>HOSPICE</b>	Integrated hospice units into The Manor.	✓



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PROJECTS AND INITIATIVES	NEXT STEP/DESCRIPTION	STATUS
<b>CULTURE &amp; EVENTS CENTRE</b>	Under construction; scheduled to be complete fall 2026.	
<b>CULTURE &amp; EVENTS CENTRE OPERATIONS/MARKETING</b>	Update Culture & Events Centre operations/programming plan to Council. Sponsorship/Partnership campaign launched.	
<b>FOOD BANK ACCREDITATION</b>	Create a handbook to meet legislated standards.	
<b>DOWNTOWN VITALIZATION</b>	Update Phase 1 & 2 cost estimates.	
<b>TRANSIT PLANNING AND ENHANCEMENTS</b>	Consultant to provide report and recommendations to make Public Transit more accessible. (Route enhancements, intersection enhancements, bus replacements, bus stop access improvements, etc.)	



Completed



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<b>CENTENNIAL PARK PATHWAY AND SIGNAGE IMPROVEMENTS</b>	Pathway surface and drainage upgrades, and installation of signage along the length of the trail system. Phase 1 and 2 of pathway upgrades complete.	
<b>FLOOD MITIGATION PROJECTS</b>	Engineering and design for storm/flood mitigation work (raw water intake, west Whitecourt lift station, Wastewater Treatment Plant roadway).	
<b>FESTIVAL PARK ENHANCEMENTS</b>	Construction on multi-use courts scheduled to start summer 2025.	
<b>COMMUNITY FIREGUARD</b>	Construction of the Community Fireguard is underway in east Whitecourt. Scheduled for completion summer of 2025.	



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**DISASTER RECOVERY PROGRAM PROJECTS**

Recovery efforts for 2023 floods. Includes Blue Ridge Road culvert repair.



### GUIDING DOCUMENTS

- 20 Year Capital & Major Maintenance Plan
- Facility Lifecycle Plans
- Sportsfield Master Plan
- Municipal Emergency Management Plan
- Library Needs Assessment
- Culture & Events Centre Feasibility Study
- Municipal Centre Concept Report
- 2020 Flood Mitigation Plan
- Vitalization Plan
- Community Fireguard Plan



Completed



Project On Track



On Hold/Delayed



Not Started





# Strategic Priority: ORGANIZATIONAL EXCELLENCE

## AREAS OF FOCUS:



Long Term Sustainability and Fiscal Accountability



Service Excellence



Proactively Plan for the Future



Technology and Internal Processes

### PROJECTS AND INITIATIVES

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<b>DEVELOP WHITECOURT VOLUNTEER HUB</b>	In 2024, Whitecourt launched <a href="http://www.volunteerwhitecourt.ca">www.volunteerwhitecourt.ca</a> , an online volunteer recruitment site that helps connect volunteers with local organizations.	✓
<b>MUNICIPAL DEVELOPMENT PLAN AND LAND USE BYLAW REVIEW</b>	Completed review and adopted new bylaws to guide development in the community.	✓
<b>FIRE SERVICES BYLAW</b>	Updated legislation regarding fire services and fire permitting processes.	✓
<b>RESPONSIBLE PET OWNERSHIP BYLAW</b>	Updated to include guidelines for ownership/regulation of cats and dogs.	✓





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<p><b>ADMINISTRATION OF BUILDING PERMITS</b></p>	<p>Changed process for administering building permits to create a “one stop shop” for Town permits, and to streamline the application process.</p>	
<p><b>WATER SYSTEM UPGRADE</b></p>	<p>Dedicated feedline to hilltop reservoir and separated pressure zone for downtown complete.</p>	
<p><b>OFF SITE LEVY BYLAW REVIEW</b></p>	<p>Update of the bylaw to ensure the municipality is collecting for infrastructure required for future growth.</p>	
<p><b>ENERGY MANAGEMENT PLAN</b></p>	<p>The Energy Manager will analyze and reduce energy consumption and greenhouse gas emissions in municipal facilities and operations through: the development of an energy management plan that integrates technology and innovative solutions; and, the creation and implementation of energy efficient policies and procedures.</p>	





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<b>TRANSPORTATION MASTER PLAN</b>	Complete Plan to provide a strategy for the orderly, timely and economical development of roadway systems.	
<b>IT MODERNIZATION PHASE 1 &amp; 2</b>	Create improved communications between departments through improvements to email and telephone systems, as well as storage and networking.	
<b>INTERMUNICIPAL COLLABORATION FRAMEWORK - COST SHARE</b>	Complete exchange of information for 2020-2025; Administrations working to determine exchange of information requirements and schedule.	
<b>ASSET MANAGEMENT</b>	Finalize asset inventory and condition of assets.	





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#### SURVEILLANCE PROJECT

Conduct a review of the municipal surveillance and security management systems; and complete a needs analysis to determine the required infrastructure now and in the future; and, develop an implementation plan (including cost).



#### UTILITIES MASTER PLAN

Complete a Utilities Master Plan to assess existing and future capacities for the Town's water, sanitary, and storm systems; and provide recommendations for the future servicing and development of lands in Whitecourt.



### GUIDING DOCUMENTS

- 20 Year Capital & Major Maintenance Plan
- Facility Lifecycle Plans
- Intermunicipal Collaboration Framework Agreement
- Infrastructure Master Plans

- Library Needs Assessment
- Vitalization Plan
- Design Standards





# Strategic Priority: GOVERNANCE EXCELLENCE

## AREAS OF FOCUS:



Regional Partnerships



Community



Indigenous/  
First Nations



Other Government  
and Partnerships



Volunteers/  
Not For Profit

### PROJECTS AND INITIATIVES

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#### JOINT USE PLANNING AGREEMENT

Finalized agreement with school divisions and Woodlands County to enable the integrated and long-term planning of sites in the region.



#### WEBSITE AND TRAIL APP ENHANCEMENTS

Completed enhancements to the website, and updated the app Trail Module to include a live tracking function and include parking lot information.



#### ALBERTA FOREST PRODUCTS ASSOCIATION (AFPA) ADVOCACY SUPPORT

AFPA requested assistance advocating for the industry due to tariffs implemented by the US government. A letter was submitted to the Premier.



#### RAIL SERVICE ADVOCACY

Joined the Community Rail Advocacy Alliance (CRAA) to help boost industrial growth by increasing rail capacity and improving rail logistics. An update to stakeholders will be published at the end of June 2025.







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**INTERMUNICIPAL COLLABORATION FRAMEWORK (ICF)**

Adopted ICF Agreement with Woodlands County in October 2024.



**FIRESMART ADVOCACY**

Letter submitted to Minister of Forestry and Parks requesting increased funding for FireSmart initiatives throughout the Province.



**RURAL RENEWAL PROGRAM DESIGNATION**

Rural Renewal Program in Whitecourt is concluding, three year designation is complete on July 23, 2025, with no extension of the program planned.



**ESTABLISH NEW FAMILY SUPPORT AND FAMILY VIOLENCE INITIATIVE CONTRACTS**

Current contracts are nearing completion; submit proposal to Province for new contracts to provide regional services when released by the Government of Alberta.





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#### AFFORDABLE/SENIORS HOUSING

Request Lac Ste. Anne Foundation present its Affordable/Seniors Housing Strategy to Council. Advocate for organizations and private entities proposing projects that align with the Whitecourt Housing Needs Assessment.



#### BROADBAND SERVICE

Approved an agreement with a private business to enhance connectivity by expanding infrastructure throughout the community.



#### INTERPRETIVE SIGNAGE

Developed content with assistance from Alexis Nakota Sioux First Nations for signs that will be added along Riverside Trail. Design work underway.



Completed



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On Hold/Delayed



Not Started



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#### **AUTOMATED TRAFFIC ENFORCEMENT BUSINESS CASE**

Submit business case to the Province advocating for use of automated traffic enforcement along Highway 43 and other areas in town.



#### **HEALTH FACILITY ENHANCEMENTS/CT SCANNER**

Expand healthcare access by advocating for upgraded healthcare centre; advocate to secure CT Scanner; and advocate for increased diagnostics.



#### **REGIONAL BUSINESS PARK AND ANNEXATION**

Work with Woodlands County to implement recommendations from the joint business park study; and to develop an agreement for annexation of land.



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## GUIDING DOCUMENTS

- 20 Year Capital & Major Maintenance Plan
- Design Standards
- Shallow Utility Policy
- Flood Mitigation Plan
- Intermunicipal Collaboration Framework Agreement
- FireSmart Mitigation Plan
- 50 Year Growth Study
- Regional Business Park Feasibility Study
- Land Inventory



Completed



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On Hold/Delayed



Not Started