



# 2025 STRATEGIC PLAN

Project Status Update - September 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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<b>PROFESSIONAL DEVELOPMENT &amp; BUSINESS RESOURCE SUMMIT</b>	Hosted business support summit providing resources, information, and strategic guidance for businesses and new entrepreneurs to help grow their businesses.	
<b>BUSINESS MARKET ANALYSIS, ATTRACTION AND RETENTION STRATEGY</b>	GAP Analysis complete. Business and resident survey tabulated. Consultant completing final report for presentation to Economic Development Committee.	
<b>MOUNTAIN BIKE PARK ACCESS ROAD</b>	Construct access road and parking for visitors to the Park. Lease agreement finalized; construction plan complete. Whitecourt Mountain Bike Society has undertaken management of the project.	
<b>CHAMBER TOURISM COMMITTEE PARTNERSHIPS</b>	Met with the Chamber Tourism Committee to identify partnerships/support opportunities. RibFest partnership complete. Awaiting the Chamber's tourism plan to coordinate further action.	





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### NEXT STEP/DESCRIPTION

### STATUS

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

Invited social media influencers to the community to market tourism opportunities/amenities. Planning for fall initiatives is underway.



### 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 in the of fall 2026. Construction is 60% complete.	
<b>CULTURE &amp; EVENTS CENTRE OPERATIONS/MARKETING</b>	Update Culture & Events Centre operations/programming plan. Sponsorship/Partnership campaign is underway.	
<b>FOOD BANK ACCREDITATION</b>	Create a handbook to meet legislated standards.	
<b>DOWNTOWN VITALIZATION</b>	Updated cost estimates and design has been completed. Awaiting final drawing set.	
<b>TRANSIT PLANNING AND ENHANCEMENTS</b>	Consultant provided report with recommendations to make Public Transit more accessible (route enhancements, intersection enhancements, bus replacements, bus stop access improvements, etc.). Implementation is planned for 2026.	



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 is complete.	
<b>FLOOD MITIGATION PROJECTS</b>	Engineering and design for storm/flood mitigation work is underway (raw water intake, west Whitecourt lift station, Wastewater Treatment Plant roadway). The project is scheduled for completion in 2026.	
<b>FESTIVAL PARK ENHANCEMENTS</b>	Construction on multi-use courts is scheduled to be complete in the summer of 2026.	
<b>COMMUNITY FIREGUARD</b>	Construction of the Community Fireguard along the eastern border is complete.	





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### PROJECTS AND INITIATIVES

### NEXT STEP/DESCRIPTION

### STATUS

#### DISASTER RECOVERY PROGRAM PROJECTS

Damage assessment of eight locations is complete. 50% of overall project addressed; finalizing scope of work (in coordination with the Province) for remaining items. Outstanding items scheduled for completion in 2026.



### 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

### NEXT STEP/DESCRIPTION

### STATUS

#### DEVELOP WHITECOURT VOLUNTEER HUB

In 2024, Whitecourt launched [www.volunteerwhitecourt.ca](http://www.volunteerwhitecourt.ca), an online volunteer recruitment site that helps connect volunteers with local organizations.



#### MUNICIPAL DEVELOPMENT PLAN AND LAND USE BYLAW REVIEW

Completed review and adopted new bylaws to guide development in the community.



#### FIRE SERVICES BYLAW

Updated legislation regarding fire services and fire permitting processes.



#### RESPONSIBLE PET OWNERSHIP BYLAW

Updated to include guidelines for ownership/regulation of cats and dogs.





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### PROJECTS AND INITIATIVES

### NEXT STEP/DESCRIPTION

### STATUS

#### ADMINISTRATION OF BUILDING PERMITS

Changed process for administering building permits to create a “one stop shop” for Town permits, and to streamline the application process.



#### WATER SYSTEM UPGRADE

Dedicated feedline to hilltop reservoir and separated pressure zone for downtown complete.



#### OFF SITE LEVY BYLAW REVIEW

Update of the bylaw to ensure the municipality is collecting for infrastructure required for future growth. A list of projects has been compiled, along with cost estimates. Levy calculations and models are being developed.



#### ENERGY MANAGEMENT PLAN

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.





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Internal Processes

PROJECTS AND INITIATIVES	NEXT STEP/DESCRIPTION	STATUS
<b>TRANSPORTATION MASTER PLAN</b>	Plan will provide a strategy for the orderly, timely and economical development of roadway systems. Traffic counts throughout town have been completed, and the data has been compiled. Work is underway to forecast the Town's traffic model based on future growth areas. Cost estimates and recommendations for implementation are anticipated to be complete by the end of the year.	
<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>	Completed exchange of information for 2020–2025. Administrations determining exchange of information requirements and will present a schedule to the ICF Committee.	





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### PROJECTS AND INITIATIVES

### NEXT STEP/DESCRIPTION

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#### ASSET MANAGEMENT

Finalize asset inventory and condition of assets. Water and sewer asset inventory complete.



#### SURVEILLANCE PROJECT

Conduct a review of the municipal surveillance systems; and, complete a needs analysis to determine the required infrastructure now and in the future; and, develop an implementation plan (including costs). Development of Video Surveillance Policy complete; reviewing design for priority facilities.



#### UTILITIES MASTER PLAN

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







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#### **CUSTOMER SERVICE/ONLINE BILLING/PERMIT AND ELECTRONIC PAYMENTS**

Electronic payments to vendors to meet the demand from customers is complete. Online bylaw reporting system launched. Implementation of online billing for taxation and accounts receivable to be addressed in 2026. Online permitting system testing is underway.



### 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 was scheduled for publication in the summer of 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

Submitted proposals to Province for new contract for funding to continue to provide Family Violence Initiative Services. Will submit a proposal to continue to provide regional Family Support Program services when the funding is announced.





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#### AFFORDABLE/SENIORS HOUSING

Request submitted to Lac Ste. Anne Foundation to present its Affordable/Seniors Housing Strategy to Council. Foundation noted it will present Strategy to Council in 2026.



#### BROADBAND SERVICE

Approved an agreement with a private business to enhance connectivity by expanding infrastructure throughout the community. Working with another provider to enhance further opportunities in the region. An agreement will be brought to a future meeting for approval.



#### INTERPRETIVE SIGNAGE

Developed content in partnership with Alexis Nakota Sioux First Nation for signs that will be placed along Riverside Trail. Design work underway.







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#### AUTOMATED TRAFFIC ENFORCEMENT BUSINESS CASE

Review of automated traffic enforcement locations complete. Nine additional sites have been added per the Province's new guidelines; Administration is working on applications to the Province for two additional sites to enhance community safety.



#### 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.



Completed



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#### FAMILY VIOLENCE INITIATIVE FUNDING

Advocate to Province to reinstate funding for Family Violence Initiative.



#### AFFORDABLE/SENIORS HOUSING

Advocate for organizations and private entities proposing projects that align with the Whitecourt Housing Needs Assessment.



### 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



Project On Track



On Hold/Delayed



Not Started