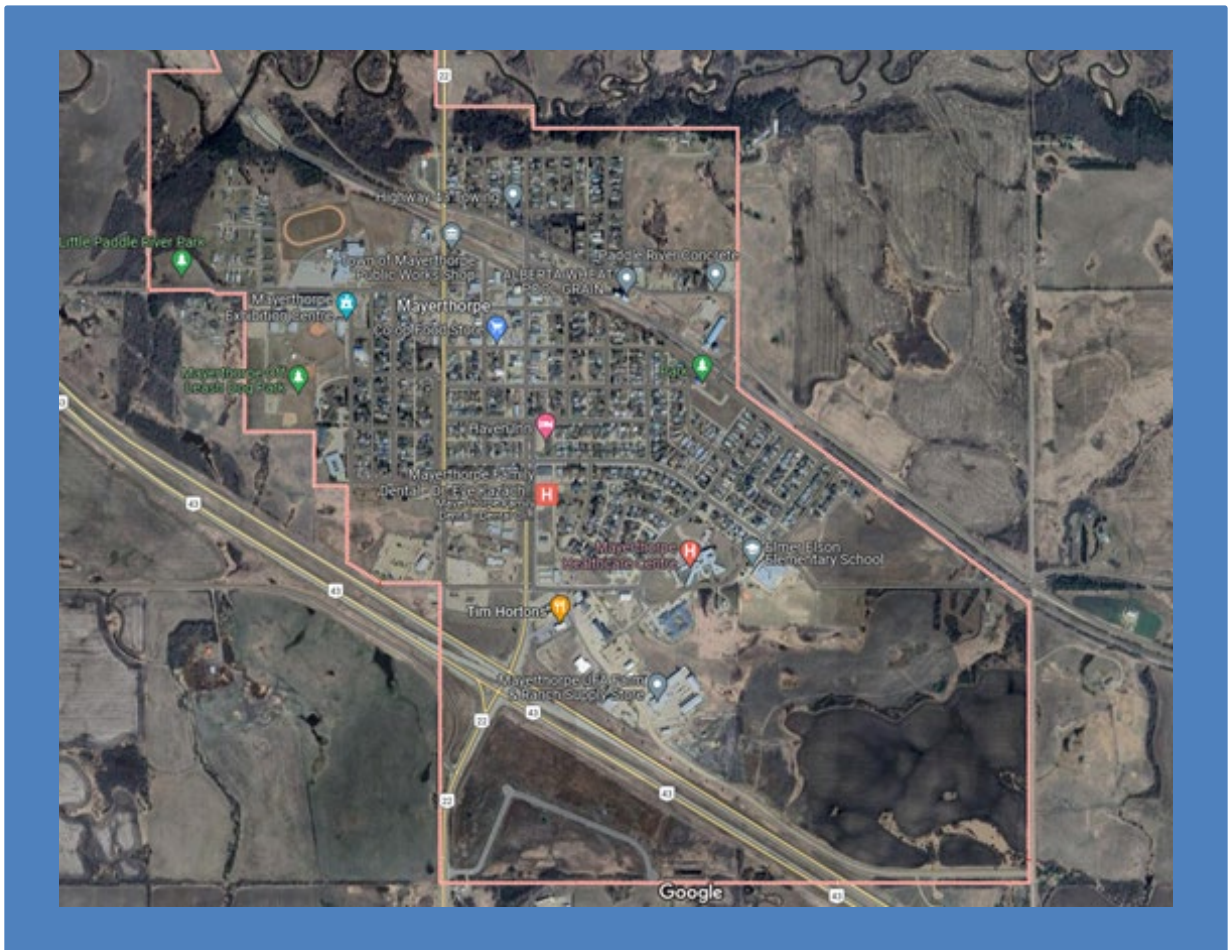




Mayerthorpe

## MUNICIPAL STRATEGIC PLAN 2021-2025



# LEADERSHIP

Your elected Council is listening and has identified community opportunities 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 (February 2024 to October 2025)



Back Row - Left to Right: Councillor Sonnenberg, Councillor Mason,  
Councillor Burns, Councillor Wells,  
Front Row - Councillor Greenwood, Mayor Jabush, Councillor Morton

# VISION AND MISSION

Strong organizations have a Vision and Mission. Our statements guide Mayerthorpe Council and staff. Our vision statement defines where we are going (our future). Our 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 and culture as the foundation on which to  
build opportunities.

# PRIORITY AREAS, GOALS, TARGETS AND ACTION PLANS

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

- ❖ Economic Development;
- ❖ Recreation and Culture;
- ❖ Intermunicipal Cooperation;
- ❖ Municipal Services

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

Each area has an Outcome Statement that describes the targeted result for the community. It's important to measure progress towards these outcomes. Each area has goals and measurable targets to guide implementation and promote overall accountability.

Mayerthorpe will embark upon a Municipal Sustainability Plan update which will require a re-visit of all plans and how they relate to each other, including the Economic Development Strategic Plan and Recreation and Culture Master Plan.

# 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 employer businesses.
- (C.) Support a business network like the Business Support Network (BSN) and establish a relationship with Our Mayerthorpe Community Association (OMCA) (to improve communication and support the interests of the business community).

### **Targets:**

OVERALL: Population – grow 1.5% by 2026.

- 1) Two (2) new businesses per year, based on total business licenses.
- 2) Gasoline Alley North has at least one occupancy by 2026.
- 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.
- Celebrate improved services that support businesses. Also promote success and provide a centralized e-space through Shop43.ca (the

success of which will be evaluated by Council and Administration in 2024) to promote all Mayerthorpe businesses.

- Invest more staff time and resources into economic development (in-house, partnerships, etc.) Invest the 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 on 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 in their efforts 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:**

Residents of the region are increasingly involved in and aware of recreational and cultural events, information, and minor-enhanced facilities. This includes:

- Being enthusiastic and informed about municipal parks, recreation and cultural facilities and events.
- Gathering socially in community often.

### **Goals:**

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

## **Targets:**

- 1) More positive and informed comments by residents on social media and in the 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 available in municipal recreation and cultural opportunities/facilities.
- Pursue the following minor enhancements to facilities (listed in no particular order):
  - Directional signage for walking trails.
  - Day use at Little Paddle River Park.
  - Cultural storyboard improvements.
  - Trestle storyboard.
  - Expand BMX/Skateboard Park for other uses for kids e.g. basketball court, more bleachers.
  - Community Garden improvements.
  - Dog Park Shelter - pursue water source.

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## (C): INTERMUNICIPAL COOPERATION

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## **Outcome Statement in 2030:**

Government to government relationships are characterized as strong, including:

- Thinking and working jointly with regional perspective.
- Sharing resources.

- Continuous positive collaboration exists.

### **Goals:**

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

### **Targets:**

- 1) Relationships are deemed to be better in 2025 than they were in 2021.
- 2) More work is done jointly between municipal entities (including First Nations).

### **Strategies (How)**

- Joint, collaborative evolution with municipal partners.

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## (C): INTERMUNICIPAL COOPERATION-MUNICIPAL ENFORCEMENT

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

Council characterizes intermunicipal relations as strong, including:

- Employing a regional perspective.
- Sharing resources.
- Sharing ideas.
- Continuous positive collaboration.



## **Goals:**

- (A.) Enhance working relationships with neighbouring counties, to maximize delivery of municipal enforcement services and collaboratively plan for a successful future for all.
- (B.) Continue joint training and exercises.

## **Targets:**

- 1) The relationships are to be far better in the future.
- 2) More collaboration between Town and neighbouring counties.

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## (D): MUNICIPAL SERVICES

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

With municipalities being in the “quality of life” business, the hundreds of quality-of-life services are strong and supported by the operating and capital budgets.

- Public complaints are regularly addressed.
- Residents’ wants, needs and expectations are managed and met as is reasonably practicable.

## **Goals:**

- (A.) Capital plans reflect growing needs.
- (B.) Capital plans reflect infrastructure renewal.
- (C.) Capital plans reflect service enhancements.
- (D.) Operating plans reflect special projects.
- (E.) Long term planning assumes population and community growth.

## **Targets:**

- 1) Modest tax increases reflect the desire for growth and enhancement.
- 2) Modest tax increases reflect the reality of inflation.
- 3) Modest tax increases reflect support for necessary debt.

## **Strategies (how):**

- Road Condition Assessment to be completed and recommendations incorporated into Project Plan Projection.
- Police costs will be separated from municipal tax rate.
- Fire succession plan to be created outlining financial impacts to provide for a full time Fire Chief.
- Fire Reserve to be increased and grant partnership to be established to allow for a new fire truck.
- Update the Parks, Recreation, and Strategic Plan.
- Intermunicipal Collaboration Framework Committee to continue to advocate for increased funding for Recreation.
- Social Needs Assessment to be completed to identify key priorities to address issues, gaps, and opportunities in community services.