

# 2015 STRATEGIC DIRECTIVES PLAN



Mayerthorpe, Alberta, Canada  
[www.mayerthorpe.ca](http://www.mayerthorpe.ca)

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# VISION AND MISSION

Organizations have Vision and Mission Statements to guide them in what it is to be achieved (the Vision) and how they are to do it day by day (the Mission). The following statements currently guide the organization of the Town of Mayerthorpe:



## VISION STATEMENT:

Mayerthorpe is moving forward as:

- o A positive, sustainable, progressive, and inclusive community.
- o A safe, affordable place to live, learn, and play.

## MISSION STATEMENT:

- o The on-going development of a safer, healthier, and more successful community.

In this Strategic Directions Plan, Council has provided a number of Strategic Statements which represent a long term target of the organization. Each Strategic Statement is supported by Goals which represent a course of action to be undertaken over the next 4 years. This Plan will be implemented in conjunction with statutory plans such as the Municipal Development Plan, and the annual operating and capital budgets.

# WHO WE ARE

Mayerthorpe, a thriving rural community of 1398, is located 130 km. Northwest of Edmonton at the junction of Highways #43 and #22. The Town of Mayerthorpe is the northern link on Alberta's 700 km Cowboy Trail.

Mayerthorpe serves a surrounding agriculture district of 2000-4000 people. Oil and gas exploration is increasing in our area, and we have major lumber mills west of town.

This bustling little town boasts various recreation and cultural facilities in Mayerthorpe and surrounding area: public library, arena, curling rink, outdoor swimming pool, sports grounds, golf course with grass greens, Diamond Centre (accommodation up to 400 people), ball diamond, parks, skateboard park and Senior's Friendship Center. Within easy access are several good recreation areas, including the Paddle River Dam, Lessard Lake, Rangeton Park, Dolberg Lake etc. which offer excellent fishing, boating, water skiing, swimming, sail boarding and sailing.

People have chosen Mayerthorpe as a place to live because it is a friendly, quiet, rural community. You will enjoy the personal touch offered by the many local businesses and the sense of friendliness displayed by the numerous community organizations and clubs.



# LEADERSHIP

Strong focused leadership by Council on important or difficult issues that impact the organization is integral to move the organization ahead. This Strategic Plan forms part of this leadership by setting long-term strategies and goals for Mayerthorpe.



Council leadership is structured through processes defined by the Municipal Government Act; however, is also supported by effective meeting procedures, bylaws, and policy systems, ensuring that quality decisions are made enabling them to be carried out through the Chief Administrative Officer and their staff.

# STRATEGIC DIRECTIVES

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## STRATEGY (A): RESIDENTIAL DEVELOPMENT

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Residential development is a primary element of any economic initiatives by the Town of Mayerthorpe. Council sees the need to plan ongoing residential development, bring infill lots to market each year, ensure population growth, keep facilities dependent on population such as schools and hospitals viable, support business growth through providing accommodation for employees, and ensure increased property values. To support these needs the following strategic statement was approved:

### Strategic Statement:

To encourage residential growth on both new and existing lots supporting and sustaining a safe, viable, prosperous community.

### Goals:

- (A)1. Develop more residential lots through both infill and development of new lots.
- (A)2. To resolve the problems of derelict housing through encouraging maintenance and upgrading, or, where necessary removal.
- (A)3. To increase residential units by 3 percent per year.



## STRATEGY (B): COMMERCIAL DEVELOPMENT

Commercial development and the resulting jobs and services are the economic drivers of communities. The Town of Mayerthorpe seeks to achieve an attractive downtown and main street with no gaps, a commercial sector that can provide services locally, and growth of the commercial sector to achieve this. To support this the following strategic statement was approved:

### Strategic Statement:

Mayerthorpe has the services enabling prosperity for individuals, businesses and investors.

### Goals:

- (B)1. To ensure an ongoing supply of highway frontage/commercial land for within the Town.
- (B)2. To attract new businesses and maintain existing business.
- (B)3. To encourage the development of commercial property.



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## STRATEGY (C): ECONOMIC DEVELOPMENT AND MARKETING

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Economic development and the marketing of the community is seen as essential to the future viability of the Town of Mayerthorpe. Council will utilize economic development initiatives to ensure that critical health and educational infrastructure is retained, and that the Council will promote the town as a place to have a successful and prosperous business. To support this the following strategic statement was approved.

### Strategic Statement:

Mayerthorpe has the services enabling prosperity for individual, business and investors.

### Goals:

- (C)1. The Town will continue and expand its economic development and marketing initiatives.



*Everybody's Community!*



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## STRATEGY (D): COLLABORATION

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Collaboration will allow the Town of Mayerthorpe to achieve more than it can on its own. Regional support of projects provides projects at a lower cost per user; provides for leverage grant revenue to allow projects that could not happen otherwise, and access greater resources by addressing everyone's needs. In order to achieve this it is essential that the Town has positive relationships with governments at the federal, provincial, and local levels, particularly with its rural and urban neighbours. To support the need to collaborate the following strategic statement was approved:

### Strategic Statement:

To provide more services by accessing greater resources, allowing new projects, and addressing stakeholder needs at a shared/competitive cost.

### Goals:

- (D)1. To find better ways to communicate with our citizens.
- (D)2. To form collaborative alliances with other small urbans in the region.



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## STRATEGY (E): INFRASTRUCTURE

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The ability to provide infrastructure to support existing development and the infrastructure for future development is foundational for our community. In today's world that infrastructure extends beyond the traditional water, wastewater, storm water, roads, protective services, and recreation and cultural facilities to include services like cable television and internet services. There are many demands on maintaining and expanding infrastructure including ensuring essential services are provided, extending current internet access, maintaining existing investment in the most economical way, improving the current standard of infrastructure, and having the capacity for growth. To support this the following strategic statement was approved:

### Strategic Statement:

To provide/maintain/improve essential services allowing for future growth.

### Goals:

- (E)1. To decide on future water supply source(s) for the community.
- (E)2. To complete immediate infrastructure projects.
- (E)3. To improve drainage in certain areas of the community.
- (E)4. To keep sidewalk replacement an ongoing project.
- (E)5. To have an ongoing paving program.

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## STRATEGY (F): RECREATION

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Council recognizes that the need to provide for current and future recreation needs creates an attractive community for young families and brings people in to the community. Additionally, it also provides necessary activities for youth. To support this the following strategic statement was approved:

### Strategic Statement:

To provide and enhance activities promoting an active enjoyable lifestyle year-round.

### Goals:

- (F)1. To support societies that are affiliated with Town owned buildings.
- (F)2. To investigate options for a pad to be used as a skate board park.
- (F)3. To enhance the parks within the community.



# 2014 SCORE CARD

## YEAR ONE OF FOUR

Vision Statement	60/70	86%
Mission Statement	58/70	83%
<u>Strategy (A): Residential Development Statement</u>	<u>50/60</u>	<u>83%</u>
Goal (A1)	48/70	69%
Goal (A2)	48/70	69%
Goal (A3)	35/60	58%
<u>Strategy (B): Commercial Development</u>	<u>40/60</u>	<u>67%</u>
Goal (B1)	34/70 *	49%
Goal (B2)	41/70	59%
Goal (B3)	44/70	63%
<u>Strategy (C): Economic Development and Marketing</u>	<u>30/40</u>	<u>70%</u>
Goal (C1)	44/70	63%
<u>Strategy (D): Collaboration</u>		
Goal (D1)	37/50	74%
Goal (D2)	55/70	79%
<u>Strategy (E): Infrastructure</u>		
Goal (E1)	54/70	77%
Goal (E2)	61/70	87%
Goal (E3)	30/70*	43%
Goal (E4)	53/70	76%
Goal (E5)	60/70	86%
<u>Strategy (F): Recreation</u>	<u>31/40</u>	<u>78%</u>
Goal (F1)	52/70	74%
Goal (F2)	42/70	60%
Goal (F3)	27/70 *	39%

# WHAT HAS COUNCIL HEARD?

Develop new lots for housing (4)	Highway development (3)
Continue cleaning up derelict property (3)	Bring in more industries
Lack of good restaurants	Not enough rental properties
Population growth	Development of green space
Potential sale of Ellis Granley Park	Contaminated commercial lots
No hotel rooms makes it difficult for hockey	High taxes (5)
Keep taxes stable	Keep taxes low
Lack of activities (2)	Skate board park (2)
Updating trails & playgrounds (2)	More recreation
RV park	Sports grounds campground
Outdoor stage amphitheatre	Pool cover
Paddle River day use area	Re-do fountain
New library	Poor road conditions (3)
Changes to highway intersection (5)	Alley grading
Difficulty hiring equipment operators	Pave more new roads
Pave 49 <sup>th</sup> Ave	Paving to business
Drainage	Street Sweeping
More control of contractor inspecting work	More sidewalks
Sidewalks 49 <sup>th</sup> Ave	Poor water pressure/color (6)
Need for reliable water source (2)	Need RV sewer dump (2)
Speed of waterline repair	Lower water rates
More control of contractor inspecting work	New library