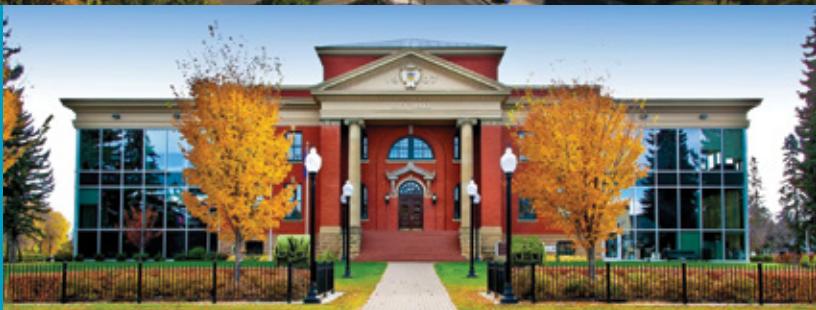


# COUNCIL STRATEGIC PLAN 2022-32



A decision-making framework founded on the tenets of the **50-Year Vision**.



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# A shared vision for our City's future.



[WE]taskiwin is an eclectic and inclusive city that welcomes all with open arms. Here we honour the proudest parts of our heritage, while paying heed to progress and innovation.

Wetaskiwin is a place where we value vibrant, safe and connected communities; where we celebrate the rich mosaic of our combined cultures while working as one toward common goals. **It is the place we share.**

As the City of Wetaskiwin evolves, it is our duty as civic leaders to steward this growth in a purposeful manner. Guided by the priorities of a proud and passionate community, and grounded in a **50-Year Vision** that reflects our commitment to engagement, understanding and action, we have abundant potential to make our great city even better.

The **Strategic Plan** you are reading has a ten-year lifespan and a twin purpose. It provides a decision-making framework to help guide Council directives; and serves as an executional touchstone as staff, stakeholders and leadership carry out the countless tasks of running a city.

Crafted in Council chambers, the goals in this guiding document align with the four commitment statements that underpin the City's 50-Year Vision: **Economy, Safety, Community, and Environment.**

As your Council, we are fiercely proud of the place we share, and we embrace the roles we play in helping build the community we envision as fellow Wetaskiwinites. We encourage citizens to take part in the process — whether you participate in a Council session or contribute to the evolving dialogue at [whatifwetaskiwin.ca](http://whatifwetaskiwin.ca). In doing so, you will help build the momentum behind the growth of our exceptional city.



GOAL

1

ECONOMY

**“A resilient economy and sensible, accountable financial management practices empower us to reach our full potential.”**



## Measures of Success

- Our economic development strategy aligns with our community vision.
- A tax strategy is in place that recognizes competitiveness, value in service delivery and investment into quality of place.
- Citizens and businesses choose to grow, stay and relocate here.
- Council and the community have confidence in the financial function of the municipality.

## Goal 1: Economy

Council is committed to capitalizing on the potential of its industrial, agricultural and tourism sectors, while providing optimal conditions for new and existing businesses alike to thrive. The City remains focused on mitigating market challenges and leveraging opportunities that support the business community, and that dovetail with Council's plans for long-term community prosperity.

Backed by the foundational **50-Year Vision**, a bold new brand strategy and a resilient local economy, Wetaskiwin is well-positioned for economic success.

**“A resilient economy and sensible, accountable financial management practices empower us to reach our full potential.”**



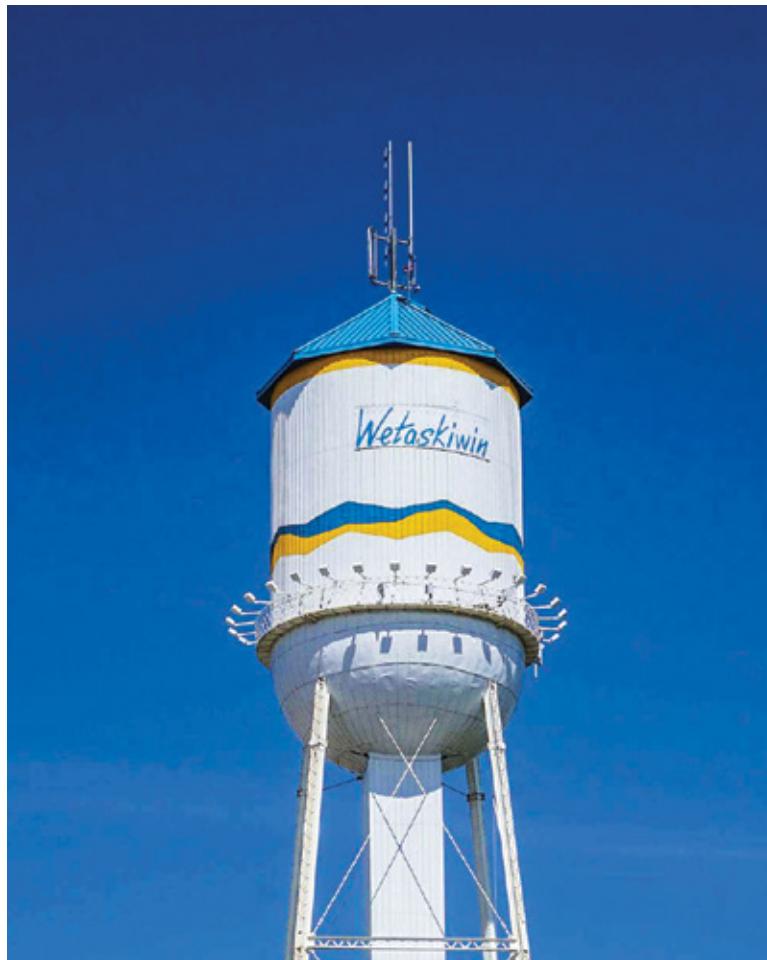


GOAL

2

SAFETY

**“Working together, we will ensure the sustained safety, security and inclusivity of our city and its communities.”**



## Measures of Success

- City Council works with the RCMP to develop the community policing priorities.
- Community initiatives incorporate Crime Prevention Through Environmental Design, and Engineering Safety Design Principles.

## Goal 2: Safety

Maintaining a safe and inclusive city is imperative to Council. Working in close collaboration with the RCMP, social agencies, community stakeholders and adjacent municipalities, we continue to address complex community challenges tied to homelessness, community safety, mental health and substance use.

Through continued focus on our social landscape, maintenance of strategic relationships and steadfast advocacy efforts across all levels of government, our mandate to ensure the safety and well-being of all who live, work and travel here continues unabated.

**“Working together, we will ensure the sustained safety, security and inclusivity of our city and its communities.”**





GOAL  
**3**  
COMMUNITY

**“Wetaskiwin preserves its storied past while cultivating a progressive, inclusive, and opportunity-rich present.”**



## Measures of Success

- People visit and relocate to our community based on our community character.
- Stakeholders in the community feel they are a contributor to our story.
- Wetaskiwin is known positively.

## Goal 3: Community

Our goals are as ambitious as any urban center; but we'll never abandon the little things that set us apart. Ours is a place of neighbours who know one another, and character-rich shops line the streets. A place where the small-town charm of a big-dreaming city speaks to the soul.

Council remains committed to preserving Wetaskiwin's unique heritage and homegrown hospitality, while providing the amenities and conveniences of a modern city. We are rightfully proud of our Indigenous origins, agricultural roots and cultural provenance. Working together with fellow Wetaskiwinites, we continue to create a vibrant and inviting urban center both rich in history and ripe with boundless potential. A place where everyone is welcome to be part of our evolving story.

**“Wetaskiwin preserves its storied past while cultivating a progressive, inclusive, and opportunity-rich present.”**



A vibrant aerial photograph of a park. In the foreground, a lake is surrounded by a green lawn with several small trees. A paved path winds around the lake. In the middle ground, there is a large, modern building with a red roof and white walls, possibly a pavilion or a small stadium. The background shows a mix of green fields, more trees, and a distant town or industrial area under a blue sky with white clouds.

GOAL

4

ENVIRONMENTAL

**“As environmental stewards, we must pursue opportunities and implement practices that diminish our environmental footprint.”**



## Measures of Success

- Comprehensive watershed planning is completed.
- Land use planning considers environmental offsets.
- Increase inventory of urban gardens, nature trails, and urban forests.
- Environmental impacts are factored into decisions.

## Goal 4: Environmental

City Council stands behind a progressive leadership team that pursues and implements innovative, sustainable practices at every possible juncture.

Sensible environmental stewardship is a cornerstone of the City's decision-making — both in Council Chambers and across the organization. We will continue to provide leadership in implementing innovative, sustainable practices that support the growing needs of the community while preserving our vital natural resources and vibrant public spaces.

**“As environmental stewards, we must pursue opportunities and implement practices that diminish our environmental footprint.”**





# REVISIONS

## Council Strategic Plan



A decision-making framework founded on the tenets of the 50-Year Vision.”



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