

TOWN OF SLAVE LAKE

# Strategic Plan



# TOWN OF SLAVE LAKE COUNCIL



**Tyler Warman**  
Mayor



**Julie Brandle**  
Councillor



**Brice Ferguson**  
Councillor



**Shawn Gramlich**  
Councillor



**Francesca Giroux**  
Councillor



**Steve Adams**  
Councillor



**Kimberly Hughes**  
Councillor

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**Our Vision:** “Slave Lake is committed to building opportunities by growing business, industry, and population, while promoting ourselves and our exceptional quality of life.”

**Our Mission:** “Working together, building a better community.”

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# STRATEGIC PRIORITIES



ECONOMIC HEALTH



LIVABILITY



GOOD GOVERNANCE



RELATIONSHIPS AND  
PARTNERSHIPS



COMMUNICATION



## STRATEGIC PRIORITY

# ECONOMIC HEALTH

Council believes in a vibrant economic environment for our community.

AREAS OF FOCUS	PROJECTS AND INITIATIVES THAT SUPPORT THIS THEME
<b>Support and grow the diversity of our economy.</b>	<ul style="list-style-type: none"><li>• Ensure resources to support economic development</li><li>• Create economic development plan</li></ul>
<b>Pursue a regional approach to tourism as both an economic and community building driver</b>	<ul style="list-style-type: none"><li>• Advocate to Alberta Parks for improvements to Lesser Slave Lake Provincial Park.</li><li>• Develop an actionable plan around tourism</li></ul>
<b>Support and promote local businesses</b>	<ul style="list-style-type: none"><li>• Review regulatory framework</li><li>• Work with local business, industry and organizations to support their interests through advocacy.</li></ul>
<b>Explore available lands for industrial development</b>	<ul style="list-style-type: none"><li>• Proactively explore land for new industrial park.</li><li>• Initiate Crown Land disposition process for land for an industrial park.</li></ul>
<b>Development of a vibrant downtown</b>	<ul style="list-style-type: none"><li>• Implement the Downtown Plan through phases to revitalize the area.</li></ul>

**STRATEGIC PRIORITY**

# LIVABILITY

Council understands that opportunities to live affordably and access programming to connect with others is important for our residents' quality of life.



AREAS OF FOCUS	PROJECTS AND INITIATIVES THAT SUPPORT THIS THEME
<b>Support policies, processes and infrastructure that enhances community safety</b>	<ul style="list-style-type: none"><li>• Plan for and construct a new RCMP Detachment Building.</li><li>• Advocate for improvements to the criminal justice system.</li><li>• Advocate to the Government of Canada to have RCMP retroactive pay remain a federal responsibility.</li><li>• Advocate to the Alberta Government for regional primary highway improvements.</li></ul>
<b>Plan and advocate for housing diversity</b>	<ul style="list-style-type: none"><li>• Update land use documents and Statutory Plans.</li><li>• Actively pursue Fournier Place development to increase affordable housing opportunities.</li></ul>
<b>Support community agencies in their services to our most vulnerable residents</b>	<ul style="list-style-type: none"><li>• Support the Slave Lake Homeless Coalition in addressing homelessness.</li><li>• Continue to advocate for wrap around services to serve our vulnerable residents.</li></ul>
<b>Create connections between our residents through our community programming</b>	<ul style="list-style-type: none"><li>• Develop additional programming for young families and non-sport activities.</li><li>• Create opportunities for adults to actively engage with other community members through programming and events.</li></ul>
<b>Recognize the value of our recreation amenities</b>	<ul style="list-style-type: none"><li>• Review Recreation Master Plan.</li><li>• Ensure adequate capital funding is in place for recreation infrastructure</li><li>• Promote use of our recreation amenities</li><li>• Explore feasibility of Splash Park expansion compared to a new development.</li></ul>



#### STRATEGIC PRIORITY



## GOOD GOVERNANCE

Council will ensure it makes strong data based decisions and creates an environment for the Town to attract talent and deliver exceptional services

### AREAS OF FOCUS

### PROJECTS AND INITIATIVES THAT SUPPORT THIS THEME

<b>Ensure we have the technology in place to make quality decisions and improve service delivery</b>	<ul style="list-style-type: none"><li>Continue making data based decisions.</li><li>Recognize current data and identify any gaps.</li><li>Develop and initiate a Technology Improvement Plan.</li></ul>
<b>Recognize the value our human assets as core to our delivery of services to our residents</b>	<ul style="list-style-type: none"><li>Develop a Recruitment and Retention Strategy</li><li>Develop a Succession Plan</li><li>Develop a healthy workplace culture.</li><li>Explore accommodation rentals to aid in recruitment</li></ul>
<b>Plan for the financial costs of capital assets key to our community</b>	<ul style="list-style-type: none"><li>Continue to develop quality asset management processes to invest in future service levels.</li></ul>

## STRATEGIC PRIORITY

# RELATIONSHIPS AND PARTNERSHIPS

Council actively connects with our regional neighbors to identify opportunities, provide services and advocacy.

## AREAS OF FOCUS

## PROJECTS AND INITIATIVES THAT SUPPORT THIS THEME

**Continue to actively partner with our regional neighbors through established inter-governmental partnerships.**

- Continue to work with Alberta North Central Alliance and Slave Lake Regional Tri-Council.

**Recognize our Municipality's role in Truth and Reconciliation.**

- Actively pursue resources to gain knowledge on the Truth and Reconciliation Commission Report.
- We will work towards implementation of the Truth and Reconciliation Commission calls to action that apply to the Town of Slave Lake.

**Council actively advocates to other levels of government to enhance our community.**

- Develop and maintain a list of advocacy items and briefing notes.

**Recognize the key roles community groups and volunteers play.**

- Engage and support our community groups and volunteers through developing strong communication with Administration, Council and community groups.



## STRATEGIC PRIORITY

# COMMUNICATION

Council believes that communicating the benefits of Slave Lake and engaging with our community are key to increasing community pride.

AREAS OF FOCUS	PROJECTS AND INITIATIVES THAT SUPPORT THIS THEME
<b>Focus on proactive engagement and communication with residents</b>	<ul style="list-style-type: none"><li>• Ensure accurate information is communicated.</li><li>• Promote a customer service mindset to Town staff.</li><li>• Develop strong issue management practices.</li><li>• Review communication methods and explore other ways to communicate and engage residents.</li><li>• Monitor engagement metrics.</li><li>• Provide communication training to Council and Administration.</li></ul>
<b>Actively communicate a positive image of Slave Lake.</b>	<ul style="list-style-type: none"><li>• Create positive first impressions of our community.</li><li>• Develop a brand for Slave Lake</li></ul>