



VILLAGE OF KITSCOTY 2022 - 2032 STRATEGIC PLAN



Message from Council

A major role of a Council is to set long term direction and priorities. This planning helps to shape the future of our community for years to come. Our council consists of both returning members and new; this diversity of experiences creates a dynamic council that is determined make the Village of Kitscoty a community for current and future residents to thrive in.

We have considered what you told us during the 2021 election and discussed our vision for our community. Out of these conversations, we have discovered an alignment that can help to drive toward an exciting future together.

We have identified three strategic goals that we will focus on for the coming years. By setting these goals, we establish a framework for administration as they move forward, while providing clarity to help guide our own decision making.

The Village's biggest asset are the people who live here; people who love the community and the region. We look forward to hearing from you as we work to accomplish our goals and strive for long term success and sustainability.



About the plan...

In February 2022, Council spent time planning and identifying priorities for the Village of Kitscoty. They discussed current challenges and opportunities and their vision for the future. This discussion resulted in the development of this strategic plan to help guide Council and Administration for the upcoming four years, and beyond.

Goals

Each strategic goal is designed to guide current planning and future opportunities. After each goal, there is a short description that further describes the goal's intent. Council also provided further clarity on what we hope to accomplish through the goal; these are the 'results'. These help us identify if we are on our way to accomplish the goal.

Priorities

Each goal is listed in order of priority. However, this does not mean that if a goal is number two or three, it is not important. Ranking goals provides our administration with absolute clarity on where the most value exists when building further plans and the annual budget.

Updates and revisions

It is important to realize that this strategic plan is a living document, not a rigid plan to be followed unquestioningly. If opportunities or challenges arise that change the focus or priority of these goals, changes can be accommodated. This strategic plan should be reviewed and updated to keep it current and helpful to both administration and Council.

Our vision...

The Village of Kitscoty is an inclusive community, dedicated to sustainable development and positive relationships.



Goal 1

Ensure future success of the Village through the development and use of long-term plans.

Ensuring the long term success of our Village requires proactive planning; laying the foundation for our community to grow and prosper. Through activities such as sound asset management planning, and ensuring compliance to current legislation, we will be positioned for ongoing success while minimizing risk. We also understand that ongoing communication with our residents to better understand and discuss current challenges and opportunities within our community will help us stay on the path to success.

How can we achieve this goal?

- Improve two-way communication between residents and the Village through social media, open houses, and other public engagement opportunities
- Maintain current tax competitiveness
- Ensure legislative compliance
- Plan for sustainable asset management
- Utilize capital planning to guide decision making, including grant allocation

Goal 2

Build a strong, connected community through increased community involvement.

Not only do we want our Village to thrive, we also want all of our residents to thrive. By building a strong sense of community, we hope to impact each individual resident's quality of life. Increasing volunteerism, and encouraging our residents to attend local events to get to know each other, support each other, and enjoy themselves in and around the Village, is important to us. We want to help support the development of future community leaders and champions who will continue to help us create and promote a community which is connected, vibrant, healthy, and safe.

How can we achieve this goal?

- Increase attendance at local events
- Increase volunteerism to support local fundraising
- Support the development of future community leaders/champions

Goal 3

Leverage opportunities, including access to a major transportation corridor, to support economic sustainability.

Economic opportunities are important to the viability of our community. We want to position the Village of Kitscoty as not only a desirable and welcoming community to live and raise a family in, but we also want to promote our community as a clear choice to start or build a business in. With the close proximity to a major transportation corridor, and the opportunities for potential tourism based business, the Village has much to offer present and future entrepreneurs and business.

How can we achieve this goal?

- Reduce vacant lots owned by the Village
- Increase businesses in the Village
- Increase locally owned businesses, including home-based businesses
- Support diversification of businesses in the Village, including tourism based business and innovative use of vacant lots in the community