



VILLAGE OF KITSCOTY
2025 - 2027 CORPORATE
BUSINESS PLAN

Message from CAO

The direction provided by our strategic plan is clear. Kitscoty must position itself to be able to secure strategic and sustainable growth opportunities that come our way. To do so there are many actions we need to take. This corporate business plan sets out an intentional path forward that demonstrates our administrative commitment to deliver for Council and community.

Jason Olson - Chief Administrative Officer

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. In February of 2025 the strategic plan was adjusted to both recognize a different set of circumstances that Kitscoty was facing as well as provide the next Council with a leg up when starting their new term.

Organizational Excellence Goal

A Corporate Business Plan is a space for the whole organization to state their common focus and how they intend on achieving their absolute best. For the Village of Kitscoty administrative team our organizational excellence goal is “WE ARE LASER FOCUSED ON PROVIDING THIS COMMUNITY WITH THE MOST VALUE AS WE POSSIBLY CAN”.

Priority Areas

Each strategic plan 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.

Strategic Actions

Each goal is accompanied by strategic actions administration feels are feasible and align well with that goal. Actions are shared with the amount of time required for each, the resources dedicated for their completion and a brief description of what each entails. This is for future accountability, progress updates and visibility for our community.

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
 - Including MDP, LUB and Code of Conduct reviews
- Plan for sustainable asset management
 - Create an Asset Management Master Plan
- Utilize capital planning to guide decision making, including grant allocation
- Leverage Economic Development grant to develop longer term strategies

Goal 1 (CBP Actions)

- Investigate new options for increased community connections. This should include collaborating with our IT contractor on how to use our website and/or social media in a more compelling way. (Q2 - 2026)
- Consider new signage in and around the Village to advertise current community events. (Consider as part of Economic Development grant late 2025 - early 2026)
- Schedule an Open House for every Fall (Sept/Oct 2025 - 2032)
- MDP & LUB update (included with Annexation process mid 2026 - mid 2027)
 - cost estimate received in March 2025 from Municipal Planning Services
- Code of conduct update (prior to Election 2025)
- Asset Management Plan & Resource assessment (Active project completed in mid 2026)
- Economic Development action plan in place (Consider as part of Economic Development grant late 2025 - early 2026)

Goal 2

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
 - Track the number of businesses in the Village
 - Strengthen our relationships with current businesses

Goal 2 (CBP Actions)

- Increase the exposure of our vacant lot availability to the marketplace (Active project progressing in 2025)
- Increase collaborative efforts with existing businesses to encourage expansion (Ongoing with emphasis in 2026)
- Increase the Village's marketing efforts to encourage more new businesses (Ongoing with emphasis in 2026)
- Investigate a business license option to better track business ownership including home businesses & better accommodate marketing a Village inventory of businesses (Q2 - 2027)

Goal 3

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
 - Work collaboratively with community groups to develop strategies and collect attendance records
- Increase volunteerism to support local fundraising
- Support the development of future community leaders/champions
- Create a calendar of proactive meetings with community leaders such as the school principal, Board chairs and presidents

Goal 3 (CBP Actions)

- Create an inventory of current community groups (Commence with new administrative assistant hire in 2026)
- Create a formalized schedule for proactive meetings with current community groups, including invitations to attend future Council meetings (Commence with new administrative assistant hire in 2026)
- Work with Council to develop a schedule for Council visits to community group meetings (First cycle to commence in 2027)
- Look into developing a way to formally recognize community champions (including volunteers) (Ongoing)