



# **Town of Claresholm**

## 2022-2026 Strategic Plan





# Table of Contents

Vision	04
Mission	05
The Town of Claresholm’s Core Values	06
Key Themes to Achieve Vision and Mission	07
20 Years In The Future	08
Council’s Role	09
Strategic Priority Areas	10
Strategic Priorities	11
Policy and Planning for Responsible, Sustainable Growth	11
Economic and Community Development to Revitalize Claresholm	12
Sound, Responsible Governance and Strengthen Internal Operations	13
Improve and Expand Partnerships, Collaborations, Relationships	14
Livable Community for a Vibrant, Healthy Quality of Life	15
Focused Priorities	16



# Vision

To be the community of choice, leading to a thriving and diverse Claresholm.



# Mission

We will offer quality family living and encourage economic prosperity through innovative and progressive thinking.



# The Town of Claresholm's Core Values



## Community Pride

We take pride in our entire community - in its people, and in the many groups, businesses and organizations that make it a community. Organizationally, we take pride in the quality and variety of services we provide and the facilities we maintain. We are proud of all that Claresholm has to offer, and whenever possible we will work to improve and enhance our community.

## Healthy, Active Living

The Town of Claresholm will enhance the lives of our residents by supporting Town recreation services and community safety and wellness programming, and by assisting community groups that provide similar services.

## Diversity

We recognize and respect the diverse needs of our residents and different sectors of our community. We will seek their input and engagement and grow together.

## Forward Thinking

We will plan for the future. We will comply with provincial legislation and understand municipal best practices as we challenge conventional ways of conducting the community's business, managing its finances, and delivering services to our community.

# Key Themes to Achieve Vision and Mission



Influence over Alberta Health Services on local health services



Infrastructure



Diversity in housing, including affordable housing



Higher paying jobs



Industry



Increased corporate operations and activity, leading to community investment.



# 20 Years In The Future

The Town of Claresholm identified what it wants to be known for in twenty years:

- Rooted and collaborative relationships with the farming and ranching community.
- A beautiful destination for tourism and a great place to live – a safe, secure place to live for all ages
- Agriculture service center
- Range of family housing
- Friendly town – welcoming
- Health care facilities
- Major service center between Calgary and Lethbridge
- Transportation hub/gateway to southern Alberta
- Organic and farm to table food
- A vibrant business and industrial community
- Accessible post-secondary education



The Town of Claresholm is unique in the following ways:

- Diverse community that accepts and celebrates
- Stable access to water
- Value-added agriculture
- Transportation corridor
- Affordable investment centre
- Ideal Location
- Health Care

# Council’s Role



To advocate



To be open and approachable and to listen to all views



To be fiscally responsible



To ensure the community is viable



To conduct the business of the town

In conducting its roles, it is important that Council is:

- Consistent
- Transparent
- Dedicated
- Collaborative
- Mutual respect
- Open to healthy debate
- Passionate
- Striving for shared understanding
- Assertive

# Strategic Priority Areas



# Strategic Priorities



## Policy and Planning for Responsible, Sustainable Growth



Revise Three-Year Operations Plan and Five-Year Capital Plan

- Audit and Finance Committee will continue to meet to accomplish this goal
- Reliance on Infrastructure Master Plan and Asset Management Processes to inform Capital Planning

Enhance Community Center

- Work with Community Centre Association to secure funding and facilitate accessibility and front entrance upgrades



Continue with Improvements to the Stormwater Infrastructure Phase 2

- Finalize and Approve Engineering
- Secure Grant Funding for the Project Economic and Community Development to Revitalize Claresholm





## Economic and Community Development to Revitalize Claresholm

Develop and implement a clear and actionable plan for the Town's development readiness, for residential, commercial, and industrial development.

- Create Ad Hoc Development Committee to examine best practices and assess development challenges and opportunities in Claresholm. Key areas of focus for the Committee will be:
  - Challenging Land Owners
  - Starline Business Park
  - Residential Land Development Resulting in Diverse Housing
  - Strategies to sell Town owned Land
  - Best practices in municipal development (including MCC, PPP)

### Continue to support Economic Development Committee

- Continue to provide operational budget for Community Economic Development and the Economic Development Committee
- Economic Development and Recreation department assist with event planning for impactful collaboration

### Explore Business Attraction Incentives

- Adopt progressive incentives for private development and re-development of residential, commercial, and industrial property and buildings;
  - Include residential development in the tax incentive program

- Consider other incentives such as land, utilities, and recreation benefits
- Provide access to development or construction expertise when you invest in Claresholm
- Explore business improvement programs to promote downtown business retention, expansion, and revitalization;
  - Community Futures Small Business Loan Program
  - New business start-up grants
  - Façade improvement grants and/or loans
  - Focused attention and resources on annexed lands, and vacant properties in the downtown core and highway corridor

### Explore Value-Added Industry Opportunities in Claresholm

- Continue to be an active member of Economic Developers of Alberta, Alberta Southwest, and SouthGrow Regional Initiative,
- Foreign Direct Investment training suggest a narrow focus, 1-2 industries, and 1-2 countries
- Greenhouse farming/specialty agriculture is a growing industry that benefits from our above average sunlight
- Should be complementary to what is happening around us, Lethbridge and Calgary
- Examples that have been interested in Claresholm



## Sound, Responsible Governance and Strengthen Internal Operations

Develop and implement recommendations of a Communications and Public Engagement Strategy

### Continue to Review and Update Administration and Council Policies as Required and in-line with Industry Best Practices

- Administrative Services Committee will be used to review policy and bylaw matters
- Address Legislative Changes in a Timely Fashion







## Improve and Expand Partnerships, Collaborations, Relationships

Build Relationships with all Levels of Government, including Municipal Partners in the Region, and Look for Opportunities to Collaborate

Continue to Strengthen Relationships with Stakeholder Organizations, Including the Chamber of Commerce and Service Clubs Among Other Organizations

Continue to Enhance Relationships with AHS and Other Service Providers

Develop Relationships with Land Developers In Order to Progress on Residential Development



## Livable Community for a Vibrant, Healthy Quality of Life



Investigate Opportunities for Various Types of Housing via Housing Needs Assessment

Improvement of Parks and Expansion of Pathways

- Recreation Master Plan Revamp to identify park and pathway priorities and opportunities.
- Pursue Grant funding Pathway and Park Expansions

Continue to Encourage Events and Activities That Vitalize the Community

- Economic Development Committee to incorporate coordinating meeting once or twice a year for community groups to ensure resource and knowledge sharing.
- Promotion of Parks through town videos
- Maintain and enhance current programming





# Focused Priorities

**Improvements  
to Stormwater  
Infrastructure**

**Development Readiness of the Town,  
impacting residential, commercial and  
industrial development**

**Next steps  
in economic  
development  
by incentivizing  
business attraction**

**Communication  
and Public  
Engagement  
Strategy**

**Diverse Housing  
based on the Social/  
Housing Needs  
Assessment**

