

STRATEGIC PLAN 2022



• TOWN OF •
SMOKY LAKE



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SMOKY LAKE TOWN COUNCIL

Amy Cherniwchan

Mayor
amy@smokylake.ca



Marianne Prockiw-Zarusky

Councillor
marianne@smokylake.ca



Terry Makowichuk

Councillor
terry@smokylake.ca



Evelynne Kobes
Councillor
evelynne@smokylake.ca



Melody Morton
Councillor
mmorton@smokylake.ca





MESSAGE from the Mayor

It is a great honour to serve as Mayor for our vibrant and growing community of Smoky Lake. On behalf of Council, I am pleased to introduce the 2022 strategic plan. The vision, mission, values, and priorities will guide council decision making. As a Council, we are committed to dedicating resources to advance the strategic goals. We have the best interests of Smoky Lake at heart and will grow and promote the community to increase the overall enjoyment for residents and visitors.

Council and staff provided input to develop this strategic plan. Community members and regional partners were consulted, and they supported Council's vision, values, and priorities. The enthusiastic community input was appreciated and largely affirmed Council's proposed direction.

Council will align budget resources to accomplish the strategic priorities and goals. The town is blessed with highly motivated and talented staff who have the privilege and responsibility to implement council's strategic priorities.

Local businesses, organizations, residents, volunteers, and visitors contribute so much energy to our community every day. Our rich history shines through along our innovative future path. Together, we can accomplish our community goals, achieve our vision, and ensure that Smoky Lake remains a destination of choice for future residents, businesses, and visitors.

Amy Cherniwchan
Mayor





INTRODUCTION

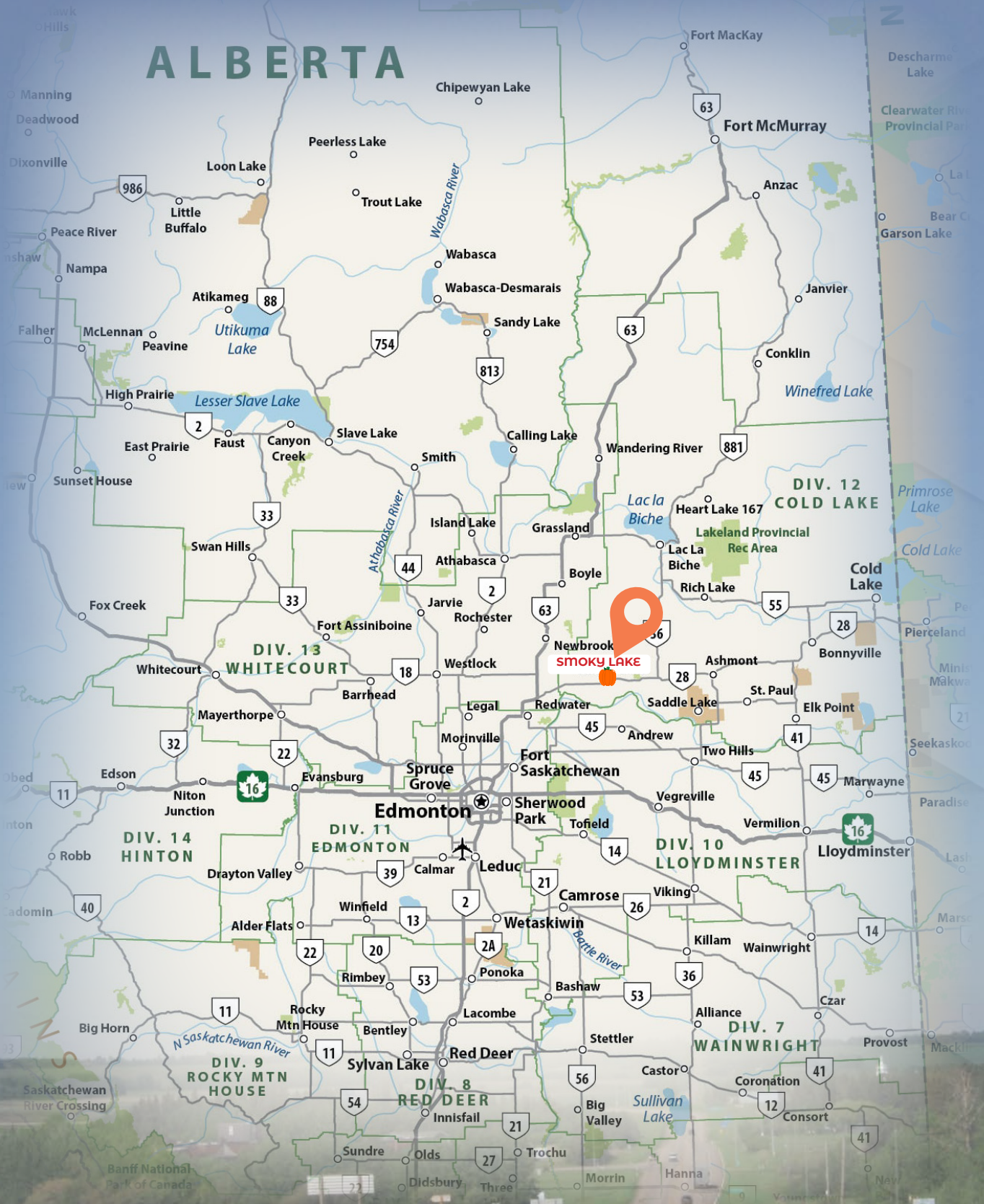
A strategic plan communicates an organization's intended direction. This municipal strategic plan informs residents, businesses, and stakeholders about Council's vision and priorities for the community. Council will align decisions and budget allocations to accomplish or advance the strategic goals over their term (2021-2025).

Council and administration participated in a visioning workshop where draft priorities, vision, mission, and values were developed. Public and regional consultation was completed through surveys and posters. Council engaged in further fine-tuning of the strategic plan, and graphic design was added prior to approval.

Council provides the high-level community vision and staff implement that vision. The strategic plan guides administration by showing Council's specific expectations and highlighting where the 'goal posts' are for staff performance. A solid organizational structure is needed to ensure that Council's strategy can be implemented. The strategic plan will be reviewed annually to ensure that the vision and priorities remain reasonable, and to measure the level of goal accomplishment.



ALBERTA



COMMUNITY PROFILE

POPULATION

1127

BREAKDOWN BY AGE:

0-14 YRS

9.3%

15-64 YRS

46%

65 & OVER

47.7%

85 & OVER

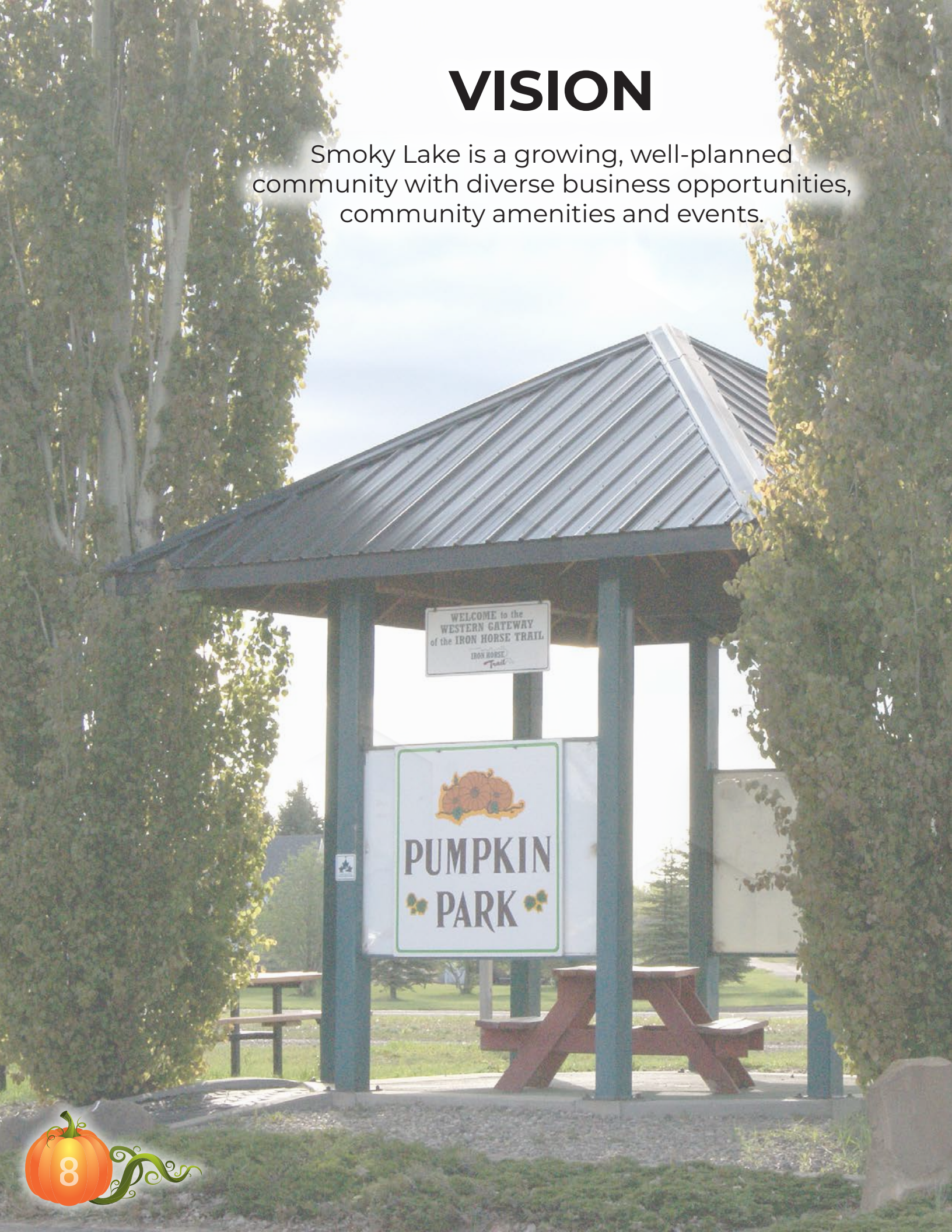
12.4%

<https://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/>



VISION

Smoky Lake is a growing, well-planned community with diverse business opportunities, community amenities and events.



MISSION

To provide meaningful services, infrastructure, and responsible governance to support a safe, innovative, and financially strong community.



Smoky Lake is...

THE PUMPKIN CAPITAL OF ALBERTA





STRATEGIC PRIORITIES

Council identified five strategic priority areas for the upcoming term and beyond. Strategic priorities will guide Council decision making and administrative recommendations to Council.



STRATEGIC PRIORITY:

TOURISM

Supporting tourism will promote community events and attractions using the town website, social media, and newsletters.

Goals:

- Promote local, home-grown events, particularly the annual Pumpkin Weigh-off and Fair.
- Promote the trail network, including the connection to the Iron Horse Trail.
- Promote the RV Park, local camping, and accommodation facilities.
- Promote the rich local heritage showcased through facilities such as the CN Station and Smoky Lake Museum.
- Promote eco-tourism, and sport tourism, including tournaments, golfing, and the annual Smoky Lake Stampede.



STRATEGIC PRIORITY:

INFRASTRUCTURE

Well-planned infrastructure investments will enable community growth in a prioritized and responsible manner.

Goals:

- Implement infrastructure study recommendations to guide capital investments.
- Implement a Municipal Asset Management Program.
- Address losses in gas and water utilities.
- Construct a new potable water reservoir to service new development.



STRATEGIC PRIORITY:

GROWTH

Residential and commercial development reflect a vibrant, growing community where a variety of housing and business options serve resident needs.

Goals:

- Residential development:
 - Encourage single family home development.
 - Strengthen rental housing options.
- Business/Commercial development:
 - Encourage business retention and growth.
 - Promote highway commercial development.
 - Promote Downtown business development.



STRATEGIC PRIORITY:

ENVIRONMENT & INNOVATION

Contributing to a healthier environment through innovative projects will help the community to reduce its carbon footprint.

Goals:

- Construct and promote solar energy projects.
- Explore installation of electric vehicle (EV) charging stations.
- Promote greater recycling awareness and options.



STRATEGIC PRIORITY:

COMMUNITY SUPPORT

Community wellness and enjoyment is increased through services and amenities that support families and individuals.

Goals:

- Support families by encouraging daycare development options.
- Explore transportation options for seniors and the general public.
- Advance beautification with park improvements.
- Advance recreation options with additional trails, and a dog park.

What does
"Community"
mean to you?

"I find community
is like family"
Ryan T. Grade 5

"People working
together to
help each other"
Lauryn B. Grade 6

"Community means
heritage & friends to me,
a community helps
build our future"
Madison C. Grade 4

"Getting together"
Kayla P. Grade 2

Why do you like living
in Smoky Lake?

"I like making new friends"
Hannah M. Grade 2

"Living in Smoky Lake
is like living in a peaceful
community with many helpful
& loving people"
Edmerei L. Grade 1

"I like living in Smoky
Lake because I can play
sports in the winter
& in the summer"
Brody P. Grade 5

"Because it is welcoming"
Summer L. Grade 2

ACCOMPLISHMENTS

Congratulations, Smoky Lake!

Some key community accomplishments to date include:

1. Annual Pumpkin Weigh-off and Fair
2. Indigenous tourism in the region
3. New school, large gymnasium (Daycare to grade 12)
4. New senior's lodge (supportive and independent living)
5. iPads for Seniors program (Horizon grant program)
6. Nekinan "Our Home" (Repurposed nursing home)
7. Solar energy projects
8. Pumpkin Patch Day Care (Co-op model, first in province)
9. Modern sports facility complex
10. Strong collaboration with regional partners and local societies
11. Hospital emergency ward retention



STRATEGIC PLAN 2022



Pumpkin Capital of Alberta

KEY VALUES



- Family
- Heritage/History
- Community connections
- Partnerships & collaboration
- Recreational opportunities
- Friendly, supportive neighbours

MISSION



To provide meaningful services, infrastructure, and responsible governance to support a safe, innovative, and financially strong community

VISION



Smoky Lake is a growing, well-planned community with diverse business opportunities, community amenities and events

STRATEGIC PRIORITIES

TOURISM

- Local home-grown events like the Pumpkin Weigh-off & Fair
- Trails
- RV Park
- Heritage
 - CN Station & Museum
- Eco-tourism
- Sport tourism
 - Tournaments, Rodeo, Golf Course



INFRASTRUCTURE

- Implement infrastructure study
- Address gas/water loss
- Implement an asset management plan
- Construct new potable water reservoir



GROWTH

- Business/Commercial
 - Retention & growth
 - Highway commercial
 - Downtown
- Residential
 - Strengthen rental housing options
 - Encourage single family home development



ENVIRONMENT & INNOVATION

- Construct and promote solar energy projects
- Install electronic vehicle (EV) charging stations
- Promote recycling awareness



COMMUNITY SUPPORT

- Families
 - Daycare
- Beautification
 - Park improvements
- Recreation
 - Trails/Wellness & Dog Park
- Explore transportation options
 - Seniors & general public





Box 460, 56 Wheatland Ave.
Smoky Lake, AB T0A 3C0
www.smokylake.ca

PH: 780-656-3674
FX: 780-656-3675
Email: town@smokylake.ca