



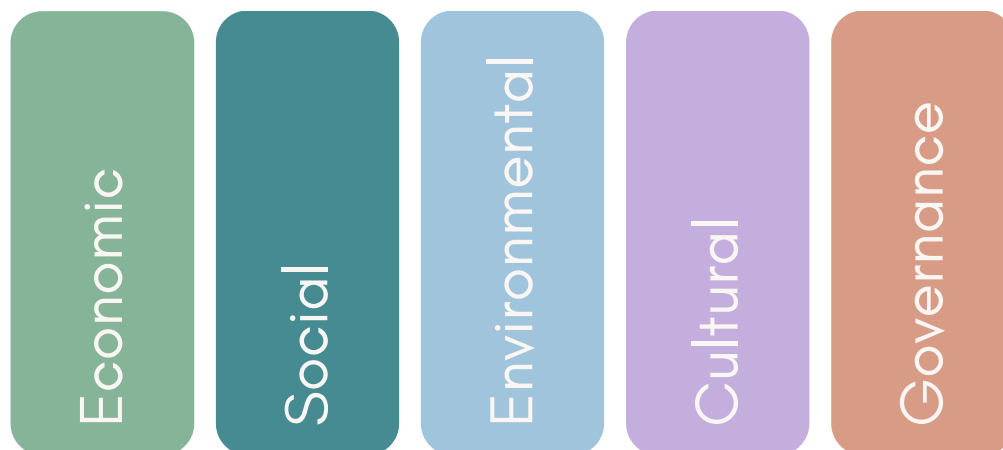
Strategic Plan 2024-2026

Adopted by Council October 15, 2024



Council Message

The Town of Rocky Mountain House Council is proud to present its vision for the community, based on the five pillars of community sustainability:



These pillars are considered in the course of all decisions and initiatives, and weighed against each other to chart a path forward.

Council has one clear vision: To cultivate a robust, diverse community where its people and businesses flourish. While pipes and pavement may build a Town, it is the people who make it a community.

To make this vision a reality, our present-day mission is to facilitate local economic growth and the safety and security of our residents. We commit to doing this in a fiscally and environmentally responsible way.

By building our tourism sector, growing our local economy and taking care of our municipal infrastructure, residents can be assured of a sustainable, healthy community for years to come.

This Strategic Plan is a living document. It is reviewed as objectives are accomplished or as external factors emerge. However, the five pillars ensures Council governs rationally, responsibly and with the entire community's well-being in mind.



Dave
Auld

Marley
Capraro

Tina
Hutchinson

Ken
Moesker

Len
Phillips

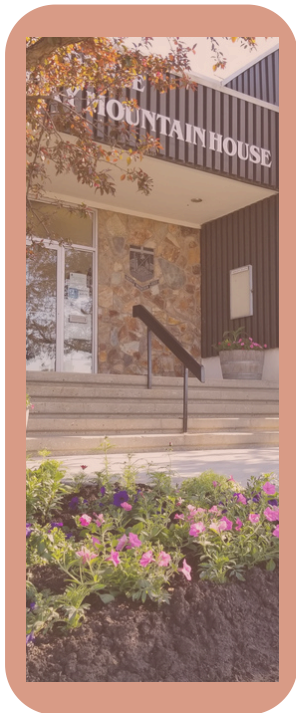
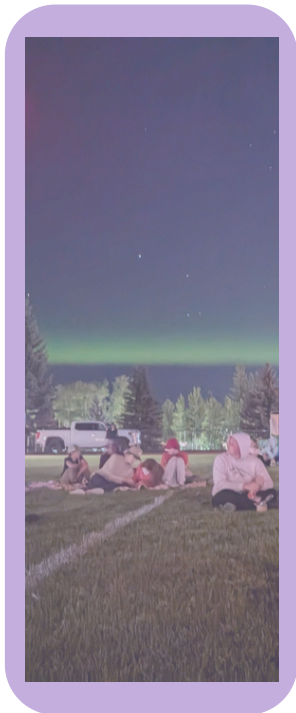
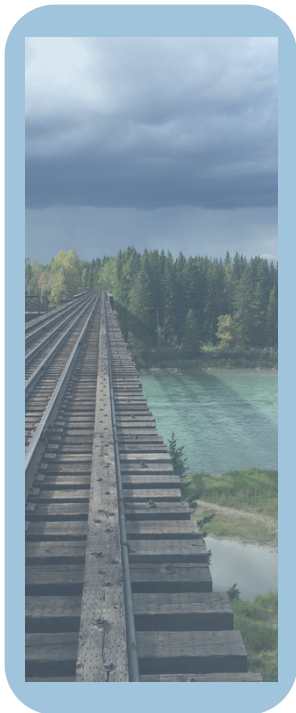
Dale
Shippelt

Mission

To support economic growth and strengthen municipal infrastructure in a fiscally and environmentally responsible manner.

Vision

To cultivate a robust, diverse community where people and businesses flourish.



Guiding Pillars

The Town considers these five pillars of sustainability in all our planning and operations:

Economic

We have a robust and resilient commercial sector with a growing tourism industry. The costs of building and maintaining the community will not become an undue burden on future generations.

Social

We have a diverse community with access to housing, education, health care and public amenities.

Environmental

We use our natural resources responsibly. We encourage development that minimizes air, water and soil pollution and protects natural systems.

Cultural

We respect and enhance the cultural capital of our community in terms of its heritage, sense of place, arts, diversity and history.

Governance

We approach decision-making in a democratic, transparent, accountable and inclusive manner to foster informed dialogue and an engaged citizenry.

Economic sustainability Goals

We have a robust and resilient commercial sector with a growing tourism industry. The costs of building and maintaining the community will not become an undue burden on future generations.

ECONOMIC

Downtown is Flourishing and Expanding

- Explore options to improve access to Downtown.
- Explore options for the Rocky Elementary School site.
- Promote year-round events for Downtown.

Our Commercial and Industrial Sectors are Growing

- Investing in a Rocky Promotion program to attract new businesses.

Rocky is Recognized as a Destination

- Hold an information session on Destination/Tourism Improvement Fees with our hospitality industry to support Economic Development Initiatives.
- Promote what Rocky Mountain House has.
- Increase Sports Tourism.

Social sustainability Goals

We have a diverse community with access to housing, education, health care and public amenities.

SOCIAL

We have a strong central social organization

- Facilitate conversations among non-profits to assist in long-term viability.
- Review the FCSS mandate to ensure the region's citizens have the services needed.

Safe and Secure Life for All

- Implement a severe weather shelter policy for vulnerable populations.
- Review the Policing Model for Rocky Mountain House.

Building a strong community through social activities and events

- The Town continues support for Town-hosted Community Events.
- The Town plans for a Recreation Centre expansion.
- The Regional Recreation Master Plan is updated.
- Review of Centennial Campground for recreation opportunities.
- Review Playgrounds and Greenspaces for best use.

Environmental sustainability Goals

We use our natural resources responsibly. We encourage development that minimizes air, water and soil pollution and protects natural systems.

ENVIRONMENTAL

We Promote Growth through the lens of Environmental Stewardship

- Review development and Town facilities for environmental impact.

Our Water Resource is used responsibly

- Public engagement and education about our water treatment and conservation efforts.

The Town is a Leader in Environmental Stewardship

- Explore a Commercial Organics Program
- Town Facilities have recycling/organic and waste collection streams.

Cultural sustainability Goals

We respect and enhance the cultural capital of our community in terms of its heritage, sense of place, arts, diversity and history.

Promote our Cultural Diversity

- The Town hosts an annual cultural event.
- The Town shares information on our cultural diversity.

Promote our Performing and Visual Arts Community

- A cultural centre is part of plans for a new Civic Building.

Promote and Preserve our History

- Engage with Parks Canada to promote the National Historic Site and Rocky Mountain House.

CULTURAL

Governance

sustainability Goals

We approach decision-making in a democratic, transparent, accountable and inclusive manner to foster informed dialogue and an engaged citizenry.

GOVERNANCE

The Town is Positioned for Opportunities

- We have Fieldhouse, Civic Building and Firehall plans ready for grant opportunities.
- Review procedures throughout the organization to reduce Red Tape.

The Town has Strong Relationships with all Levels of Government

- We meet twice a year with our MP and MLA.
- We meet annually with neighbouring First Nations
- Review and Update the Stronger Together agreement with Clearwater County.

The Town Maintains the Viability of Core Services

- A comprehensive asset management plan is in place.

The Town Promotes Open Governance and Communication

- Increase Public Engagement Opportunities.