



Strategic Plan 2023-2026

Letter from the Mayor and Council

The Town of Rocky Mountain House Council is proud to present its vision for the community, as outlined in the 2023 – 2026 Strategic Plan.

Our Guiding Principles are as follows:

- **Fiscal responsibility;**
- **Environmental sustainability;**
- **Collaboration; and**
- **Communication.**

These are the core values of this council, and will underpin all our decisions and initiatives going forward.

Council has one clear vision: To cultivate a robust, diverse community where its people and its businesses thrive.

Because 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 support local economic growth and to strengthen municipal infrastructure. 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 safe, 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 Guiding Principles will remain, ensuring Council governs rationally, responsibly and with the entire community's well-being in mind.

Town of Rocky Mountain House Council 2021-2025



Mayor
Debbie Baich



Councillor
Dave Auld



Councillor
Shane Boniface



Councillor
Marley Capraro



Councillor
Tina Hutchinson



Councillor
Len Phillips



Councillor
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 thrive.



Strategic Priorities

Guiding Principles

The Town follows four guiding principles in all our planning and operations. These include:

Fiscal Responsibility

The Town makes all decisions with consideration to balancing future plans with current funds.

Environmental Sustainability

The Town considers the environment in their plans and operations.

Collaboration

The Town looks for opportunities to collaborate with regional neighbours, partners, First Nations and Metis communities.

Communication

The Town values clear, transparent and effective communications with internal and external stakeholders.

**Building our
Local
Economy**

**Ensuring a
Safe and
Healthy
Community**

**Building
our
Tourism
Sector**

**Taking Care
of our
Infrastructure**



Building our Local Economy

- The Town has a business attraction and development incentive policy.
- The Town has competitive mill rates.
- The Town facilitates business retention and expansion programs and services.
- The Town has a Business Storefront Improvement program.



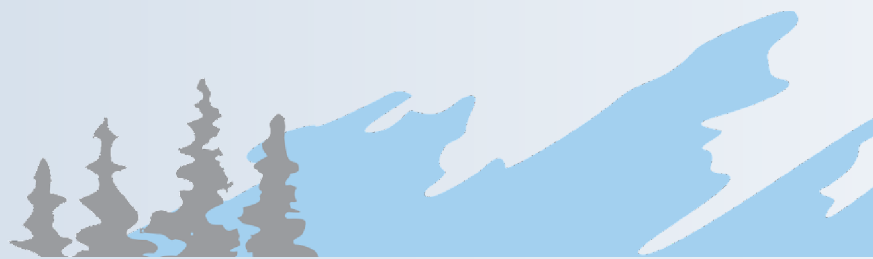
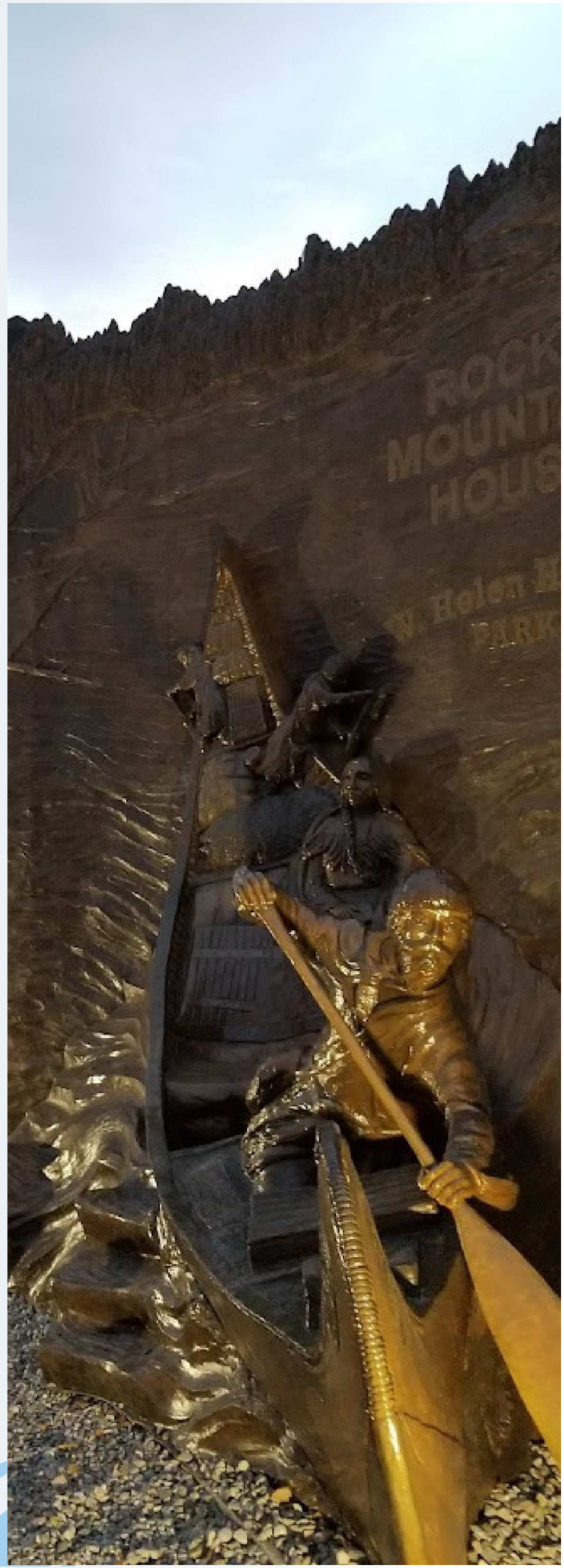
Ensuring a Safe and Healthy Community

- The Town has a Core Services Policy to define the Town's role in providing services to the community.
- The Town has demonstrable growth in proving itself as an inclusive, welcoming community.
- The Town continues to action the Waste Reduction Strategy.
- The Town has a Joint Use Planning Agreement with the local school divisions for the benefit of our community.
- The Town continues to action the Recreation Master Plan.
- Rocky Mountain House is promoted as a sports destination/sports tourism destination.
- The Town has a transparent and proactive process for resident user engagement.
- The Town successfully lobbies higher levels of Government for enhanced funding of social services.



Building our Tourism Sector

- The Town promotes Rocky Mountain House attractions, parks and events.
- The Town is part of a Government of Alberta-funded Tourism Marketing Zone.
- The Town has a Destination Marketing Organization.
- The Town has cultural tourism experience opportunities within Rocky Mountain House.



Taking Care of our Infrastructure

- The Town has an updated Utility Master Plan.
- The Town has a long-term Facilities Plan.
- All areas of Town have access to high-speed internet.
- The Town successfully lobbies the Government of Alberta to conduct a functional study of Highways 11 and 11A.

