

2019 STRATEGIC PLAN

Town of Fox Creek, Alberta



A PLAYGROUND OF OPPORTUNITY

INTRODUCTION

Fox Creek is the heartbeat of Alberta, and we are delighted to showcase our community through this strategic plan. Council, staff and members of the public provided input throughout the strategic planning journey, and we are confident in advancing several local priorities that have received grassroots support from the community.

The prime location of Fox Creek makes it a natural 'Hub for Transport' with strong industry and supporting services. There are many employment and business development opportunities, and town officials are committed to good stewardship and strong partnerships to manage the impact of growth and prosperity in the region.

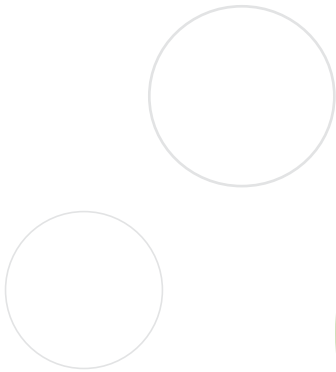
As a true Playground of Opportunity, adventure awaits in the great outdoors surrounding Fox Creek with trails, lakes and camping. Indoor recreation is first-class, with the new Fox Creek Greenview Multiplex and many cultural events. Fox Creek has a K-12 school, hospital, and abundant quality water. All this is offered with an ethnically diverse small-town flair and strong family values where neighbours care for each other.

Join us in creating an even more amazing Fox Creek!

Mayor and Council



Mayor, Council, and Management at Strategic Planning Session



“

“If mud is dragged into my business from customer traffic, it means that business has been good!”
- Business Owner

OUR VISION

“A citizen-focused, sustainable community embracing diversified partnerships and small-town family values”

OUR VALUES

- **Accountable**
- **Calculated Risk-Taking**
- **Community Greater Good**
- **Ethical**
- **Goal Orientated**
- **Honest**
- **Informed**
- **Legal**
- **Respectful**
- **Responsible**
- **Transparent**
- **Trustworthy**
- **Visionary**

“

“I have seen a lot of improvement in the last five years, and ‘Magical Changes’ over the last 11 years.”

- Resident and Business Owner



THE AWARD WINNING
MARNEVIC PARK
FOX CREEK, AB

IN FOX CREEK WE:

1

Are community-driven. We know our neighbours, and we look out for each other.

2

Promote healthy lifestyles.

3

Care for the social well-being of the community.

4

Have chosen to make Fox Creek our home.

5

Have no traffic congestion!

6

Foster partnerships with non-profits.

7

Have fantastic corporate sponsors.

8

Have many opportunities for employment.

9

Have great outdoor surroundings, and many recreation opportunities.

10

Have the best 9-hole Golf Course between Edmonton and Grande Prairie!



OUR ACHIEVEMENTS

Fox Creek has a reason to celebrate for accomplishing many goals and successes in recent years. Some prime examples include:



1

Fox Creek Greenview Multiplex

2

Fox Creek Greenview Protective Services Building

3

Recreational trails and camping facilities

4

Water Treatment Plant upgrades supplying the town with abundant, high-quality water

5

Multiple playgrounds, including the award-winning Marnevic Park

COMMUNITY RISKS AND CHALLENGES

Every community faces various risks and challenges. Some of the unique challenges to Fox Creek are:

- Businesses compete with oilfield for labour, housing, retail rent.
- Lack of housing options, affordable rent.
- Specialized Health Support Services are limited.
- Need more support for seniors and all ages.
- The economy is vulnerable due to “Boom and Bust” cycle.



STRATEGIC PRIORITY:

Improve Community Image and Beautification

Improving the community image and beautification is a high priority for the Council. Council supported the beautification of the town entrance with trees and picnic tables along Highway Avenue. Beautification improvements in residential and business areas are also a priority.

The development of a Truck Stop is encouraged to serve as a common stopping point for industrial traffic since the town is a natural transportation hub. Fox Creek “mud” was identified as a concern since it is tracked onto community streets and into local businesses by truck traffic and equipment. In a sense, the “mud” is a product of the strong industrial activity that operates in the region. The development of additional truck/car wash facilities is encouraged.

Potential Indicators:

1

Cleaner town overall, especially Highway Ave.

2

Sidewalks are clean.

3

Fewer unsightly property complaints received.

4

Stronger attention is given to property maintenance; Cleaner yards and streets.

5

More respect for the town.



STRATEGIC PRIORITY:

Improve Community Infrastructure And Asset Management

Improving Community Infrastructure and Asset Management is a high priority for the Council. Significant recent achievements were noted for recreation and water treatment. Roads and sidewalks were infrastructure areas that were definitively identified during the visioning sessions.

Potential Indicators:

1
Less time is spent on infrastructure repairs.

2
Adequate water and sewer capacity is available for new developments

3
Long term infrastructure planning is in place.

4
Preventative maintenance program is in place for all municipal facilities and infrastructure.

5
An asset management program is fully implemented and funded for all municipal facilities and infrastructure.

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“Our new business is exceeding expectations already and we look forward to continued improvement in the community.”

- Business Owner

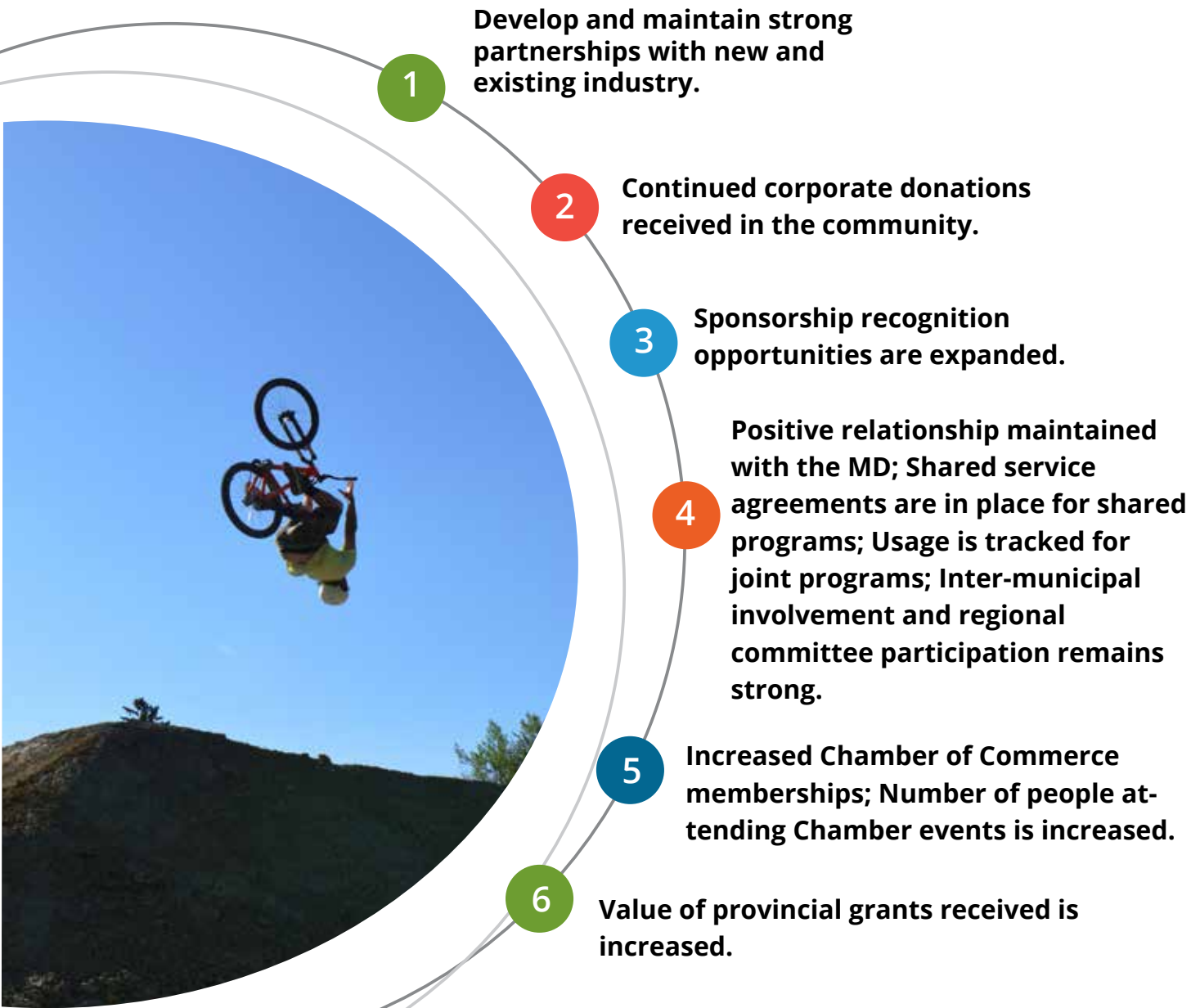


STRATEGIC PRIORITY:

Create and Maintain Partnerships

Partnerships were recognized as an important strength for Fox Creek, and a high priority for the Council. Officials and the public gave resounding support to expand and strengthen partnerships. Some examples of significant partnerships include the surrounding MD of Greenview, local industry, and the Province of Alberta. Officials recognize that through partnerships, community projects can have a much stronger impact and a larger budget.

Potential Indicators:



STRATEGIC PRIORITY:

Improve Communications with Residents and Businesses

Improving local communications with Residents and Businesses is a high priority of the Council. Officials described the need to get accurate and timely messages to the public, and also to promote local events and attractions.

Potential Indicators:

1. Front line staff can effectively respond to inquiries.

2. Website, Facebook and other social media traffic are increased.

3. Positive feedback is received on TOFC messaging from the community, visitors and partners; more people complimenting Fox Creek.

4. Communications-related complaints are reduced.

5. Accurate and timely messaging is provided.

6. Economic growth is increased as the community is promoted/marketed.

7. Informational brochures are available at local businesses/hotels.



STRATEGIC PRIORITY:

Expand Affordable Housing Options

Expanding affordable housing options are a priority for the Council, as well as ensuring that diverse housing options are available for all residents, including seniors. The strong industrial growth in the area puts pressure on available housing. Full-time residents compete with temporary workers for the limited available housing stock in the community. The low vacancy rate and strong demand mean that there are very few affordable housing options and that rental properties generate high rent. High rent increases the cost of living in Fox Creek for the average resident.

Potential Indicators:

1

Increased number of full-time residents.

2

Increased number of affordable housing suites.

3

A wider variety of housing options are available.



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“I went swimming in the pool this afternoon and now I am going skating – very exciting!”
- Resident



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