

TOWN OF FOX CREEK

STRATEGIC PLAN

2023-2026




TOWN OF **Fox
Creek**

Town of Fox Creek
Box 149
108 Kaybob Drive
Fox Creek, Alberta T0H 1P0

(780) 622-3896

www.foxcreek.ca

Table of Contents



04

Message from Mayor
and Council

05

Introduction

06

Our Vision



07

Our Guiding
Principles

08

Priority Areas



09

Outcomes



Message from the Mayor and Council

Each member of Council runs with a vision for the community. One of the most important things that we do as a group is come together to discuss and align our visions into a strategic plan for Fox Creek over a 4 year term.

This Strategic Plan represents Council's priorities and direction for Fox Creek until 2026. It is a document that outlines our passions, focuses on the needs of the community and includes aspirations of what we would like to become. The document is used to guide both Council and Administration through our decision making process and inform the community about our priorities, moving forward.

The Strategic Planning process does not end with the creation of this document. This is the plan that will drive Administration's work over the coming years as they strategize, guide investment decisions and provide recommendations to Council. Both Council and Administration will work to align their service delivery to this plan. As a group, we will continuously report on outcome progress in visible, accessible ways and will work together to maximize our resources.

The plan is a result of listening to what Fox Creek has to say, and hearing hopes, dreams, concerns and ideas for the future. We look forward to working towards our vision and Administration implementing the strategy to meet the needs of our Community.

Sincerely,

Mayor Sheila Gilmour

Handwritten signature of Sheila Gilmour.

Handwritten signature of Brenda Dunsidge.

Handwritten signature of John.

Handwritten signature of Keith.

Handwritten signature of MB.

Handwritten signature of Kamal.

Handwritten signature of LK.



Introduction

This Strategic Plan sets the direction for the future of the Town of Fox Creek for 2023-2026.

This plan provides:

- A long-term **vision** for the future of the Town
- Four **guiding principles** that council commits to in achieving this future
- Seven **priority areas** to focus on to achieve the vision
- A set of **outcomes** to monitor and measure success

The future cannot be achieved without recognizing and celebrating accomplishments of the past that has gotten the Town to where it is today. Some of the significant achievements in the previous four years include:

Strengthened Administration

- Staffing
- Audited financial statements to ensure value for money and responsible spending

Policy

- Bylaw updates
- Land annexation

Relationships

- Community participation in Town events
- Building relationships with other municipalities and the province

Improvements

- Town's visual appearance
- Highway Ave sidewalks and repaving
- Smoke and Iosegun Lake campgrounds
- Commercial growth and development
- Multiplex
- Fire hall
- Dog park
- Nordic trails
- Kaybob extension

And last but by no means least, surviving COVID as a community.

The priority areas for the next four years include:

Economic development

- Environment
- Recreation
- Tourism
- Promotion
- Resident + family retention
- Volunteerism



Our Vision

***"Fox Creek is a place where community is
"home" for families to grow and develop within
a natural environment with opportunities that
encourage work, life balance"***



The future of Fox Creek offers a variety of activities, opportunities for engagement and a variety of employment opportunities. There is growth while offering a small town feel in a natural setting with all the amenities. Community relationships are key.

Our Guiding Principles

Council commits to upholding the following values in developing, implementing and monitoring their 4-year strategic plan:

01

Enable Administration

Build staff capacity, provide support and give clear, precise direction.

02

Community Communication

Improve community knowledge by offering clear, consistent and transparent messaging.

03

Harbouring and Fostering Relationships

Grow relationships with diverse people including citizens, businesses, municipal and provincial governments and non-profits to work together, help each other out and enhance our community.

04

Community Engagement Accessibility

Be accessible to the community, offer opportunities to hear feedback and use it to grow and develop the community.

Priority Areas

01

Economic Development

Retain and promote what currently exists, create a positive environment (less barriers and more incentives) to attract new development, have access to a qualified work pool and create a spirit of openness and willingness to consider new opportunities.

02

Environment

Care for the environment is key to preserving our unique and valuable natural setting. This is supported by a recycle/transfer station. There are a variety of year-round opportunities for outdoor activities and recreation supported by the environment.

03

Recreation

There are a variety of indoor and outdoor, recreation opportunities for individuals and groups that are widely promoted.

04

Tourism

There are growing partnerships in tourism, increased investment, infrastructure to support and increased awareness and promotion.

05

Promotion

There is wide-spread promotion about accomplishments (citizens, businesses and not-for-profits), community closeness, access to nature, work/life balance lifestyle, accessibility and education that is done in partnership.

06

Volunteerism

Volunteerism is at the heart of the community, providing a variety of opportunities resources that otherwise would not be possible. There is a large pool of strong, capable, highly skilled volunteers with access to support and technology.

07

Resident and Family Retention

Programs, services and opportunities means that those who come to Fox Creek to live, stay here.

Outcomes

The following are possible outcomes for each of the priority areas. These outcomes can be used to measure success in achieving progress.

1 Economic Development

- Growth of successful, new and existing businesses
- Commercial expansion surrounding Oasis Park
- Obtain a truck stop and amenities/services
- Generate more commercial tax base
- More homeowner's than renters
- Increase in number of years in businesses for companies

2 Environment

- Increase in non-residential camping/visitors to town accessing good and services
- Reduction in amount of waste to landfill
- Increase in amount of recycling
- Profitable transfer station
- Increase in number of families participating in outdoor recreation activities
- Increase in number of outdoor recreation events
- Increase in activity levels in the community
- Increase in community mental health
- Increase in people accessing outdoor recreation opportunities
- Increase in amenities to support outdoor recreation
- Winter festivals and activities

3 Recreation

- Increase in tourism
- Success of recreation groups; increase in members
- Increase in community-hosted events
- Increased number of visitors
- Increase in community pride
- Diverse opportunities for recreation and activities
- Positive community feedback
- Increase in economic development
- Positive promotions, news and feature articles
- Destination for activities
- People accessing information (ex. websites)
- Increase in positive feedback about Fox Creek

4 Tourism

- Hosting successful events (ex. objectives are achieved, events continue)
- Collaboration with other municipal partners
- Increase revenue from tourism
- Increase in public awareness of tourism opportunities
- Increase in number of visitors
- More Fox Creek merchandise out in the world being showcased
- Increased promotion of tourism opportunities
- Positive visitor experiences

5 Promotion

- Active and successful Chamber of Commerce
- Increase in family participation at events and all family members participating
- Multi-generational participation
- Less vacancy and homes for sale
- Programs available to local residents to get into trades and find jobs, staying in the community
- Welcome package with trail maps and distances to recreation opportunities
- More partnerships between non-profits and industry
- Links on group websites/social media accounts to town website

6 Volunteerism

- Increase in members/board members for volunteer positions
- Increase in revenue to volunteer groups from grants and fundraising activities
- Increase in infrastructure and places built in the community, for the community (ex. skate park)
- Increase in hosted events by volunteer groups
- Volunteer positions easily and quickly filled
- Collaboration among volunteer groups

7 Resident + Family Retention

- Increase in families living in Fox Creek
- Increase in homeowners and long-term rentals
- Increase in money being spent in Fox Creek
- Increase in population
- Increase in demand for services
- Increase in number of job opportunities
- Multi generation families living in Fox Creek
- Increase in number of families with all family members participating at events
- Programming for all ages
- Programming for families
- Club participation in all ages and family programming
- Increase in number of children living in Fox Creek
- Increase in funding for school



Planning Our Future Investing in Success

