



Adopted by Council: March 21, 2023

# Strategic Plan 2023-2025

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*A comprehensive community-based plan outlining governance, financial, environmental, and social/cultural priorities.*

*Vision Statement:*

*To Lead the Peace Country as a progressive, innovative,  
and accessible community with diverse recreational and  
cultural opportunities.*

## *Mission Statement:*

*Fairview is a progressive Town that preserves a small town feel while investing in community development by providing quality services, diverse recreational and cultural opportunities and building partnerships to foster community pride and quality of life.*

# Town of Fairview 2023-2025 Strategic Plan

| <b><u>Governance</u></b>  |  |                |   |  |
|---|--|----------------|---|--|
| <b>GOAL</b>   | <b>STRATEGIES</b>  | <b>TARGET</b>  | <b>COST/RESOURCES</b>   | <b>OUTCOME</b>   |
| <p><b>NWP Support</b><br/>Staff/Students/Board<br/>Focus on student involvement in the community &amp; promotion.</p> | <ol style="list-style-type: none"> <li>1. Have functions and activities for the students               <ol style="list-style-type: none"> <li>i) Focus on Students with LT programming</li> </ol> </li> <li>2. Work with NWP administration to improve student experience.</li> <li>3. Participation and implementation of ideas from the NWP Community Advisory Council</li> <li>4. Actively promote NWP programs</li> <li>5. Council will actively attend/support NWP functions</li> </ol> | <p>Ongoing</p> | <ul style="list-style-type: none"> <li>• ED committee leading</li> <li>• Council working with administration and MD to buy-in joint promotion.</li> </ul> | <ul style="list-style-type: none"> <li>• More positive student experience.</li> <li>• Increased student enrollment</li> <li>• More students staying in the community.</li> <li>• Greater support of the college from the community.</li> </ul> |

# Town of Fairview 2023-2025 Strategic Plan

| <b><i>Financial/Economic Development</i></b> |  |               |  |  |
|--|--|---------------|--|--|
| <b>GOAL</b>                                  | <b>STRATEGIES</b>  | <b>TARGET</b> | <b>COST/RESOURCES</b>  | <b>OUTCOME</b>   |
| <b>Cummings Lake Development</b>             | <ol style="list-style-type: none"> <li>1. Review the agreement, and explore possible amendments.</li> <li>2. Ensure being provided an annual plan as per agreement</li> <li>3. Town to provide support and promotion for projects.</li> </ol>                                | Ongoing       | CAO review with RCRC<br><br>RCRC<br><br>Economic Dev Coordinator | Clarity<br><br><br>Exposure; increased usage.  |
| <b>Energy Generation</b>                     | <ol style="list-style-type: none"> <li>1. Develop a feasibility report for consideration utilizing brownfields</li> </ol>  | 2024-2025     | \$30,000-\$50,000  | Positive utilization of Brownfields  |
| <b>Immigration Program</b>                   | <ol style="list-style-type: none"> <li>1. Utilize Ec Dev Committee to implement and support</li> </ol>   | 2023          | Ec Dev Coordinator   | More employment successful businesses  |
| <b>Community Centre Theatre</b>              | <ol style="list-style-type: none"> <li>1. Enhance, promote, and provide a variety of programs and entertainment at the Community Centre theatre.</li> </ol>  | 2023          | 2023 – \$50,000<br>2024 – Theatre upgrades<br>\$100,000          | Revenue and more entertainment options.  |
| <b>Housing</b>                               | <ol style="list-style-type: none"> <li>1. Investigate a variety of housing options</li> <li>2. Develop a housing needs (gap) analysis</li> <li>3. Work with NPHF regarding affordable housing options.</li> <li>4. Work with NPHF for more seniors accommodations</li> </ol> | 2024-25       | \$50,000 for consultant<br><br><br>Partner with NPHF             | Housing options for a variety of residents<br><br>Attracting and retaining residents |

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| <b><i>Financial/Economic Development</i></b> |  |               |  |  |
|--|--|---------------|--|--|
| <b>GOAL</b>                                  | <b>STRATEGIES</b>  | <b>TARGET</b> | <b>COST/RESOURCES</b>                  | <b>OUTCOME</b>   |
| Sidewalks & Trails Enhancement               | <ol style="list-style-type: none"> <li>1. Review Trails plan</li> <li>2. Develop priorities and direction regarding trails and sidewalk development</li> <li>3. Update plan</li> <li>4. Ensure accessibility for our sidewalks and trails</li> </ol> | 2024          | Assessing current trails and sidewalks | Increased accessibility for our parks, trails, and sidewalks |

| <b><i>Social/Culture</i></b> |  |               |   |  |
|------------------------------|--|---------------|---|--|
| <b>GOAL</b>                  | <b>STRATEGIES</b>  | <b>TARGET</b> | <b>COST/RESOURCES</b>   | <b>OUTCOME</b>   |
| Field House                  | <ol style="list-style-type: none"> <li>1. Develop a feasibility study.</li> <li>2. Investigate partnership opportunities</li> </ol>  | TBD           | TBD – dependent on partnerships   | Fieldhouse. More rec options.  |
| Recreational Opportunities   | <ol style="list-style-type: none"> <li>1. Maximise community centre potential.</li> <li>2. Summer camps</li> <li>3. PD day camps</li> </ol>  | 2023          | Community Centre operating budget to reflect priorities. Based on ability to staff. | Increased Community Centre revenue<br>Increased regional quality of life |
| Town Promotion               | <ol style="list-style-type: none"> <li>1. Provide a variety of promotion options for upcoming events.</li> <li>2. Promote how to find the events information and promote the Events Calendar.</li> <li>3. Promoting and working with the Chamber of Commerce regarding knowing your local stores.</li> </ol> | 2023          | Updated website<br>Promotions budget  | Increased attendance and usage.  |

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| <b><u>Social/Culture</u></b> |  |                                |   |                     |
|------------------------------|--|--------------------------------|---|---------------------|
| <b>GOAL</b>                  | <b>STRATEGIES</b>  | <b>TARGET</b>                  | <b>COST/RESOURCES</b>                               | <b>OUTCOME</b>      |
| Facility Naming Sponsorship  | <ol style="list-style-type: none"> <li>1. Business sponsorship</li> <li>2. Develop rates for facility-annual sponsorship.</li> <li>3. Investigate options - create a plan</li> </ol> | 2023 develop<br>2024 implement | Administration develops options for council review. | Sponsorship revenue |
|                              |  |                                |   |                     |