

Strategic Plan

Clyde, Alberta

- 
- 1) Quality of life
 - 2) Growth & Development
 - 3) Communications
 - 4) Enhancing Collaboration



2023-2027

Friendly Place with a Friendly Face

Overview

Building New Opportunities Releasing our Potential

Many socioeconomic and political changes are occurring on a global scale which leads to inevitable adjustments in economic development priorities and practices.

Municipalities have been challenged to adapt and focus on new ways to create and increase a positive growth environment where residents, new businesses and industry can build and enjoy prosperity.

Building new opportunity and releasing potential is a coordinated effort between the public, local government, the business community, and partnerships with surrounding regions.

In the Village of Clyde, such potential and opportunities exist across a range of sectors including agriculture, commercial, education, energy services, tourism and retail.

The Village of Clyde is committed to bringing this potential to life within the community by integrating new economic development strategies which will bring new prosperity to all who are seeking to build their best life and business experience in the Village of Clyde.



Letter From the Mayor

On behalf of the Village of Clyde Council, I am pleased to present our 2023-2027 Strategic Plan. We have chosen four areas of focus which will be used as a general guide for Council and Administration to make decisions and direct resources. We believe that each of these areas encompasses the desires and needs of our Village and its residents.

The Village of Clyde has much to offer its residents, the surrounding region and beyond. We believe that there are areas that can be enhanced, explored and others yet to be discovered.

As a council, we are committed to seeing our Village become its best version. Together we can create opportunity, growth, impact and empower prosperity for the future.

It is truly an honour to serve you and our beautiful Village.

Sincerely,

Charis Aguirre
Mayor



Charis Aguirre
Mayor



Donna Moore
Councillor



Danielle Dillman
Councillor



Alma Cruise Irwin
Councillor



Alex Strembesky
Councillor

PURPOSE

The purpose of this document is to provide a plan that identifies the appropriate strategic direction, actions, and alignment of resources necessary to further growth over the next four years.

The strategy considers initiatives, responsibilities, timing and priorities. It establishes key performance measurements with relevant budget projections to bring forward tangible improvements for the community.

Proper implementation of this strategy and action plan is key to producing greater prosperity for the Village of Clyde.

The Village Council's direction is a result of research, and interactive consultation with the community, local business, community leaders, and regional partners.

OUR VISION

To create local opportunity, growth and empower prosperity for the future.



OUR MISSION

To foster economic growth and inspire high quality living in our community.



OUR VALUES

WELCOMING
COLLABORATION
TRANSPARENCY
INCLUSIVENESS
SOCIAL ENGAGEMENT

**These established
Areas of Focus will
help guide us
towards our goals.**

01 Quality of Life

02 Growth and Development

03 Communications

04 Enhancing Collaboration

Quality *of Life*

Quality of life covers a wide range of deliverables and services to provide advancement, convenience and adaptable non-urban lifestyle for the community.

GOAL 1:

Improve and Increase Quality of Service

GOAL 2:

To Ensure Clyde is a Hub of Cultural Activity

GOAL 3:

Ensure Residents and Visitors Have Access to Green Space and Outdoor Activities



Good stewardship and diligence will stimulate population growth, boost the identity of the community and build a solid reputation.



How Do We Get There?

A: Attract and plan more cultural events. We have parks and green space that we take pride in.

B: Maintain and improve existing utility services over the next five years.



A: Create Opportunities to work with local groups to enhance existing activities and cultural events.

B: Encourage new opportunities for social and cultural events and support local initiatives.

Community is built on good-will, strong and stable governance, culture and recreation - including sports, education, and green space with outdoor amenities.

A: Create greater awareness and community engagement of our existing amenities.

B: Enhance and improve existing green space



Growth and Development

Any investment and attraction strategies are dependent on the identified competitive advantages offered by the Village of Clyde. The recommendation for this approach includes the following goals:

GOAL 1:

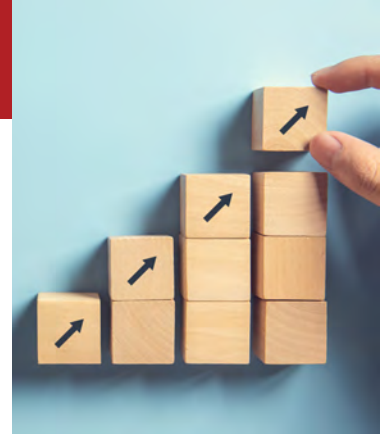
Position the Village of Clyde for new growth opportunities

GOAL 2:

Support business retention

GOAL 3:

Encourage residential growth and new housing development



How Do We Get There?

A: Increase efficiency for new development opportunities.

B: Create incentives for new development in the Village of Clyde.



A: Increase engagement with the local business community.

B: Create greater awareness for our local businesses.



A: Support new housing initiatives.

B: Increase awareness for lifestyle advantages in the Village of Clyde.



Communications



The Village of Clyde believes in, and continues to be, open and transparent with our residents.

GOAL 1:

Council will consistently engage with residents and business community

GOAL 2:

Increase awareness through designated marketing portals



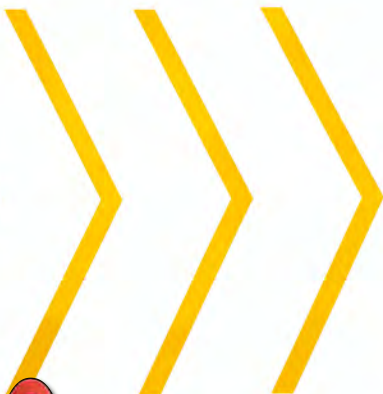
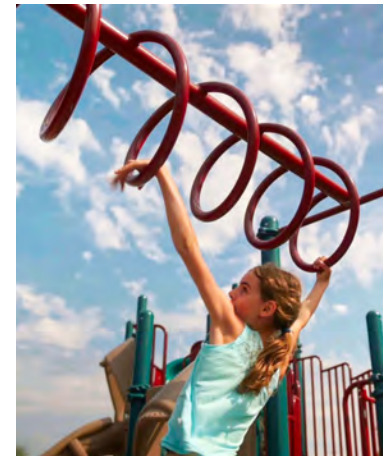
How Do We Get There?

A: Create additional opportunities to access and participate with council.



A: Explore and improve existing efforts marketing the Village of Clyde.

B: Ensure our public image is in keeping with our strategies and cultural values as a community moving into the future.



Enhancing Collaboration

Continuously building active collaboration with our regional, municipal, and provincial associations.

GOAL 1:

Invite consistent participation with local community groups

GOAL 2:

Continue to be in active collaboration with regional partners for regional service delivery



How Do We Get There?

A: Extend invitation for participation in public events and activities providing for more local collaboration.

B: Be receptive and participate as representatives of council in public events and special activities.

C: Identify potential new business opportunities and maintain existing business relationships.



A: Maintain existing regional partnership agreements.

B: Explore additional opportunities for regional deliveries where possible.

C: Research potential community business group affiliations to assist in the attraction of new business to the Village of Clyde.



It is with great pleasure and privilege to ensure the planned outcomes of this Strategic Plan. It is important that our efforts to implement this plan remain accurate and continue to reflect the vision of our community and its established goals to achieve prosperity and success.

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