

# City of Grande Prairie Strategic Plan

2022 – 2025





# Mayor's Message



It gives me immense pride to serve as your Mayor and it is my pleasure to present Council's 2022–2025 Strategic Plan. This newly elected Council is one that I am extremely excited to serve with. They exude vast knowledge, experience, and a passion for our community.

Since the election, Council has been hard at work learning through an extensive orientation process and discussing our priorities related to operational efficiencies, infrastructure, facilities and programs, service levels, fiscal performance, accountability, and taxes.

The four strategic priorities outlined in this plan are designed to guide Council's work over the coming term. As a Council, the work we do must be focused on people, the quality of life for our residents and supporting a city that our residents can be proud of, enjoy and love. We have much to celebrate and to be thankful for.

We are committed to creating an inclusive and caring city- a community that includes all people and serves all people. What matters to you – matters to us.

This plan also focuses on innovative efficiencies and economic readiness because we know a strong local economy enables a sustainable high quality of life. With 2022 well underway you can feel the optimism in the air. There are significant projects that have been announced in our region and Council plans to develop and execute actions that foster a strong and resilient local economy.

We will strengthen and nurture key relationships with regional stakeholders and other levels of government. This means positive and improved intergovernmental relations to help build a strong connected community.

Our Council priorities reflect our commitment to building on the successes of our community. We welcome your input and encourage everyone to actively participate in the next phases for the growth of our community. Together, as engaged citizens and businesses we will set the stage for the success of our community.

**Mayor Jackie Clayton**



# City of Grande Prairie Council 2021–2025



Mayor  
**Jackie Clayton**



Councillor  
**Grant Berg**



Councillor  
**Gladys Blackmore**



Councillor  
**Wendy Bosch**



Councillor  
**Dylan Bressey**



Councillor  
**Mike O'Connor**



Councillor  
**Kevin O'Toole**




Councillor  
**Wade Pilat**



Councillor  
**Chris Thiessen**



City Council wishes to recognize the unexpected passing of Council member John Lehnert in 2022. John Lehnert was a long-time resident of Grande Prairie, a community leader, a friend and a colleague who will be dearly missed. We are thankful for the work, care and dedication he put into the development of this Strategic Plan.



**Grande Prairie is a vibrant, connected and inclusive community with a resourceful spirit. We leverage diversity and seize our growing opportunities by embracing challenges.**

# Strategic Priorities 2022–2025





# Quality of Life

Fostering a community in which our residents love where they live and embrace their environment.

## Areas of Focus



**Fierce Community Pride** – enabling residents to contribute to our community and serve as ‘ambassadors’ in developing and telling our story.



**Active Lifestyle** – encouraging and facilitating healthy individual and family lifestyles that are inclusive and affordable to residents.



**Safety** – Developing a community in which residents are safe and feel safe.

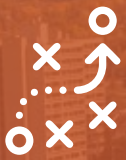
*Where we want to live, learn, work and play.*



# Innovative Efficiencies & Economic Readiness

Developing and executing actions that foster a strong and resilient local economy.

## Areas of Focus



**Strategic Growth** – pursuing alternate revenue sources to provide a more sustainable future through diverse and innovative economic opportunities.



**Innovation** – cultivating and developing an excellent administration and local governance to develop and grow a meaningful and prosperous social and economic community



**Attraction** – drawing people to our community by developing economic and social benefits through sharing our unique landscape, culture, sport and tourism.

***A strong team and local economy enables a sustainable high quality of life.***



# Inclusive & Caring Community

Fostering deep and sincere inclusiveness throughout all social and economic dimensions of the community.

## Areas of Focus



**Housing** – creating an environment for diversity of housing in our city.



**Youth to Seniors** – developing and pursuing opportunities that enhance the quality of life for all ages.



**Multicultural** – acknowledging and supporting the full spectrum of cultural diversity in our residents.

***A community that includes all people and serves all people.***





# Engaging Relationships

Developing and nurturing key relationships with stakeholders and other levels of government; building on mutual strengths.

## Areas of Focus



**Reputation Management** – protecting and enhancing the quality of our reputation as a community of choice.



**Culture and Pride** – ensuring appropriate attention and resources are dedicated to economic, political, community and cultural relationships.



**Marketing & Communication** – remaining clear on what we stand for as a community in proactive and deliberative two-way communication with partners and stakeholders.

***Purposeful relationships build a strong, connected community.***

THE CITY OF  
**GRANDE**  
prairie

