



Strategic Plan 2022-2025

Adopted: May 24, 2022

Updated:

VISION

Bow Island- A caring, safe, sustainable, and innovative community offering a high quality of life for everyone.

MISSION

Our mission is to provide services and facilities that contribute to a prosperous, healthy, and growing community, while building on the strengths and uniqueness of our population.

VALUES

Open Minded and Fair

Being open minded to the needs of the public. If someone has an idea, we listen. Everyone is treated fairly and when decisions are made, they are done with an open mind and not a pre-determined agenda.

Adaptable

Be adaptable, flexible and responsive when decisions are made or when changes occur.

Courage

Stand by convictions and decisions. Make decisions even though some may be upset with you.

Trustworthy

Council and staff act in a position of trust on behalf of the people.

Honesty

Honesty in all decisions made on behalf of the people we serve.

Integrity and Respect

At all times, we will act with integrity and remain true to our values. People must and will be treated with respect at all times.

Caring

Caring about the people we serve, their needs and the service offered by the Town of Bow Island.

Confidentiality

Confidentiality is a paramount and must be upheld.



Objective: Foster an environment that is inclusive and encourages participation of all residents.

Strategy: Recruit 1 new member at large on Municipal Library Board, Recreation Advisory Board and Tourism Committee each year.

Strategy: Invite community leaders to attend 1 Council meeting annually.

Strategy: Develop a method for recognizing the contribution of local groups to the community.

Objective: Advocate for a twinned Highway 3 within the boundaries of the Town.

Strategy: Maintain active role in the Highway 3 Twinning Development Association

Strategy: Directly engage with local MLA and Minister of Transportation, to revise the current twinning plan to have Highway 3 pass through the Town.

Objective: Advocate for Health Care Services within the community.

Strategy: Work with partners to increase Continuing Care Capacity in the Town by 2025.

Strategy: Play an active role in the Bow Island & Area Healthcare Recruitment Committee.

Strategy: Assist with recruitment for Health Advisory Council.

Objective: Establish a baseline Level of Service for Town delivered services.

Strategy: Develop policies for determining the Level of Service for Emergency Services, Municipal Enforcement, Road Maintenance, and Waste Collection by 2024.

Objective: Foster and promote orderly development of residential and commercial properties.

Strategy: Create a marketing plan for the sale of Town owned properties in 2022

Strategy: Identify new development opportunities of Town owned property by 2023.

Strategy: Update the Land Use Bylaw by 2023.

Strategy: Update the Municipal Development Plan by 2025.



Objective: Support local business expansion and retention while encouraging new business opportunities.

Strategy: Invite local business owner/operators to meet with Council once a year.

Strategy: Increase contact between local businesses and Economic Development Partners by end of 2022.

Strategy: Identify types of businesses desirable and/or needed in the Town and communicate to Economic Development Partners.

Strategy: Communicate Council's Economic Development goals to Economic Development Partners.

Strategy: Seek opportunities to enhance Broadband within the Town.

Objective: Provide a variety of recreational opportunities and facilities which encourage healthy living and an active lifestyle that meets the needs of the community.

Strategy: Increase playground capacity at Jubilee Park by 2023.

Strategy: Engage the public on potential recreational development in Westview. 2022-23

Strategy: Develop recreational uses at the Westview Retention pond by 2025.

Strategy: Explore expanding capacity of the campground at Centennial Park by 2025.

Strategy: Perform a Recreation Facility Needs Assessment by 2024.

Strategy: Council meet with Recreation Advisory Board annually.

Objective: Promote and beautify the Town of Bow Island to attract visitors to the community, improve our image.

Strategy: Clearly define the role of the Tourism Committee in 2022.

Strategy: Staff, maintain and enhance the Visitor Information Centre and area.



Strategy: Promote seasonal decoration of the Town.

Strategy: Assist businesses and facilities in promotion.

Strategy: Enhance digital marketing presence for the Town and services.

Strategy: Council meet with Tourism Committee Annually.

Objective: Develop effective employee and volunteer retention and succession programs.

Strategy: Develop an employee and volunteer succession plan/ career development.