



# **TOWN OF BOWDEN STRATEGIC PLAN 2022 – 2025**

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APPROVED BY COUNCIL:**



**BOWDEN**

# STRATEGIC OVERVIEW

In early 2022, Town of Bowden Council and Administration met to discuss the future vision of the municipality, strategic objectives that will provide the pathway to accomplishing that vision and the key action items that are required to be completed in the short term to initiate momentum towards that long term direction.

Although that Strategic Planning workshop focused on a magnitude of topics and current issues, Council respects that the municipality is unable to allocate appropriate resources, funds and attention to handle every item during our term. Further, although the items contained within this plan will be our focus of attention and will depend on the availability of resources in any given year, it certainly is not an extensive list of the services offered to our community. Instead, it is an attempt to focus our attention on the following areas that we have heard, from our residents, are most important to their quality of life to make noticeable progress during our term:

**Economic Development** – Specifically the development, diversification and sustainability of the businesses that call, or will call Bowden home.

**Residential Development** – Ensuring that a range of accommodations are able to be offered, with a continued focus to maintain a sufficient inventory of affordable housing options.

**Communications** – Focusing on the effective transmission of information from the Town on the various services, programs and opportunities for residents to participate in our decisions.

**Infrastructure and Asset Management** – Establishing long term plans to sustain the infrastructure currently managed by the Town and identifying priorities for future capital investment.

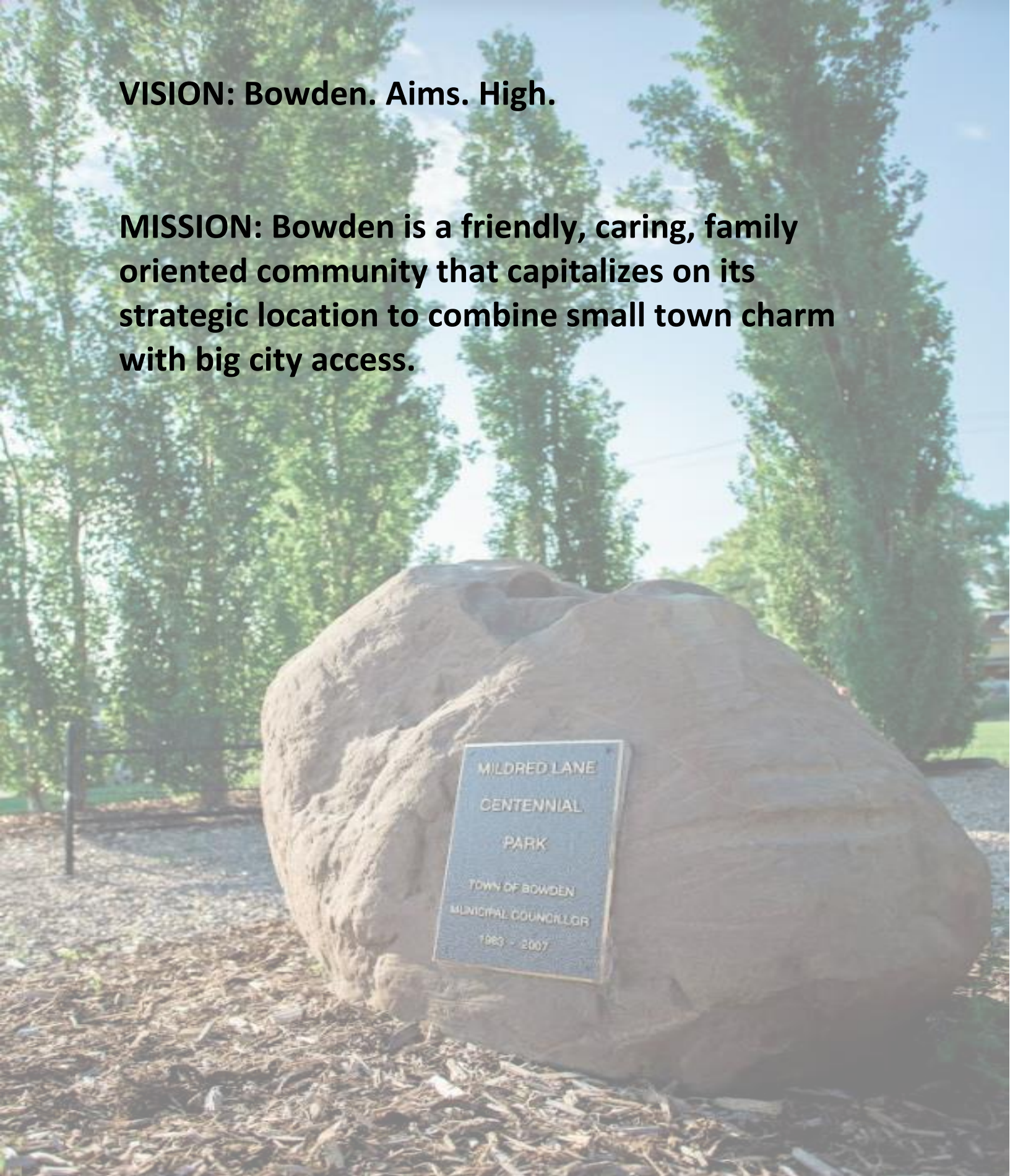
The intent of the plan is to provide a ten-year outlook for the community while remaining dynamic and fluid enough to adjust to the inevitable internal and external forces that will influence its success or provide new solutions to consider as we determine the most cost-effective manner to accomplish our goals. We are committed to the ongoing review of this Strategic Plan to ensure it remains relevant as an effective tool to guide budget and strategy deliberations.

I hope that this document re-affirms the priorities that we have already communicated and provides a base understanding of what we are planning to do to make progress towards accomplishing those goals. As always, I encourage you to reach out to myself, or any of my fellow Councillors to discuss the vision of Bowden as we continue our pursuits to pursue our strategic objectives.

Robb Stuart  
Mayor

**VISION: Bowden. Aims. High.**

**MISSION: Bowden is a friendly, caring, family oriented community that capitalizes on its strategic location to combine small town charm with big city access.**





# Economic Development

## Strategy

Capitalize on recent energy and momentum by fostering an environment within the Town of Bowden that demonstrates that the municipality is open to conversations for any prospective business or developer, has an innovative and forward-thinking approach and has established a solid foundation for future business development.

## Goals and Aims

- Communication of innovative approaches that the Town of Bowden has previously instituted that make Bowden unique against comparable municipalities such as the recently implemented 'residenterprise' model.
- Discussion with local landowners relative to private land that is for sale for future business development.
- Establishment / update of a private land inventory in an effort to streamline purchase/development processes.
- Further review of Highway 2 frontage availability for future development potential.
- Marketing of recent economic development within the Town of Bowden to showcase renewed energy and investment in the municipality.
- Bowden Hotel clean up, land remediation and development of plan for revitalization of that parcel. Potential relocation of boiler into historic monument to commemorate building.
- Identification of additional resources available to the municipality through it's involvement in the Central Alberta Economic Partnership
- Continued research into creative opportunities to provide overnight accommodation to tourists and event participants to maximize their stay in the community and investment into local businesses.



# Residential Development

## Strategy

Actively pursue any opportunity that would result in an immediate availability of vacant residential lots for purchase and the development of a long-term strategy to ensure ongoing, sustainable residential development into the future.

## Goals and Aims

- Communication with appropriate landowners and stakeholders to discuss barriers to immediate residential development.
- Continued identification of municipal strategies that can be implemented and determination of the role that the municipality can play to spur increased residential activity.
- Communication and marketing of innovative approaches to residential development that are unique to the municipality.
- Development of an inventory of available lots and associated contact information for efficient property sales.
- Enforcement of historical unsightly properties focusing on community beautification.



# Communications

## Strategy

Build upon established communication channels to provide essential information on programs and services to existing residents and stakeholders and to further expand the municipality's presence in Central Alberta through external marketing endeavours.

## Goals and Aims

- Review and refinement of existing methods of technology including potential website layout review and confirmation that documentation is easily accessible through the mobile application.
- Continued development of relative and timely information for website content.
- Communication of existing municipal strategies for engagement to showcase the variety or opportunities available to receive information from the Town.
- Further marketing and usage of the new mobile application.
- Review of new opportunities for external marketing including the potential use of billboard, television or social media ads along with the development of a cost-benefit analysis relative to these opportunities.



# Infrastructure and Asset Management

## Strategy

Ensure that appropriate funding is available to maintain existing infrastructure assets and that new infrastructure can be added to the municipality's asset inventory in a fiscally responsible manner.

## Goals and Tactics

- Development, review and approval of a five-year capital plan with associated budget projections to allow the municipality to balance funding requirements.
- Development of a playground replacement plan with the goal of replacing a playground every two to three years with community support and participation.
- Implementation of a pathway paving plan during annual budget deliberations.
- Partnership with the Central Alberta Economic Partnership on the creation of a 'Future Area Master Plan' to exhibit the long-term vision for all areas of land currently within municipal boundaries.
- Feasibility review and consideration of a Dog Park during budget deliberations.
- Review of existing reserve levels to determine future allocations required to stabilize taxation dollars required for implementation of five-year capital plan.