



2018

STRATEGIC PLAN



Strategic Planning Session

On December 7th, 2017, Sedgewick Town Council met to discuss their strategic plan moving forward.

The session began with a review of the current Vision, Mission and Values Statement. This was followed by a SWOT analysis of the community and organization and a determination of increasing and decreasing pressures.

From these exercises Council produced a wish list, later paring it down to long-term and short-term goals.

Community Profile

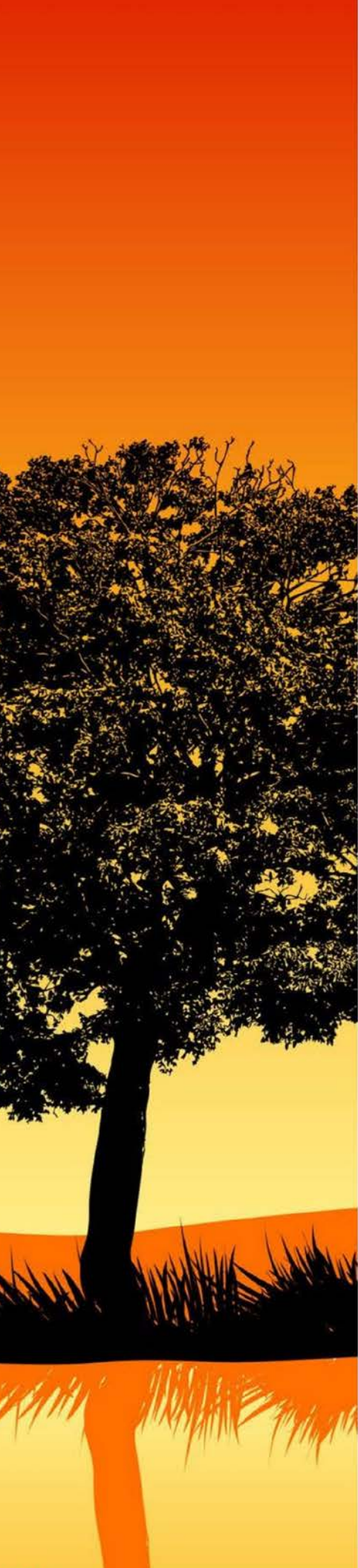
Sedgewick is a vibrant community of 811 people and 401 private dwellings located at the junction of Highways 13 and 869. Sedgewick was incorporated as a village in 1907 and as a town in 1966.

The following is according to the 2016 census:

	Total	Male	Female
0 to 14 years	140	90	55
15 to 64 years	525	270	255
15 to 19 years	55	25	30
20 to 24 years	50	30	20
25 to 29 years	55	25	25
30 to 34 years	50	25	25
35 to 39 years	45	25	20
40 to 44 years	40	20	20
45 to 49 years	50	30	20
50 to 54 years	65	30	40
55 to 59 years	65	30	35
60 to 64 years	45	30	20
65 years and over	145	70	75

Council

Sedgewick is governed by an elected Council composed of four councillors and one mayor. The term of Council is from October 2017 to October 2021.



Vision and Mission Statements

After reviewing the 2016 Strategic Plan and current vision, mission and value statements, Council decided to adopt new statements that more closely reflected the current Council's beliefs.

Collectively, Sedgewick Town Council believes the secret to a successful community in the long term is quality of life. Council feels a critical component to their success over the next four years will be to focus on quality of life issues to the benefit of current and future residents. By treating this concept as the blueprint of the community it will aid their decision making and lead to a productive term.

Vision Statement

Quality of Life.... at every stage of life!

Mission Statement

To preserve and enhance our resident's collective quality of life by making Sedgewick a desirable and safe place in which to live, work, shop, study, play, raise a family and grow old.

We are a progressive community poised for growth!

With these statements, Council will be reminded of their objective and how it will lead to their goal of growth. It is Council's intention to be progressive and open to new ideas while challenging historical ones. In doing so, those that choose to call Sedgewick home will benefit from a desirable lifestyle as they move through life's stages.

Keys to Success

In order to achieve the organization's new mission, Council decided that it was important to adopt action verbs that would be their keys to success.



Council is determined to keep the following goals at the forefront over the course of their term.

ADVOCATING for the *quality of life* of our residents

CONNECTING with neighbours when opportunity exists to improve *quality of life*

DELIVERING a fiscally responsible level of service that ensures *quality of life*

ENABLING the volunteer sector in making contributions to our *quality of life*

INVITING others to share in our *quality of life*

GROWING as a community so future generations can enjoy a similar *quality of life*

Committing to these statements will help Council achieve their vision for our community.



Strategic Objectives (1-3)

From their wish list, Council prioritized the following as their most immediate goals to be achieved during their term.

1. Sewer/Water Infrastructure Replacement

Approximately 1/3rd of the Town of Sedgewick's sanitary sewer and water main lines remain to be replaced. As Council views this as a critical health and safety issue, they have placed the issue as their number 1 priority with the project commencing in 2018. This would include infrastructure under 48th, 49th and 50th Streets and 48th Avenue.

2. Main Street Revitalization

As their second priority, Council is determined to perform a makeover of 47th Street. Design will commence in early 2018 with stakeholders consulted shortly after.

3. Subdivision – Phase I

To spur growth, Council feels that a selection of new lots is needed where newcomers to our community can build the home of their dreams. The subdivision will be located north of Bluejay Crescent with phase I consisting of up to 20 generously-sized lots.



Strategic Objectives (3-6)

4. Support Recreation and Volunteers

Council sees our abundance of recreational amenities as a key driver to the success and growth of our community. Council will attempt to put in place measures aimed at taking advantage of current amenities and offering increased support to our volunteer and non-profit communities.

5. Installation of Electrical Messaging Sign

LED signs have become common in surrounding communities and have decreased in cost in recent years. An LED sign on Highway 13 will attract commuters to take advantage of Sedgewick events and create a busier commercial center.

6. Market the Naming Rights for the Sedgewick Recreation Centre

The Sedgewick Recreation Centre is a multi-use facility that Council feels is an important draw to our community. Taking advantage of corporate naming rights will help fund maintenance and repairs in coming years.

