

# STRATEGIC PLAN

## 2027–2030 at a Glance

### Vision

The Town of Okotoks is resilient, where people, businesses, ideas and a sense of community thrive.



### Guiding Focus

#### Identity First

Protecting and enhancing the character and identity of Okotoks, with **Connection** as the thread running through the priorities and actions. **(Belonging, Nature, Movement, Access, Safety, Amenities)**

### Priority 1: People

#### A Community to Call Home

##### Goal 1: Belonging & Community Wellbeing

Strengthen belonging and improve access to day-to-day activities, services, and amenities that support community health and wellbeing.

##### Goal 2: Rooted in Relationship

Invest in relationships to build trust and strengthen community understanding, so decisions reflect what matters most to residents.

### Priority 2: Place

#### A Connected Community

##### Goal 1: Neighbourhood Connectivity & Daily Destinations

Make it easy to get to the places that matter so all neighbourhoods feel connected to the rest of the community.

##### Goal 2: Vibrant Public Spaces

Invest in well-designed, well-maintained public spaces and streets that reflect Okotoks' character and support everyday use.

### Priority 3: Business

#### A Thriving Local Economy

##### Goal 1: Business Retention & Attraction

Retain and attract a diversity of businesses and increase employment opportunities close to home.

##### Goal 2: Places for Business

Create opportunities for a variety of spaces so businesses of all sizes and kinds can thrive.

### Organizational Foundations for Delivery

**Enabling how we deliver:** strong financial stewardship; capable people; clear, streamlined processes; and modern systems.

##### Goal 1: Financial Health

Ensure reliable, fair, and adequate funding streams that support long-term service levels and protect affordability.

##### Goal 2: Modernize Systems

Transition and replace the Town's financial and supporting systems.

### How this plan will be used

Along with the Budget Guidelines, these priorities inform how time and resources are allocated. Sometimes focusing on priorities will require trade-offs, while continuing to deliver services to defined levels and sustaining a strong organizational foundation.