

Town of Battleford

2025 STRATEGIC PLANNING REPORT

External Document

May 23, 2025



□, Birch Consulting Group

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Introduction

On May 1, 2025, members of Council and senior administration met to develop a 2025 – 2028 Strategic Plan for the Town of Battleford.

The following individuals participated in the session:

- Ames Leslie, Mayor
- Shelley Boutin-Gervais, Councillor
- Doug Laing, Councillor
- Judy Pruden, Councillor
- Kevin Russell, Councillor
- Mark Coleman, Councillor
- Clayton Lazar, Councillor
- Todd Francis, Chief Administrative Officer

The session was facilitated by Christina Birch of Birch Consulting Group.

Vision Statement

“The Town of Battleford will foster a safe and inclusive community that is rich in history, where families thrive, businesses prosper, and visitors are welcomed.”

Mission Statement

“The Town of Battleford will be efficient, fiscally responsible and sensitive to community needs while being inclusive and embracing the past.”

Corporate Values

*Fiscally Responsible
Community Safety
Collaboration
History & Heritage
Accountability
Integrity
Inclusive*

2025 – 2028 Strategic Priorities & Goals

1. Safety

Goal: To provide a community where residents can move about anytime of day.

- i. Enforce Council bylaws.
- ii. Provide and maintain essential protective services.
- iii. Work with the RCMP and Marshal Service to provide the highest level of safety to our community.
- iv. Perform a risk assessment of community safety.

2. Sustainable Infrastructure

Goal: Ensure the Town's infrastructure is reliable and sustainable to support current needs and future growth.

- i. Maintain and follow the current Asset Management Plan.
- ii. Prioritize paving projects based on the needs of the street or water and sewer.
- iii. Continue enhancing the walkability of the Town.
- iv. Identify areas to integrate green initiatives.

3. Quality of Life

Goal: Create a desirable place to live and raise a family.

- i. Increase affordable residential housing options.
- ii. Provide the highest level of recreational opportunities to our residents.
- iii. Commit to maintaining Battleford as a clean and beautiful community.
- iv. Improve communications with residents and businesses.
- v. Maintain a high standard of snow removal and street cleaning.
- vi. Expand urban forestry.

4. Economic Development

Goal: Support local businesses and attract new investment to build a resilient economy.

- i. Develop an economic development plan.
- ii. Create a commercial inventory to respond to investment inquiries.
- iii. Continue to engage with local developers and existing businesses.
- iv. Commit to working with Indigenous partners on economic development initiatives.
- v. Attract new businesses.

5. Tourism

Goal: Showcase historic Battleford and its unique offerings to increase tourism.

- i. Create an asset list.
- ii. Develop a tourism plan.
- iii. Collaborate with regional tourism partners and Tourism Saskatchewan.
- iv. Have staff attend Tourism Saskatchewan workshops and training.
- v. Work with partners to create events that attract visitors to our community.