

Town of VAUXHALL

Strategic Plan

2017-2020



Town of VAUXHALL Strategic Plan



Vauxhall 1921



Vauxhall 2015

Vision

*The Town of Vauxhall is a friendly place
for everyone that enjoys quiet, safe,
affordable, small town living*



JETS Stadium

Core Values

- Safe, Friendly and Affordable Community
- Great place to raise a family
- Amazing supports to start a business
- Diverse and Inclusive Community



Vauxhall Centennial Celebration in 2020

Vauxhall 20 Years in the Future

- Very low crime rate
- One town R.C.M.P. officer
- Welcoming community
- Acceptance of community differences and inclusion of all
- 50 new single-family homes
- 1 more multi-family building
- 1 new senior manor
- Travel accommodations
- 1 permanent doctor's office
- 3 new franchises
- 10 new businesses
- 2 new industrial businesses
- Fibre or comparable service to all homes and businesses
- More cultural activities and events
- More recreation and teen activities
- Collaboration between town and local associations, societies and other resources in community
- Walking path around schools extended to promote healthy community
- Regional tourism
- Indoor sports centre for VBA and other activities
- One-stop rest stop with truckers in mind on Hwy 36
- Secondary school programming
- Brewery supporting local agriculture industry
- Value added agriculture processing facility
- Alternative energy to reduce carbon footprint and reduce costs to businesses and residents
- Yearly awards and appreciation event for volunteers
- Yearly business awards by our new Vauxhall & District Chamber of Commerce.

Strategic Assessment

The Town of VAUXHALL has many ASSETS:

- Major medical facilities:
 - Vauxhall Health Unit
 - Vauxhall Clinic
 - Fisher's Pharmacy

- Recreation Facilities
 - Vauxhall Community Centre
 - Four-sheet curling rink
 - Ice Arena
 - Jets Stadium ball park
 - Brewers Ball park
 - Playgrounds
 - Seniors' Drop-In Centre

- Education Facilities (K-12)
 - Vauxhall Elementary School
 - Soccer Fields
 - Track and field
 - Walking path
 - Vauxhall Jr Sr High School
 - Outdoor beach volleyball
 - Outdoor basketball court
 - Vauxhall Mennonite Alternative Program School

- Historical/Cultural Facilities
 - Churches
 - Public Library
 - Visitor Information Centre

- Facility town owned Service Clubs/Boards
 - Vauxhall Food Bank
 - Friends of the Library
 - Vauxhall Friends of the Pool Society
 - Vauxhall Cemetery Committee

- Service Clubs
 - Lions Club
 - Royal Canadian Legion Branch #193
 - Vauxhall Legions Auxiliary Ladies
 - Vauxhall Agricultural Society
 - Vauxhall Fish & Game Rod & Gun Club
 - Vauxhall Minor Hockey
 - Vauxhall Skating Club
 - Vauxhall Spurs
 - Vauxhall Tennis Club
 - Vauxhall Curling Club
 - Vauxhall & District Senior Citizens

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- Business
 - Vauxhall Business Society
 - Diverse retail and service community
 - Varied industrial business community
 -
- Safety & Security
 - Fire Protection – Volunteer Fire Department
 - Royal Canadian Mounted Police
 - Ambulance Services (Fire/EMS/Rescue Service)
 - 911 Service
 -
- Town Services
 - Recycling
 - Garbage – including Landfill
 - Sewer
 - Water – new water treatment plant
 - Maintenance (road, snow, landscaping)



Goals

The following are the Town of VAUXHALL's goals for the next three years:

Promote Vauxhall as an Affordable Place to Live

- > Small town living with viable businesses center
- > First class recreational facilities
- > Safe place to raise families.
- > Strong senior environment

Community & Economic Development to Revitalize VAUXHALL

- > Revitalization of Downtown and Highway Corridor
- > Develop a Brand for VAUXHALL
- > Increase Business Attraction and Retention
- > Brownfield

Assess Infrastructure Needs and Determine Priorities

- > Maintenance and/or enhancement of streets and sidewalks
- > Continued maintenance of our facilities
- > Completion of Sanitary Forcemain to alleviate 3rd Ave flooding
- > Pave Parking lot Community Complex

United Community so we can Thrive Together

- > Foster an inclusive community that communicates with each other
- > Adopt a forward-thinking approach "We are moving forward"
- > Develop strategies to encourage stronger relations with our diverse population
- > Enhance communications with community exchange of information.

Be proactive and Prepared to Seize Economic Opportunities

- > Identify economic opportunities that would be a strong fit
- > Research and pursue broadband opportunities/partnerships
- > Research and pursue solar opportunities/partnerships
- > Promote and support local business – business to business

Council, in developing these goals, will facilitate and provide leadership for change to achieve the vision for the Town of VAUXHALL.

Short Term Strategies: Year One

1. Promote Vauxhall as a Affordable Place to Live
 - a. Promote Vauxhall at trade shows, real estate
 - b. Good administration & council relationship with RCMP
 - c. More Senior involvement with programs
 - d. As land sales increase, prepare for more land development
 - e. Investigate community needs for housing
 - Senior housing
 - Affordable housing
 - Multi-tenant housing

2. Community and Economic Development to Revitalize Vauxhall
 - a. Develop a Brand for Vauxhall
 - b. Revitalize Downtown and Highway Corridor
 - Develop/Review policies/bylaws pertaining to unsightly premises and vacant lands and buildings in retail, commercial and industrial areas.
 - Enforcement by municipal bylaw staff
 - c. Develop a Vauxhall Tourism & Economic Development Advisory Board
 - Terms of reference
 - Mandate
 - Partners
 - Branding
 - Tourism
 - Complimentary New Business
 - d. Increase Business Attraction and Retention
 - Increase partner with the Vauxhall Business Society, SouthGrow, Community Futures, the Joint Economic Development Committee and the Vauxhall Tourism & Economic Development Advisory Board (when formed) to create awareness and training on business succession and transition planning.
 - e. Annexation
 - When more land is required
 - f. Lot Size
 - Consider lot size when planning, people move to Vauxhall for larger lot sizes
 - g. Lot Sales
 - Consider lower cost to increase sales with a promise to develop within one year
 - h. Develop strategies to increase use for community complex

3. Assess Infrastructure Needs and Determine Priorities
 - a. Inventory and priority list of our streets and sidewalks that are in need of repair
 - b. Inventory and priority list of all other infrastructure needs
 - c. Plan for regular maintenance of our facilities
 - d. Apply for grants for upcoming needs based on priority list

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4. *A United Community so we can Thrive Together*
 - a. Review current ways to communicate with community, ensure inclusivity
 - b. Communicate issues as they arise
 - c. Key community message “We Are Moving Forward”
 - d. Celebrate our local volunteers – yearly volunteer appreciate night
 - e. Work with Vauxhall Business Society on how to implement a yearly business awards night
 - f. Develop strategies based on the AUMA Inclusive Communities Toolkit
 - g. Invite leaders of diverse groups to the table to decide on best practices for inclusivity on community initiatives
 - h. Consider joining the Canadian Coalition of Municipalities against Racism and Discrimination

5. *Be Proactive and Prepared to Seize Economic Opportunities*
 - a. Keep advantagevauxhall.ca website current and easy to find on town website page. Use in our promotional material.
 - b. Survey youth to find out what would make them come back to community when education complete. – i.e survey monkey (can be as small as one question)
 - c. Continue attending the Vauxhall Jr and Sr High School Career Rally

Short Term Strategies: Year Two

1. Promote Vauxhall as an Affordable Place to Live
 - a. Promote Vauxhall at trade shows, real estate
 - b. As land sales increase, prepare for more land development
 - c. Include housing needs in land development .
 - Senior housing
 - Affordable housing
 - Multi-tenant housing

2. Community & Economic Development to Revitalize Vauxhall
 - a. Market Vauxhall Brand
 - b. Revitalize Downtown and Highway Corridor
 - Ensure policies/bylaws pertaining to unsightly premises and vacant lands and buildings in retail, commercial and industrial areas are being pursued.
 - c. Vauxhall Economic Development Committee works on
 - Economic Development
 - Branding
 - Tourism
 - Complimentary New Business
 - d. Increase Business Attraction and Retention
 - Continue partner with the Vauxhall Business Society, SouthGrow, Community Futures, the Joint Economic Development Committee and the Vauxhall Tourism & Economic Development Advisory Board to create awareness and training on business succession and transition planning.
 - e. Annexation
 - When more land is required
 - f. Lot Size
 - Consider lot size when planning, people move to Vauxhall for larger lot sizes
 - g. Lot Sales
 - Consider lower cost to increase sales with a promise to develop within one year
 - h. User fee rates review for all facilities

3. Assess Infrastructure Needs and Determine Priorities
 - a. Priority list of our streets and sidewalks that are in need of repair included in Capital Budget
 - b. Priority list of all other infrastructure needs included in Capital Budget
 - c. Include Facility upgrades within in 5 and 10 year Capital Budget plans
 - d. Apply for grants for upcoming needs based on Capital Budget

4. A United Community so we can Thrive Together
 - a. Continue with key community message “We Are Moving Forward”
 - b. Celebrate our local volunteers – yearly volunteer appreciate night
 - c. Work with Vauxhall Business Society on how to implement a yearly business awards night
 - d. Implement Vauxhall’s own Inclusive Community Initiative based on AUMA Inclusive Communities Toolkit results.
 - e. Include discussions with leaders of diverse groups into our Vauxhall Inclusive Community Initiative.
 - f. Share the responsibility to protect citizens from racism and discrimination by joining the Canadian Coalition of Municipalities against Racism and Discrimination

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5. *Be Proactive and Prepared to Seize Economic Opportunities*
 - a. Continue to keep advantagevauxhall.ca website current and easy to find on town website page. Continue to use in our promotional material.
 - b. Add any new approved initiatives from our Vauxhall Economic Development Committee.
 - c. Evaluate youth survey to find out what would make them come back to community when education complete. Share these results with Vauxhall Economic Development Committee.
 - d. Continue attending the Vauxhall Jr Sr High School Career Rally

Short Term Strategies: Year Three

1. Promote Vauxhall as an Affordable Place to Live
 - a. Promote Vauxhall at trade shows, real estate
 - b. As land sales increase, prepare for more land development
 - c. Include housing needs in land development.
 - Senior housing
 - Affordable housing
 - Multi-tenant housing

2. Community & Economic Development to Revitalize Vauxhall
 - a. Market Vauxhall Brand
 - b. Revitalize Downtown and Highway Corridor
 - Evaluate policies/bylaws pertaining to unsightly premises and vacant lands and buildings in retail, commercial and industrial areas.
 - c. Vauxhall Economic Development Committee works on
 - Economic Development
 - Branding
 - Tourism
 - Complimentary New Business
 - d. Increase Business Attraction and Retention
 - Continue partner with the Vauxhall Business Society, SouthGrow, Community Futures, the Joint Economic Development Committee and the Vauxhall Tourism & Economic Development Advisory Board to create awareness and training on business succession and transition planning.
 - e. Annexation
 - Evaluate our needs
 - f. Lot Size
 - Consider lot size when planning, people move to Vauxhall for larger lot sizes
 - g. Lot Sales
 - Consider lower cost to increase sales with a promise to develop within one year

3. Assess Infrastructure Needs and Determine Priorities
 - a. Evaluate and update our infrastructure needs and re-prioritize as needed for capital budget
 - b. Apply for grants for upcoming needs based on Capital Budget

4. A United Community so we can Thrive Together
 - a. Evaluate if this message is still needed - key community message “We Are Moving Forward”
 - b. Celebrate our local volunteers – yearly volunteer appreciate night, evaluate if we add in an awards night?
 - c. Has we been successful yet in working with the Vauxhall Business Society on how to implement a yearly business awards night?
 - d. Continue implementation of Vauxhall’s own Inclusive Community Initiative based on AUMA Inclusive Communities Toolkit results.
 - e. Meet with leaders of diverse groups to evaluate the effectiveness of Inclusive Community Initiative.
 - f. Continue working with the community and the Canadian Coalition of Municipalities Against Racism and Discrimination

5. *Be Proactive and Prepared to Seize Economic Opportunities*
 - a. Continue to keep advantagevauxhall.ca website current and easy to find on town website page. Continue to use in our promotional material.
 - b. Add any new approved initiatives from our Vauxhall Tourism & Economic Development Advisory Board.
 - c. Evaluate progress on youth retention with Vauxhall Tourism & Economic Development Advisory Committee.
 - d. Continue to attend the Vauxhall Jr and Sr High School Career Rally.

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