



Village of Berwyn
Strategic Plan 2021-2023

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Mission

The Village of Berwyn will provide effective and transparent governance in providing services to its residents and businesses, while existing as an attractive and safe community.

Vision

The Village of Berwyn strives to be a viable and sustainable community village, that is attractive to residents and businesses alike, has positive municipal infrastructure, and works with stakeholders in promoting Berwyn as a healthy community to reside in.



Village of Berwyn Competitive Advantage, Strengths and Challenges

Strengths

The Village of Berwyn is a family-oriented, boutique community with multiple community events and recreation opportunities.

The community provides affordable real estate for residents and businesses, with plenty of room for development.

The community is walkable and well-kept all year round.

With support from residents, Village Council is committed to ensuring municipal viability and taking action needed to ensure its sustainability.

Challenges

Many buildings on Main Street are in a state of disrepair and require maintenance.

Enhanced financial pressure due to the infrastructure deficit, reduced funding from other levels of government and rising costs of doing business has resulted in relatively high property tax rates.

Poor internet speeds and cell coverage may deter prospective residents and businesses from the community.

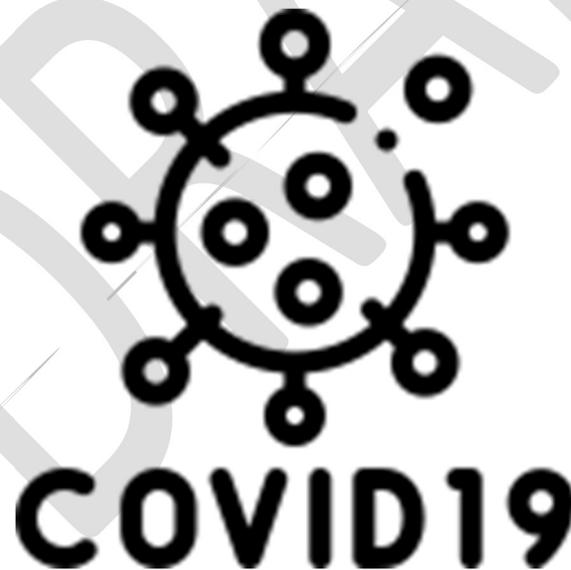
Recent turnover in personnel and elected officials pose a challenge to continuity of business.

External Factors

The global covid-19 pandemic has impacted residents and organizations causing an economic downturn and operational complexities resulting from public health orders. The Village has had to alter business processes in response to the pandemic.

Provincial and federal governments funding have trended downward.

The Government of Alberta required municipalities to enter into Intermunicipal Collaboration Framework (ICF) agreements fostering regional municipal collaboration. The Village of Berwyn has entered into an ICF agreement with the MD of Peace.



Introduction

In January 2018, the Village of Berwyn Viability Plan was released which outlines 26 recommendations for Council to undertake. The Village conducted a plebiscite in May 2018 where residents voted to remain an incorporated entity under the Alberta Municipal Government Act. Several of the recommendations have been completed while other are in progress.

The Village of Berwyn Council has developed this Strategic Plan 2021-2023 to chart a course forward towards viability and develop a strong organizational foundation that positions the community for future growth.

Collaboration & Partnerships

Regional collaboration is a key aspect of municipal sustainability. Working with neighbouring municipalities will be critical to the success of the enclosed plan.

The Village of Berwyn will work effectively with community organizations and businesses in the spirit of partnership.



Goal 1

Promote the Village of Berwyn to attract new residents and businesses

Key Initiatives

- Coordinate a Berwyn is Open event involving community events, farmers market, properties for sale and existing businesses.
- Develop a Community Ambassadors Program to promote the community.
- Invest in a marketing & branding strategy to promote the community to target demographics.

Metrics

Population data

Number of active businesses



Goal 2

Complete outstanding recommendations from the Municipal Affairs Viability Review

Key Initiatives

- Develop a public engagement strategy.
- Disseminate information to residents about services provided by the municipality and where tax dollars are spent.
- Host information sessions to encourage electors to run for municipal office.
- Complete long-term staffing and succession plans with resources allocated to staff training.
- Develop an Infrastructure Reserve Policy and long-range capital plan to be reviewed on an annual basis.
- Improve communication related to property assessment, taxation processes and how unpaid taxes affect the municipality.
- Establish an ongoing infrastructure operations and management plan.
- Communicate to electors the importance of establishing a cost recovery model regarding fees for municipal services.
- Complete a service capacity review annually to align service levels with funding resources.
- Develop a policy to ensure any utility surpluses are allocated to a capital reserve associated with that utility.

Measure

Completion of recommendations

Goal 3

Identify and pursue regional collaboration and economic development opportunities

Key Initiatives

- Participate on the Lac Cardinal Intermunicipal Committee to identify cost-sharing opportunities.
- Cross promote community events and recreational opportunities regionally.
- Evaluate policy options and implement business development incentives inclusive of existing businesses.
- Work with Lac Cardinal Economic Development to identify niche sectors and attract investment.
- Advocate to telecommunications providers for enhanced internet connectivity and cell reception.

Measures

Cost efficiencies

Number of active businesses

Goal 4

Engage residents through enhanced communications and consultation efforts

Key Initiatives

- Host another community meeting to report back on issues identified in the previous meeting and obtain additional feedback.
- Utilize online surveys to obtain resident feedback on specific issues.
- Implement new ways to communicate with residents such as a bulletin board and brochure.
- Update the website and ensure content is current.

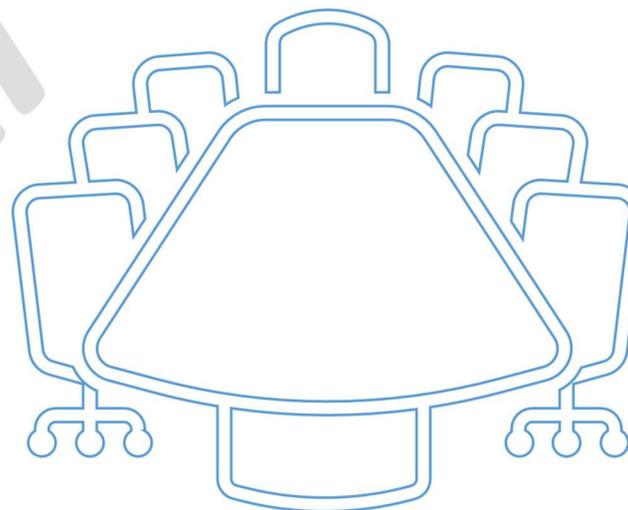
Metrics

Regular community meetings

Community meeting attendance

Online engagement

Survey responses



Goal 5

Build capacity within Public Works to address maintenance needs

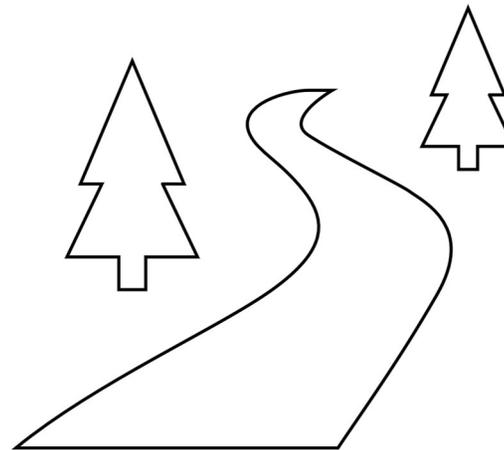
Key Initiatives

- Invest in staff training to ensure up-to-date expertise related to municipal water systems.
- Add personnel or engage external expertise to ensure quality control and effective use of resources.
- Attract grant funding needed to invest in SCADA water system infrastructure.

Metrics

Regular infrastructure upgrades

Timely preventative maintenance taking place



Implementation

The Village of Berwyn Council has endorsed the enclosed plan and maintains oversight over its implementation.

Village administration will play a leadership role in the execution of the goals and key priorities outlined.

Regional partners, community organizations and the business community play a critical role in the success of the plan and are encouraged to work in partnership to pursue identified goals and key priorities.

