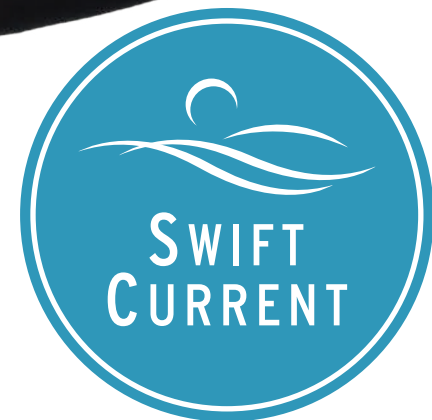




2022 - 2027 STRATEGIC PLAN
IN GOOD HANDS



As we look to the future, it is vital to know where we are going and how we intend to get there. What goals and visions are driving each decision?

What are we aiming to accomplish, both as City Administration, and as a community?

This five-year Strategic Plan will propel us forward, provide direction, and guide us on future decisions. Although this plan is communicated by City Administration, your handiwork is evident. You have co-created these strategies with us, hand-in-hand, trusting one another along the way. We consulted the community extensively and focused our internal and external resources to produce a comprehensive analysis on which to build a solid plan.

As we continue to work together to make a better Swift Current, come along with us and know that you are ***In Good Hands***.



Message from Mayor Bridal & City Council

Imagine you are traveling through time in a vehicle that holds every aspect of what you hold dear – your identity, your values, your home, your family, your business, your health and safety, your leisure time, your children’s schools, your friends and neighbours – you would want to know that the operators of that vehicle were capable and worthy of your trust, as you head into the unknown. You would want your voice heard about what direction to take; you would want to be valued as an equal partner along the journey. You would want communication coming back to you about the progress of the journey, and whether the operators were capable of maneuvering obstacles ahead. You would need to believe in whose hands are on the wheel.

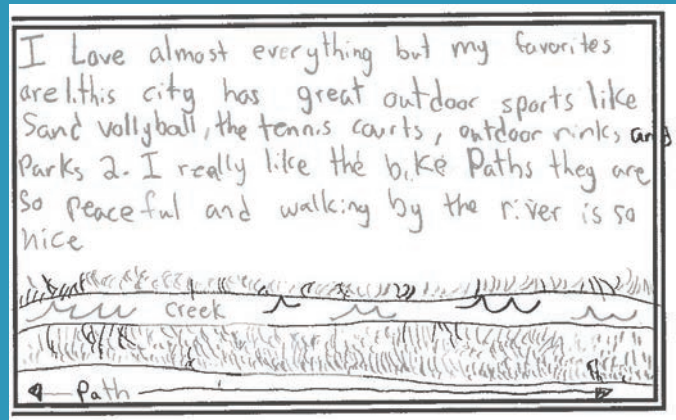
So it is, with creating a strategic plan for a community. This plan is a journey of a trust relationship. We all love our community and as such, we are all caretakers of its future, hand in hand, partners in success. The foundations of the plan include our vision, our mission, our values, and long-range goals, along with extensive community consultation. The five-year Strategic Plan was derived from a humble, honoured place at your side. We believe that together, our collective future is ***In Good Hands***.

A handwritten signature in blue ink, appearing to read 'A. Bridal'.

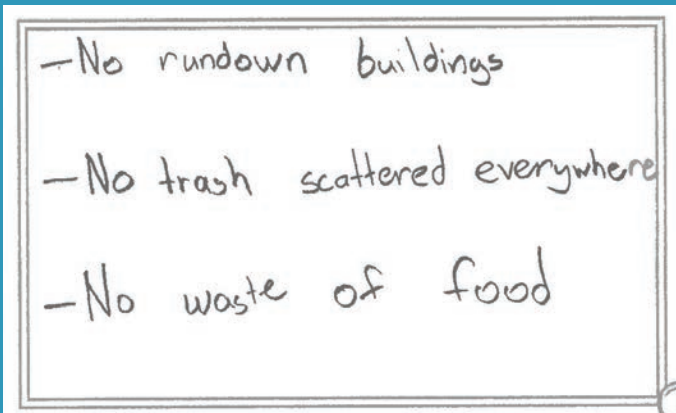
Mayor Bridal

YOUR COMMUNITY. YOUR FUTURE.

We asked for your feedback. And we heard you.



- 14 FOCUS GROUPS FROM MULTIPLE SECTORS
- PUBLIC CONSULTATIONS WITH 600+ CITIZENS
- SURVEYS TO SCHOOL STUDENTS IN GRADES 2 - 12
- SPEAKUP SWIFT CURRENT COMMUNITY-WIDE SURVEY
- INDIVIDUAL INTERVIEWS WITH CITY COUNCILLORS
- PRIORITY SETTING WORKSHOPS WITH CITY COUNCIL AND ADMINISTRATION
- CITY STAFF CONTRIBUTIONS
- OPERATIONAL PLANNING WITH CITY LEADERSHIP AND STAFF



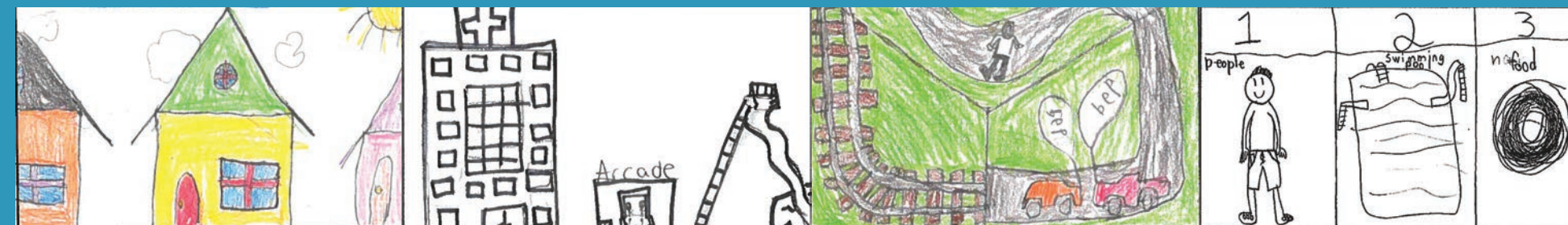
IN GOOD HANDS

It's all about trust -

in who we are, in what we can accomplish together, in a bright future, and everyone having a role along the way.

We compiled data and feedback from you, through consultations and focus groups. We dove into this project with all of our internal resources and made full use of our external resources.

We knew that many hands make light work.





Our Vision

A vital and thriving community to live, work, visit and play.

Our Mission

We provide quality municipal experiences that are inclusive and welcoming to all. Through continuous improvement and innovation, we enhance our services to foster community wellbeing, prosperity and value.



Our Values

INTEGRITY • UNITY • RESPONSIBILITY • LEADERSHIP • PLAY



Integrity

Commitment to our word and actions, with open, honest communication that builds trust.



Leadership

Approach that is visionary, progressive and futuristic, supported by strategic action for a thriving City for years to come.



Unity

Inclusive and welcoming to all, founded on mutual respect and a common vision for our future.



Play

Creating healthy safe spaces and places where families can experience fun, enjoyment and leisure.



Responsibility

Making thoughtful informed decisions to advance our City, as accountable stewards of our resources.





Long Range Goals

Our Environment

To be stewards of the natural and cultural environment while ensuring protection from hazards and enjoyment of our lands.

Our Relationships

To be cooperative partners with our regional neighbours, leading to greater economic prosperity for our citizens and the region.

Our People & Places

To be a complete community in which it is easy to live, work and play for people of all ages, incomes, interests and lifestyles.

Our Transportation & Infrastructure

To be a connected community that invests in infrastructure and services to achieve timely, well serviced development.

Our Identity

To foster pride through visible and vibrant culture, heritage and arts.



5-Year Strategic Goals

2022-2027



The City of Swift Current strives to be a fun, thriving community with healthy citizens. This is achieved by effective financial oversight and smart investments with efficient operations, services and processes all supported by a proud, engaged team.

In Good Hands

ADVANCE OUR COMMUNITY

We need to not only maintain our fire protection, health and safety, law enforcement, and infrastructure, but also voyage into what advancements and improvements can be made. Tapping into the voices of innovation from our citizens and business community, through advisories and consultations, our communication with you becomes our greatest asset.

We will keep reaching and pushing to offer quality life experiences in our city, through recreation, sports, arts, and culture, and keep seeking ways to improve inclusivity.



ENHANCE COMMUNITY SAFETY AND WELLBEING

INCREASE COMMUNITY ENGAGEMENT

ENHANCE CITIZEN QUALITY OF LIFE

STRENGTHEN ECONOMIC SUSTAINABILITY AND PROSPERITY

We will carefully examine our resources and thoughtfully consider how we utilize them. Good fiscal management will drive our decision makers, ensuring we invest wisely. Through grants, community fundraising and city growth, we can stretch things further, explore more options, and increase income.

By welcoming new industry, enticing new business and sustaining existing enterprise with a strong workforce, we can fortify the community's economic strength.

STRENGTHEN SMART INVESTMENT OF RESOURCES

INCREASE AND DIVERSIFY CITY INCOME

ADVANCE ECONOMIC DEVELOPMENT



ENHANCE CITY OPERATIONS AND SERVICES

Like a strong handshake that conveys respect and integrity, there's something so personal about the exchange between a service provider and the customer. We will continue to provide sustainable utilities and services and improve operations. Streamlining processes, including the continued development of online day-to-day business operations, are ways we can improve internally so that we provide better external results. As the greener future unfolds, sustainability will be a key feature of recreational facilities, a consideration for all aspects of transportation and infrastructure, and in the push to utilize efficient resources.

We won't hesitate to share – whether it's cost-sharing, resource-sharing, or service-sharing – now is the time to extend that strong handshake to potential regional partnerships.



ENHANCE CORE SERVICES AND OPERATIONS

MAXIMIZE EFFICIENCIES OF INTERNAL PROCESSES AND SYSTEMS

INVEST IN SUSTAINABLE INFRASTRUCTURE FOR THE FUTURE

STRENGTHEN REGIONALIZATION AND PARTNERSHIPS

STRENGTHEN OUR PEOPLE, LEADERSHIP AND GOVERNANCE

How does one determine if something is strong? It is strength-tested. Without putting something to the test, we don't know its true capabilities.

Building this five-year Strategic Plan required us to evaluate our strengths and weaknesses and recognize our threats and opportunities. Our community also gave us clear feedback in consultation. In transparency and honesty, the plan propels us to develop better succession planning, more effective leadership practices, and accurate strategic reporting. We will continue to improve our organization through effective recruitment and retention, through commitment to professional development, and through clear internal communication – so that if tested for strength, our fortified organization would achieve a report card that both the City and the community could be proud of.

ENHANCE LEADERSHIP AND GOVERNANCE

STRENGTHEN ORGANIZATIONAL CULTURE





What's Next?

Over the next five years, the City of Swift Current Council and Administration will carry this plan forward and provide updates of our progress.

We want you to feel confident that the future of Swift Current is *In Good Hands*. At the same time, we feel assured that we, too, are *In Good Hands*, because of you, our strong, thriving, vibrant community.

CONTACT US



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