



Strategic & Operations Plan 2025 - 2029

Strategic Planning

Why is Strategic Planning Important?

Creates A Roadmap

- Strategic planning provides a roadmap for achieving long-term goals.

Identifies Opportunities

- Strategic planning helps businesses identify opportunities.

Reduces Risks

- Strategic planning helps businesses mitigate risks.

Aligns Resources

- Strategic planning helps align organizational resources, activities, and goals.

Shapes The Future

- Strategic planning is a tool for shaping the future and creating momentum.

Prepares For New Challenges

- Strategic planning helps businesses adapt to new challenges and opportunities

In February and March of 2025, the Town of Rosthern Council and Senior staff undertook strategic and operations planning processes as an important step to meet the needs of our community members and prepare for our future. Council is pleased to provide our residents with the results of that very important process.

Mayor & Council



Mayor Dennis Helmuth



Councillor Colin Aebig



Councillor Emily Hand



Councillor Kate Kading



Councillor Brett Knoll



Councillor Jason Peters



Councillor Audrey Watson

OUR VISION

"The Town of Rosthern is a dynamic and leading community built on innovative strategic development and sustainable growth."



OUR MISSION

"The purpose of the Town of Rosthern Council is to create an environment that meets the needs of our community."

OUR VALUES

Leadership



We conduct municipal business in a sound and ethical manner while continually evaluating and anticipating current and future needs. We are informed and guided by best practices, facts, science and history.

Respectful & Inclusive



We respect the rights and beliefs of our Councilors', our staff and our community and commit to treating them with the highest degree of dignity and equality.

Approachable



Council is open and will take into consideration the views and interests of others when making decisions.

Fiscal Responsibility



We continually balance our financial capabilities with the needs of our residents to ensure long-term growth and prosperity in our community with the flexibility to deal with change.

Service Excellence



We will continually strive for excellence in the delivery of municipal services.

Teamwork



We cannot live in isolation from our municipal and First Nation neighbours, and we are committed to working together with other governments, businesses and organizations to provide our residents with mutually beneficial services.

Innovation



We are committed to encouraging innovation in developing and delivering programs, services and processes. We anticipate change and capitalize on the many opportunities that arise.

Environmental Stewardship



We are committed to helping everyone in our community understand the value of acting in an environmentally responsible way and finding a balance between the environment and our economy.

Safety



We strive to create an environment where our community is protected from crime and harm, prioritizing the well-being and security of individuals by promoting law enforcement and fostering a sense of safety.



Strategic Direction #1

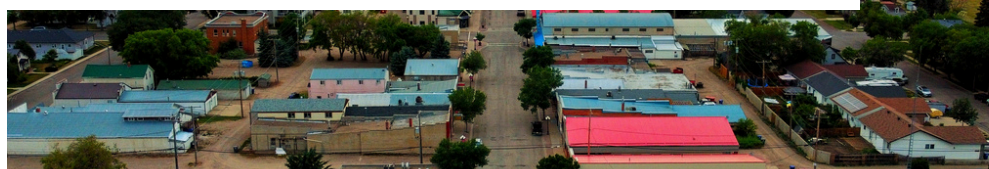
Economic and Community Development

The Town of Rosthern is committed to fostering a vibrant, diverse and sustainable local economy while enhancing the quality of life for residents. Our focus is on attracting and supporting businesses, encouraging investment, and promoting community-driven initiatives that strengthen economic resilience and social well-being.

By leveraging partnerships, supporting local entrepreneurship and enhancing key infrastructure and amenities, Rosthern will create an environment where businesses thrive, residents prosper, and the community remains a dynamic and welcoming place to live, work and visit.

Projects / Milestones

1. Hire an Economic Development Officer.
2. Determine our Investment Readiness status.
3. Determine the need for Economic Development service provision.
4. Develop a long-term Main Street/downtown revitalization plan with a general strategy session by Council and staff. In turn, then develop an infrastructure Engineering plan for the Main Street/downtown revitalization project.
5. Expand/attract residential and commercial development with a focus on entry-level housing and rentals to accommodate young families. Address alternative housing attraction strategy.
6. Determine the Municipality's participation in the Station Arts Centre.
7. Determine the feasibility of a Community Builders Alliance for the Town of Rosthern.
8. Develop an Investment Attraction strategy specific to hotel/motel accommodations.
9. Continue discussions with Beardys First Nation to discuss potential business opportunities in Rosthern



A photograph of a large, dark stone wall with the word "Rosthern" written in large, white, stylized letters. The wall is set against a background of green grass and trees with yellow leaves.

Rosthern



Strategic Direction #2 Municipal Fiscal Sustainability

The Town of Rosthern ensures long-term financial stability through responsible fiscal management, diversified revenue generation, and efficient service delivery. Our focus is on maintaining balanced budgets, optimizing municipal resources and making prudent investments that support community growth while keeping services affordable for residents.

By implementing sound financial policies, exploring new funding opportunities and fostering economic development, Rosthern will build a resilient financial foundation that supports sustainable infrastructure, quality municipal services and long-term prosperity for the community.

Projects / Milestones

- 1. Purchase online software to track registrations and participation in recreation, sport, and culture programs**
- 2. Develop a ten-year funded capital plan for all other Town departments except for the Utility plan already in place.**





Strategic Direction #3

Municipal Service Infrastructure Development

The Town of Rosthern is committed to developing and maintaining high-quality municipal infrastructure that supports sustainable growth, enhances service delivery and improves the well-being of residents. Our focus is on investing in resilient, efficient, future-ready infrastructure that meets the community's evolving needs .

This includes prioritizing long-term asset management, integrating sustainable practices, optimizing public service delivery, and leveraging funding opportunities to ensure financial responsibility. Rosthern will create a strong foundation for a thriving and connected municipality by aligning infrastructure development with economic growth and community priorities.

Projects / Milestones

1. **Increase the lagoon capacity through engineering to provide future development.**
2. **Conduct an analysis for the development of a Multi-Purpose Pad.**
3. **Develop a fully costed walking Path implementation plan.**
4. **Review options for off-season programming for the arena.**
5. **Enhance indoor and outdoor winter recreation programming for our residents**





Strategic Direction #4 Municipal Administrative Excellence

The Town of Rosthern is committed to achieving administrative excellence by fostering a culture of professionalism, efficiency and continuous improvement in municipal operations. Our focus is on enhancing service delivery, streamlining processes and leveraging technology to improve responsiveness and transparency.

By investing in staff development, promoting strong governance and engaging with the community, Rosthern will ensure effective decision-making, accountable leadership and a high standard of municipal services that support the town's long-term growth and success.

Projects / Milestones

1. **Develop a Comprehensive Communication Policy.**
2. **Develop a Budget Policy and implementation plan to ensure budget approval by December 31 of the previous year.**
3. **Undertake a review and develop a new staffing and succession Plan.**
4. **Develop a Council and staff training and development plan to ensure training for Council and staff is included in the Budget.**
5. **Collect all the past plans in a central location for reference.**
6. **Complete the Asset Management Plan, including cost projections and revenue sources.**
7. **Ensure Council Orientation, including Council and Administration roles and responsibilities, occurs after every general election by developing a policy to ensure it happens.**
8. **Review partnership opportunities with Council and determine which groups Council would like to meet with.**





Your Input and Feedback is Welcome

To our residents, the Council and administration welcome your comments and feedback regarding our plan contained in this documents.

Please provide you feedback to us by email at townoffice@rosthern.com if possible to ensure we get your feedback correct and have a record of it.

Please checkout our website www.rosthern.com for more information regarding the Town of Rosthern and what it has to offer and for updates to our plan.



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www.instagram.com/townofrosthern/

