



Town of Shellbrook



2014 – 2017 Strategic Plan

Completed February 2014

Contents

- Part I – Summary..... 1
- Part II – The Role of Shellbrook..... 2
- Part III – Short Term Goals..... 4
- Appendix A – Regional Map..... 5

Part I – Summary

In September 2013 the Town of Shellbrook embarked on the update and revision of their existing Strategic Plan, this Plan will supersede the previous Strategic Plan completed in 2008. The purpose of a Strategic Plan is to support the decisions made by Town Council and Staff. This plan should assist in steering the Town in an intentional direction. The timeframe of this Plan is 3 years.

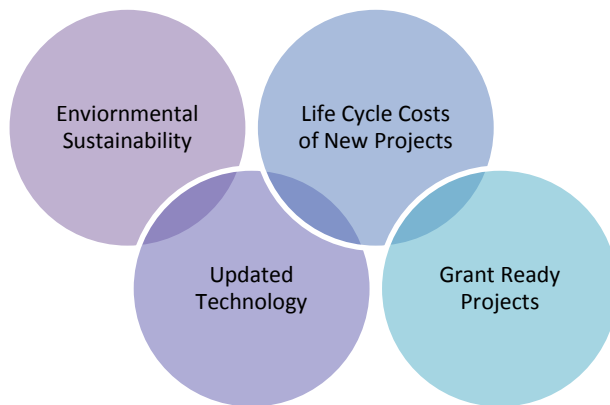
This Strategic Plan is the result of 3 workshop sessions facilitated by VEMAX Management and attended by both Town Council and Staff¹. The goals set throughout the planning process were, as much as possible, assigned deadlines, budgets and responsibilities.

It is anticipated that throughout the period covered by this Plan regular reviews will be completed to ensure that target goal deadlines are achieved. It will be the responsibility of the Administrator to review the plan with Council and Staff -Public Works Superintendent and the Recreation Director- every 3 months.

During the planning workshops, the desired direction for the Town of Shellbrook was defined as ‘**controlled growth supported by industrial and commercial expansion**’. As such, each of the goals set throughout this process were done to steer the Town in this direction of controlled growth.

Along with a defined direction, throughout the workshop process there were a number of guiding principles identified which outline how the Town intends to ‘do business’ going forward. These guiding principles are illustrated in Figure 1.

Figure 1: Town of Shellbrook Guiding Principles



The remainder of this document is separated into 2 sections and 2 appendices. Section 2 looks at the role of Shellbrook, Section 3 covers the short term goals and deliverables. The appendices include a full list of goals developed during workshops and other supplemental information.

¹ Strategic planning participants included the: Town Mayor, Elected Council, Town Administrator, Public Works Superintendent, Parks and Recreation Director.

Part II – The Role of Shellbrook

The Town of Shellbrook is one of the hidden gems of the North Central Region. The Town is located 30 minutes west of the City of Prince Albert, 90 minutes north of the City of Saskatoon and 45 minutes from the Prince Albert National Park. Shellbrook is centrally located to major Saskatchewan centres and yet still maintains a small town community spirit and charm. The population of the Town of Shellbrook is 1,440 while the population of the RM of Shellbrook is 1,540.²

The vision and mission statements for the Town of Shellbrook were not changed during the Strategic Planning process.

The vision statement for the Town is:

A rich and diverse community.

The mission statement for the Town is:

To provide the community, industry and visitors with high quality services and facilities that contributes to an attractive environment and lifestyle.

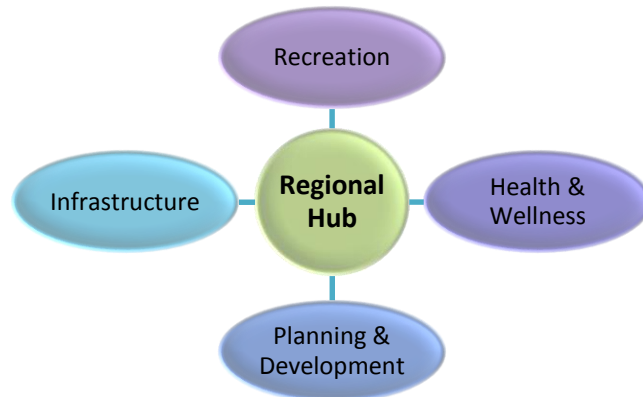
² Statistics Canada Census Profile 2011.

The Town of Shellbrook plays a role in the region as both a regional hub and as a bedroom community to the City of Prince Albert.

The Town of Shellbrook acts as a regional hub.

Within this role, the Town provides recreational facilities such as the Ice Rink and the Swimming Pool. The Town also provides health care and wellness services to the region. The Town can, and in some cases already does, offer infrastructure services to the region. These infrastructure services in part include treated water, waste water management and trained infrastructure operational staff. Finally the Town has the opportunity to provide planning and development services to surrounding communities, and the region as a whole. The services that make Shellbrook a regional hub are illustrated in Figure 2 and a map of the service region is included in Appendix B.

Figure 2: The Town of Shellbrook as a Regional Hub.



The Town of Shellbrook acts as a bedroom community to the City of Prince Albert.

The Town of Shellbrook is located 30 minutes from the City of Prince Albert, which has a population of 35,129.³ The proximity to the City means that while the Town acts as a regional hub, it also plays a role as a bedroom community.

³ Statistics Canada Census Profile 2011.

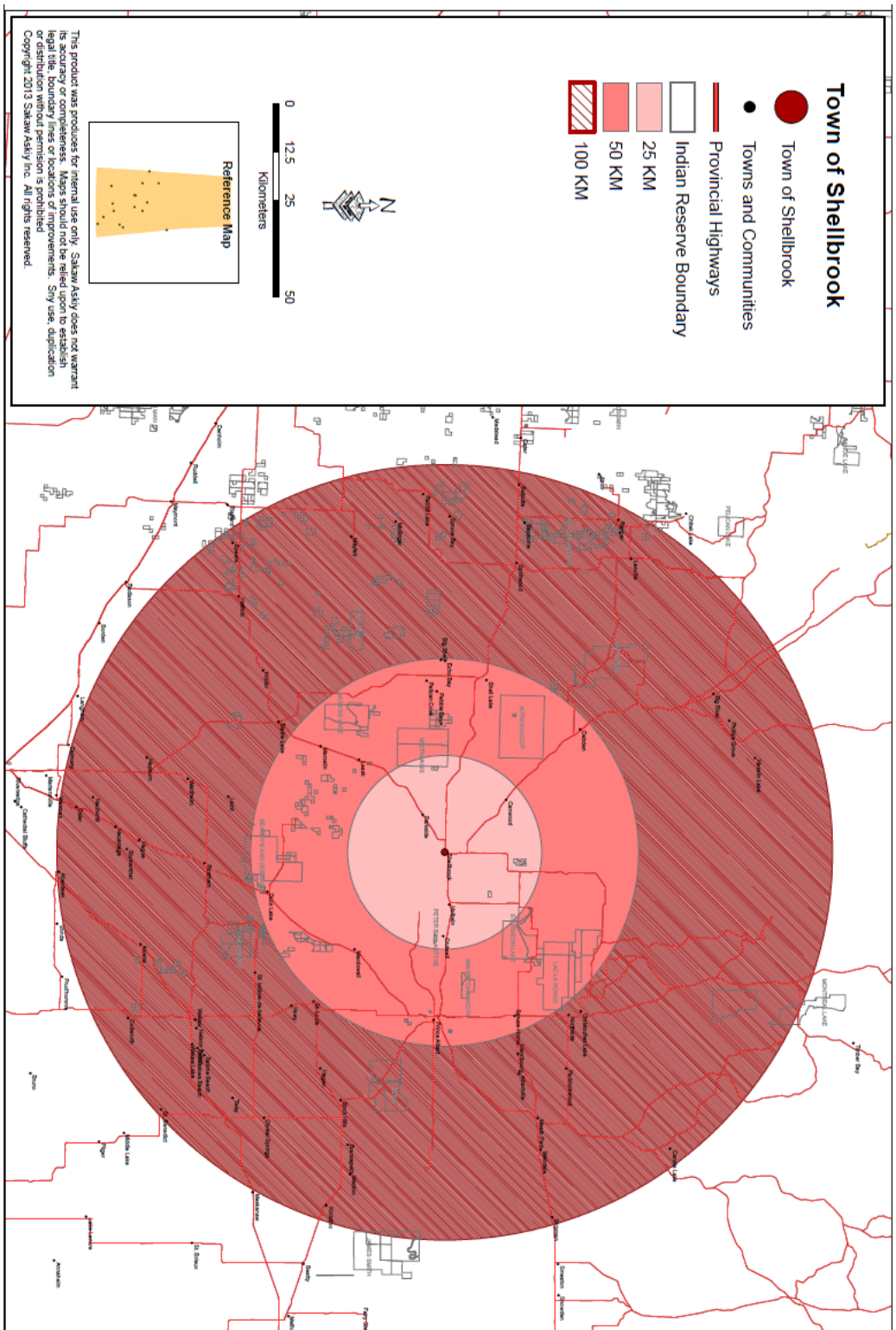
Part III – Short Term Goals

Throughout the planning process there were a number of short, medium and long term goals that were identified. The priority is the near term goals which are outlined in Figure 3: Short Term Goals.

Figure 3: Short Term Goals

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- Goal 1** **Develop an infrastructure renewal prioritization plan.**
 - Goal 2** **Maintain physicians and support the viability of the Towns health care facility.**
 - Goal 3** **Develop a functioning inter-municipal agreement between the Town and RM of Shellbrook.**
 - Goal 4** **Develop a facility inventory for Town buildings used by public stakeholders.**

Appendix A – Regional Map



Town of Shellbrooke Regional Map. The 25km radius defines communities that would be expected to utilize the Town of Shellbrooke services.