

# Town of Castor Strategic Plan 2019-2020



## Contents

1. Letter from Town Council
2. Introduction and Integrated Planning
3. Sustainability Pillars
4. Vision, Mission and Values
5. Goals and Strategies
6. Conclusion





## Letter From The Mayor

Castor, with its winding creeks, tree-lined streets, and beautiful parks paths is home to a population of close to one thousand people. It is located 60 km east of Stettler on Highway 12, and a mile west of the junction of 12 and 36. Castor is a thriving active community within the County of Paintearth.

Castor is served by an excellent administration, supported by a Mayor and Town Council that oversee a great public works and office system. The Town of Castor supports two school systems, Gus Wetter School - K to 12 and Theresetta Catholic School - K to 9. Coupled with this is a great daycare and two playschools.

With an active down town Castor has an excellent retail business section with many services provided.

Our Lady of the Rosary Hospital and Extended Care provide excellent medical care, with two Doctors in the community. Castor is also fortunate to have Paintearth Lodge, a fifty-five unit supportive living for seniors. Additional housing options in the town include: Three Castor Manors, Castor Rural and Native Housing all managed by Castor and District Housing Authority. In addition, we have a full time Dentist, at Castor Dental Clinic, that serves the area. Massage therapists and chiropractic services also provide additional care in the community.

Castor has something for everyone - be it for seniors or young families. We have: A scenic nine-hole golf course, a newly renovated arena that services many age levels of hockey programing, ball diamonds that support all age levels, playgrounds, an active curling rink and a historic swimming pool. If you are looking for exercise programs and yoga, we offer that as a community!

There is also a choice of several churches in the town. Our Museum, a former station house, also recently renovated, includes a prairie elevator and school house, for those who care about our heritage. We have an active Golden Circle senior center, a public library, and many organizations that make our community great.

We are so much more! We are a warm and caring community that has active volunteers and people that step up to the plate when needed. They coach our young people, volunteer at Extendicare and Paintearth Lodge, and help where help is needed.

We have a well-trained volunteer fire department of nineteen members, based in Castor, who serve the community and surrounding County of Paintearth. East Central Ambulance has two ambulances of their fleet in Castor, which provide ambulance service to our entire community.

We are happy to welcome you and would be willing to work with any new business! We are also happy to expand our community by welcoming all new residence to their new home in Castor!

# Introduction and Integrated Planning

## Background

The Town of Castor Council and Senior Administration met in February 2019 to develop a series of goals to create a Strategic Plan. The bulk of this plan comprises the expressed desire of the Town’s elected officials and provides citizens, business, administration and other stakeholders with an indication of the planned future of the town.

## Integrated Planning

Town Council’s governance role includes the mandate to provide strategic direction for the Town. This high-level plan comprises that direction. Once Council has set the Town’s strategic direction, administration is able to build plans that carry out Council’s direction. In the image below, examples of administration’s plans may include Business Plan, Operational Plan, Recreation Master Plan, Capital Plan, and Regional Recreational Facility Master Plan, among others.

## Municipal Governance and Management Plans



## 2. Sustainability Pillars

### Overview of Sustainability Based Planning

Good governance principles and various funding arrangements require strategic planning or address the *Pillars of Community Sustainability*. Castor created this Strategic Plan around five Pillars of Community Sustainability that include; Governance, Culture, Social, Economy, and Environment. An overview of what is included within each pillar follows below:

#### **Governance:**

The municipal election processes, the municipality's capacity to manage resources and develop and implement sound public policy, and the mechanisms through which citizens and groups engage and interact with council, the municipality's administration and each other.

#### **Culture:**

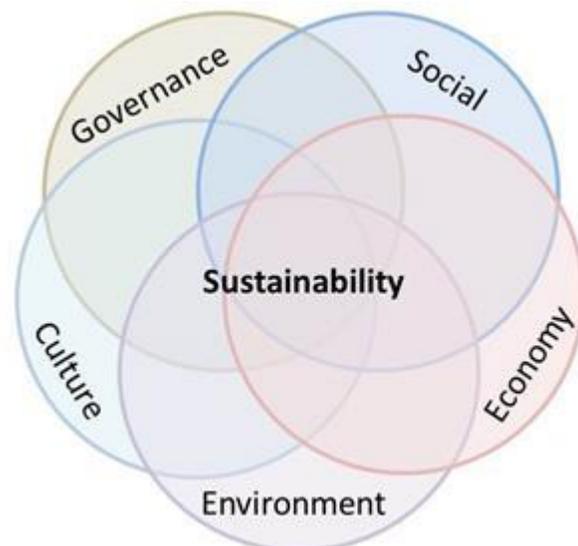
Shared values and cultural and recreational activities that reflect the diverse traditions, customs, values, heritage, identity and history of Castor.

#### **Social:**

Health, well-being, safety and quality of life of individuals, families and the community.

#### **Economy:**

Achieving economic vitality, growth and development that simultaneously improves quality of life and the environment. It includes employment and income levels and the health, quality and diversity of employers, businesses and non-profit organizations in the community.



### **3. Vision, Mission and Values**

Council is looking towards the future of Castor. Looking into the future requires common vision, ideals and direction. With this in mind, Council first discussed the direction of the Town and what it will take to achieve this future (Mission).

#### **Vision Statement**

A vision statement is a declaration of an organization's objectives, intended to guide our long-term planning. This vision is also a guidepost to what makes Castor unique.

*Together we aspire to grow sustainably, purposely driven to provide a unique quality of lifestyle*

#### **Mission Statement**

A mission statement answers what actions Castor will take. The statement lets readers know the direction of the Town and who benefits.

*Targeted, Innovative Community Development in a Responsible Way*

#### **Values**

These are the guiding principles, determining how the Town will operate both in the public and privately.

- **Vibrancy**
- **Collaboration**
- **Competency**
- **Teamwork**

## 4. Goals and Strategies

### Castor's High Priority Strategies

Sustainability Pillar	Strategy
<b>Governance</b>	Participate actively in lobbying and fundraising efforts with both provincial and federal bodies.
<b>Economy</b>	Foster a community and municipal environment conducive to industry attraction
<b>Culture</b>	Promote policy and governance directed at a balanced quality of life
<b>Social</b>	Provide reasonable access to Town available recreational activities and programs targeted at whole families



## 5. Conclusion

The Town of Castor Strategic Road Map provides a guide to the development of our community over the next year. This was developed by both the elected officials and Town administration, and needs to be a cornerstone of our decision making.

Further to this, we must keep in mind that the environment in which we work is constantly changing. To remain relevant and we need to be adaptable to the times. As with any strategy this document should be reviewed and updated on a regular basis.

