



Town of Valleyview

STRATEGIC PLAN 2026

Approved: February 9th, 2026



Town of Valleyview Council- (back row) Rod Perron, Zac Sarling, Danny McCallum, Ken Wittig; (front row) Ken Hoedl, Mayor Glen Burke, Deputy Mayor Kerri Danner

Mayor's Welcome



On behalf of Council, I am pleased to present the Town of Valleyview's Strategic Plan.

This plan reflects our community's values and our shared commitment to maintaining Valleyview as a welcoming place to live, work, and do business. As a small town facing changing economic conditions and limited growth, we recognize the importance of being thoughtful, realistic, and intentional about how we plan for the future.

The Strategic Plan sets clear priorities for Council and Administration over the coming years. It focuses on maintaining reliable infrastructure and services, revitalizing our local economy, and ensuring the Town remains financially stable and transparent in its decision-making. These priorities are designed to prepare Valleyview for future opportunities while protecting the quality of life our residents value today.

This plan was developed to guide Council decisions, support responsible budgeting, and provide clear direction to Administration. It also serves as a tool for accountability, helping residents understand where we are headed and how progress will be measured.

Council thanks residents, businesses, and community partners for their ongoing involvement and commitment to Valleyview. Working together, we will continue to build a strong, resilient, and welcoming community.

Mayor Glenn Burke



VISION

Valleyview: a welcoming community of opportunity and quality of life.

Valleyview aims to be a friendly and inclusive town where everyone feels welcome. It is a place where people and businesses have opportunities to grow and succeed, and where residents can enjoy a high quality of life through safe, reliable services, strong infrastructure, and a supportive community. This vision guides Council and staff in planning for the future and making decisions that benefit the whole community.



MISSION

To deliver responsive leadership that supports a sustainable community where everyone is welcomed and businesses grow.

Valleyview's mission is to provide thoughtful and responsive leadership that meets the needs of the community today and plans for the future. The Town works to create a sustainable, livable community where everyone feels welcome, and where businesses have the support and opportunity to grow. This mission guides Council and staff in making decisions that balance community well-being, economic opportunity, and long-term sustainability.



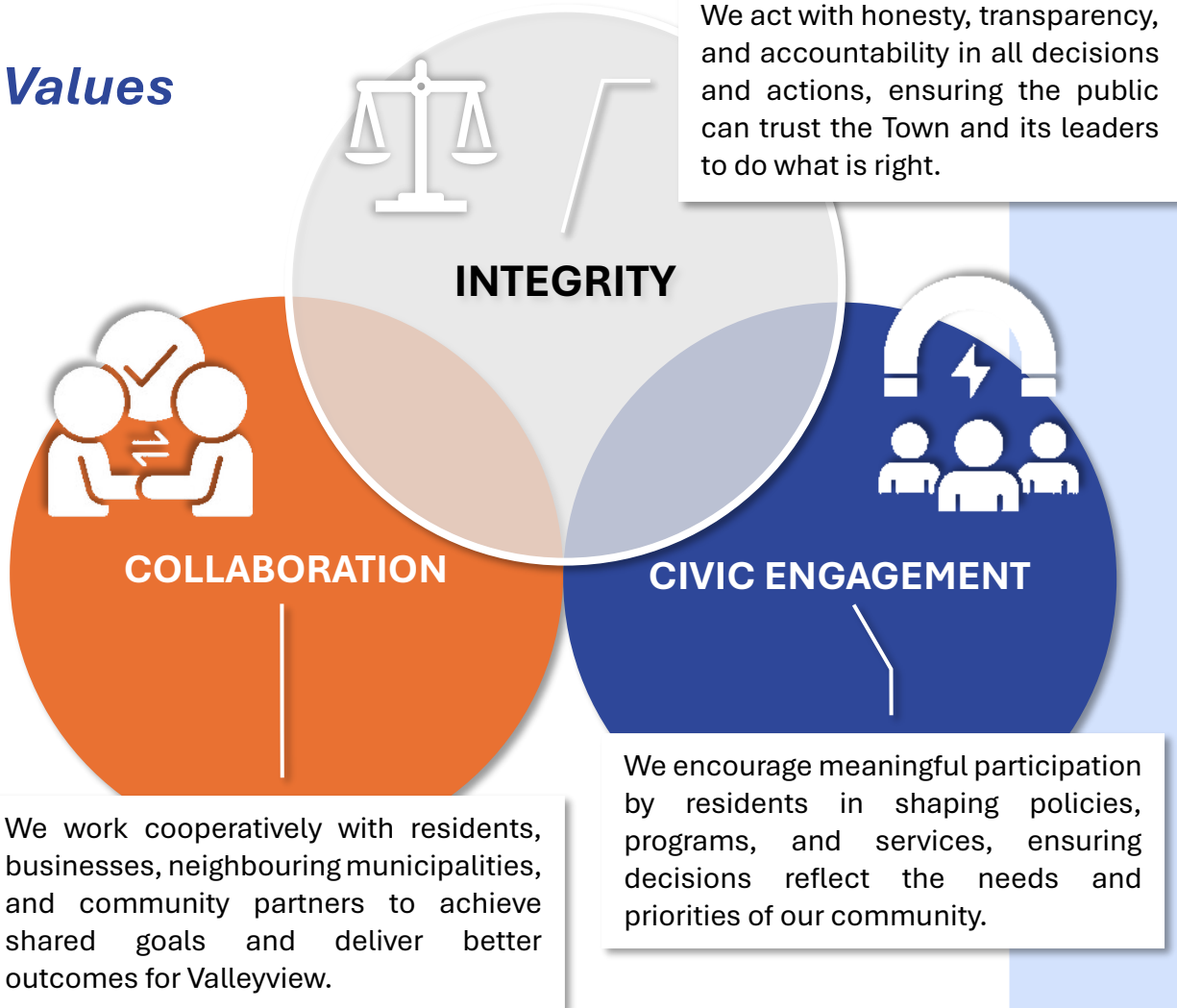
VALUES

INTEGRITY

COLLABORATION

CIVIC ENGAGEMENT

Values



Community Snapshot



Valleyview is a small, welcoming town of approximately 2,000 residents, serving as a hub for surrounding rural areas. While population growth has been modest, the Town continues to provide reliable infrastructure, essential services, and opportunities for local business. Regional partnerships, ongoing housing initiatives, and planned infrastructure improvements position Valleyview to respond to emerging opportunities while maintaining the quality of life residents value. Council and Administration are committed to proactive planning, responsible decision-making, and fostering an environment where residents and businesses can thrive.

PRIORITIES

(1) Community Readiness & Service Reliability

We will strengthen community readiness by maintaining reliable infrastructure, supporting planned housing projects, and ensuring essential services are in place to support future growth opportunities and protect quality of life.

1. Maintain and Upgrade Infrastructure

- Regularly assess roads, water, wastewater, and other core infrastructure to identify maintenance needs.
- Implement preventative maintenance programs to avoid costly repairs.
- Plan for future infrastructure expansion to support planned housing and service needs.

2. Support Planned Housing Projects

- Approve and facilitate the development of the planned apartment building and other strategic housing initiatives.
- Ensure zoning, permits, and servicing requirements are in place to allow housing projects to proceed efficiently.
- Monitor housing demand and coordinate with developers to meet community needs.



3. Ensure Reliable Essential Services

- Maintain fire, emergency, waste, and other municipal services at consistent levels.
- Review service delivery regularly to ensure capacity matches current and future population needs.
- Identify risks (e.g., aging facilities, staffing shortages) and develop mitigation plans.

4. Plan for Future Growth Opportunities

- Use long-term planning tools (like the Municipal Development Plan) to anticipate growth and guide infrastructure and service decisions.

- Coordinate with regional partners on transportation, health, and service provision to maximize resources.
- Maintain flexibility in budgeting to respond to new opportunities or urgent needs.

5. Protect Quality of Life

- Prioritize initiatives that improve safety, accessibility, and livability.
- Engage residents to ensure municipal services align with community expectations.
- Monitor and report on service levels and infrastructure performance to maintain accountability.

Key outcome:

Council has clear, up-to-date information on infrastructure condition, service capacity, and risks, allowing informed decisions on housing projects and future growth.

(2) Priority 2: Economic Revitalization & Local Opportunity

We will establish and implement a clear Economic Development Plan focused on revitalizing the downtown, supporting existing businesses, and positioning Valleyview to capture appropriate investment and employment opportunities in partnership with others.

Develop and Activate an Economic Development Plan

- Conduct a community and market assessment to identify local strengths, opportunities, and challenges.
- Define clear objectives, priorities, and metrics for economic growth and downtown revitalization.
- Ensure the plan is aligned with the Municipal Development Plan and Council's vision.



Revitalize Downtown and Support Existing Businesses

- Identify key infrastructure or beautification projects to improve downtown appeal.
- Offer business retention programs, guidance, or incentives for local businesses.
- Promote local events, markets, and activities to draw residents and visitors downtown.

Attract Appropriate Investment and Employment

- Collaborate with regional partners, including the neighbouring MD, to attract complementary businesses.
- Identify niche opportunities that fit Valleyview's size and capacity rather than overextending resources.
- Explore grants, partnerships, and incentives to encourage business investment.

Engage the Community

- Involve residents and business owners in planning to ensure initiatives meet real needs.
- Communicate regularly about progress, opportunities, and ways the community can contribute.

Key outcome:

Council has an adopted Economic Development Plan that is actively guiding decisions, with implementation underway through approved actions, budget alignment, and visible steps to stabilize the downtown and support existing businesses.

Priority 3: Financial Stability & Public Confidence

We will improve long-term financial stability and public confidence by responsibly managing municipal assets, maximizing grants and cost-sharing opportunities, building reserves, and communicating clearly about decisions, risks, and trade-offs.

Responsible Asset Management

- Maintain a long-term capital plan to prioritize infrastructure projects and maintenance.
- Regularly assess asset condition and replacement needs to avoid unexpected costs.

Maximize External Funding and Partnerships

- Identify and pursue grants, cost-sharing opportunities, and regional partnerships to offset municipal costs.
- Explore creative funding models for projects that align with Council priorities.

Build and Maintain Reserves

- Allocate funds strategically to ensure adequate reserves for emergencies, infrastructure replacement, and future growth.
- Review and update reserve policies regularly to maintain fiscal stability.



Transparent Decision-Making and Communication

- Communicate financial decisions, risks, and trade-offs clearly to the public.
- Provide regular updates on budget, projects, and long-term planning.
- Encourage public input and feedback to maintain trust and accountability.

Key outcome:

Council has a clear and consistently applied financial policy framework that guides reserve contributions and use, long-term cost management, and risk exposure, with financial decisions and trade-offs clearly communicated to the public.

Looking Ahead



Valleyview's Strategic Plan provides a clear roadmap for Council and Administration, guided by our vision, mission, and values. By focusing on Community Readiness & Service Reliability, Economic Revitalization & Local Opportunity, and Financial Stability & Public Confidence, this plan sets a course for intentional growth, strong municipal services, and a resilient local economy.

The strategies and outcomes outlined in this plan ensure that decisions are informed, resources are used responsibly, and the community remains at the center of everything we do. While challenges and opportunities will continue to emerge, Council and Administration are committed to working together, engaging residents and businesses, and adapting thoughtfully to support a welcoming, vibrant, and sustainable Valleyview.

