



Strategic Plan

2024-2026

INTRODUCTION

The following pages outline the Village of Clinton's strategic focus for the next few years. These areas of impact reflect the community's aspirations towards an enhanced quality of life for the Village of Clinton.



Roland Stanke
Mayor



Sandi Burrage
Councilor



Nick Kosovic
Councilor



David Park
Councilor



Darrell Schapansky
Councilor

**Mayor and Council
2022 - 2026**

MISSION STATEMENT

"To increase Economic Opportunity and Improve the
Quality of Life for all Citizens"



THE VILLAGE OF CLINTON, BC

Nestled half-way between Vancouver and Prince George, along highway 97, the Village of Clinton is home to a diverse and warm community.

The Village of Clinton is a growing community and business center that has embraced a unique and

balanced mix of urban and rural amenities. A simple walk down the street will lead to a network of trails, parks, sporting facilities, a vibrant business center, eateries and accommodations.

A strong community spirit abounds!

HOW TO READ THIS STRATEGIC PLAN

This strategic plan has been developed using the Futurist's Framework for Strategic Planning. There are three building blocks; **Strategic Themes, Strategic Initiatives and Tactics.**

Strategic Themes:

Strategic themes are descriptions of a future state or outcome through a visioning process. In this case, strategic themes describe how some aspect of the Village of Clinton will be or look like in the future.

Strategic Initiatives:

These are impact actions that will result in the realization of strategic themes. These can be single or a combination of actions.

Tactics:

These are immediate to medium term actions that build up to strategic initiatives. These form individual projects or priorities that are included in annual priority lists. This document does not include such a list. Such will form part of annual business plans and budgets.

‘Council is committed to carrying out this strategic plan in accordance with principles of good governance and responsible financial stewardship, with a focus on affordability of life for residents and businesses’.

STRATEGIC THEMES

1.

DIVERSE ECONOMY

The Village of Clinton has a diverse economy and opportunities for new businesses providing needed services, products and employment opportunities.

2.

PARTNERSHIP/ COLLABORATIONS

The Village of Clinton fosters relations with First Nations communities, other governments, local businesses and community groups aimed at enriching quality of life.

STRATEGIC THEMES

3.

COMMUNITY

The Village of Clinton residents, visitors and tourists enjoy a variety of targeted seasonal programming that allows all to have access and experience diverse community events, civic engagement and socially conscious encounters.

4.

HOUSING

The Village of Clinton is collaborating with other stakeholders in providing and increasing housing options that are both affordable and sustainable.

1.

DIVERSE ECONOMY

STRATEGIC INITIATIVES

OFFICIAL COMMUNITY PLAN REVIEW

Initiate the review of OCP and align with zoning by-law to promote business enterprise options across all sectors to support local entrepreneurs and attract in-bound investors.

DESTINATION PROMOTION

Develop and implement a destination marketing strategy to increase patronage of local attractions, events and businesses aiming for one major event each quarter.

BUSINESS COMMUNITY ENGAGEMENT AND PROMOTION

Establish an engagement forum with local businesses.

2.

PARTNERSHIPS/ COLLABORATION

STRATEGIC INITIATIVES

FIRST NATIONS RELATIONS

Engage local First Nations in Reconciliation and Relationship building through mutually agreed collaboration.

SHARED SERVICES

Explore expansion of shared services with other local governments.

COMMUNITY ENGAGEMENT

Re-engage community groups to re-imagine the Spirit of Clinton.

3.

COMMUNITY

STRATEGIC INITIATIVES

CIVIC ENGAGEMENT

Augment opportunities for the Village of Clinton to engage with residents.

COMMUNITY EVENTS

Expand distribution of annual community calendar of events.

INFRASTRUCTURE/ AMENITIES

Construct, repair and/or update infrastructure and amenities to promote community well being and recreation options.

4.

HOUSING

STRATEGIC INITIATIVES

HOUSING STRATEGY

Develop a housing strategy.

VACANT PROPERTY TAX

Adopt a vacant property tax framework to encourage development of vacant properties.

ZONING BY-LAW UPDATE

Update zoning by-law to support affordable housing options.

