



CITY OF PORTAGE LA PRAIRIE

2009 – 2010 STRATEGIC PLAN

March 9, 2009

MISSION STATEMENT

The Mission of the Council of the City of Portage la Prairie is to facilitate and provide quality services that enhance the living environment within the community.

CORPORATE VISION

People & Values

We envision a growing community of approximately 15,000 people, which offers opportunities for higher education, and jobs that will keep our children at home. Portage la Prairie is and will always continue to be the hub of the Central Region, providing a wide range of services in an expanding progressive community.

We will work cooperatively with all groups to create a friendly and tolerant community.

City Council will do everything in their power to ensure that all citizens are provided with a safe, secure and enjoyable living environment and they, along with their citizens, will take responsibility and a hands-on approach to ensure public safety services are matched with public needs.

Our elected leaders accept their obligations to provide overall leadership and direction to the community. We will work cooperatively and communicate effectively with other levels of government and the community at large.

Economic & Social

We envision a community which will have a strong, diverse economic base built on our agricultural background and our strength in the agri-food and manufacturing sectors.

Portage la Prairie will continue to grow and prosper by building on our strong economic base, thus fostering an aggressive investment climate.

Tourism is an important component of our economic growth and we will position ourselves to attract new dollars into our community by proactively marketing our tremendous assets and attractions.

We will be recognized as a caring community. We will maintain a sense of social responsibility to ensure a reasonable quality of life is enjoyed by all.

Physical and Functional

Our community will be one of ample open space and leisure opportunities and will provide the recreational and cultural facilities necessary for all ages. Additional area necessary for growth will be pursued where reasonable, practical and required.

We further recognize the importance and natural beauty of Island Park and Crescent Lake to our community and will develop strategies that will preserve and enhance future uses, for all generations to enjoy.

CORPORATE VALUES:

The Council of the City of Portage la Prairie has affirmed seven fundamental values essential to achieving our mission and our success as a municipal corporation:

1. **Good Service:**

The Citizens of Portage la Prairie entrust their elected and appointed officials with the responsibility of ensuring that municipal services are provided consistently and fairly for the good of all segments of the community.

2. **Fiscal Responsibility:**

The citizens of Portage la Prairie entrust their elected and appointed officials with the responsibility of prudent financial management and the obligation to keep them informed of our positions.

We believe that this responsibility includes reasonable taxes consistent with community expectations, careful planning of capital projects and responsible management of the City's assets.

3. **Dedication to the Environment:**

The citizens of the City of Portage la Prairie entrust their elected and appointed officials to make decisions that will reflect the true value of our scarce environmental resources and fragile ecosystem on which we depend for our health and well being.

We believe that this requires a commitment to identify, preserve, protect and rehabilitate our natural environment, open space, and public and private properties within the corporate limits of Portage la Prairie.

We encourage and support those sustainable development opportunities that will provide for ongoing wealth and goods and services for both present and future citizens of our community. This will ensure that we meet the needs of the present without compromising the ability of future generations to meet their needs.

4. **Productivity Through People:**
Council regards their employees as a valuable resource and believes that the public interest is best served by the development of a secure and positive working environment where cooperation and accountability are highly regarded. We are an organization proud of what we do and value the efforts of our employees in serving the public.
5. **Community Involvement:**
Council and their appointed representatives are committed to a democratic, open and responsible government and will ensure that the public will have an opportunity to influence municipal decision-making.
6. **An Orientation to the Future:**
The citizens of Portage la Prairie entrust their elected and appointed officials to proactively plan to meet the challenges that will occur in our future and provide a smooth transition during the coming decades.

We believe that this requires elected and appointed officials to treat the future as an opportunity, not a threat, and to respond to community issues and problems in a responsible and positive matter.

7. **Public Communication:**
Communication is a critical element in ensuring that the activities and accomplishments of the City of Portage la Prairie are provided to the public in a timely and accurate manner.

City Council is committed to promote public accountability of their actions to the citizens of Portage la Prairie through the dissemination of information and prompt responses to all citizen inquiries.

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1. To create a business plan and process to develop and operate a Multiplex in conjunction with the RM for the community.
2. To develop a City communications strategy (City policy review).
3. To conduct a feasibility study of the existing arena to determine the most appropriate future use.
4. To develop a staff recruitment and retention strategy.
5. To investigate an incentive program for Multi-family (R3) development.
6. To develop a sewage line replacement program for the North West end of the City.
7. To develop a nutrient removal business plan for the City.
8. To develop a tax incentive program for downtown relate business development.
9. To develop and implement an Age Friendly Cities strategy for the City.
10. To develop a City Environmental plan for release to the public.
11. To explore the feasibility of a North End Park.

12. To continue partnerships with area First Nations.
13. To construct a walking path from the parking lot at Republic of Manitobah Park through the ball and soccer diamonds and down to the intersection at River and Crescent Road.