

Clive Council

Strategic Planning Workshop

Identify External Opportunities & Challenges (Threats),
Internal Strengths and Weaknesses by
the 4 Sustainability Pillars.

GOVERNANCE

OPPORTUNITIES

- Growth through Partnership
 - Grants
- Fiber Technology

EXTERNAL CHALLENGES & THREATS

- Uncertainty of Changing Governments (Federal, Provincial & Local)

STRENGTHS

- Knowledge of CAO & Staff
- Flexibility / Open Minded
 - Forward Thinking
 - Professional
 - Healthy Debates
 - Light hearted/fun

WEAKNESSES

- Social Media (Website)
- Communication with Public
- Communication within Village Departments
- Council Representation on Recreation and Culture Boards

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SOCIAL **(Education, Family & Community)**

OPPORTUNITIES

- Location of Highway
- Education Red Deer College granted University Status
 - Healthcare - Available in our Region
 - Recreation
- Transportation to and from Lacombe (Connex)

EXTERNAL CHALLENGES & THREATS

- Stigma
- No Current Public Transit
 - Access to Health Mental & Support Services
 - Safety Crime Opioid Crisis

STRENGTHS

- Community Groups
- Community Events
 - Outdoor Sports/ Recreation
 - Firehall
- Small Town Rural Feel
 - School
 - Library

WEAKNESSES

- Lack of Lodging
- Lack of Family Entertainment & Dining
- Marketing Community Events

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CULTURE & HERITAGE (Art, Social Diversity & History)

OPPORTUNITIES

- Close to Historical & Cultural Centers
- Close to Rodeos, 4H Clubs, Markets, lakes, parks
 - Community groups

EXTERNAL CHALLENGES & THREATS

- Stigma
- No Current Public Transit
 - Access to Health Mental/ Support Services
 - Safety Crime Opioid Crisis

STRENGTHS

- Arena (Ag Society)
- Community groups

WEAKNESSES

- Lack of Tourism
- Division within the Community
- Lack of Culture & Heritage

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ECONOMY

(Financial Resource/ Development/ Utility Services)

OPPORTUNITIES

- Expansion of Commerce
 - Location of Highway
- Legalization of Cannabis
- Economic Industrial Growth
 - Expansion of Lacombe
 - Alternative Power/ Green Initiative (Grants)
- Communications (Fiber Optics)

EXTERNAL CHALLENGES & THREATS

- Stigma
- Recession/ Job Loss
 - Utility Service Interruptions
 - Opioid Crisis

STRENGTHS

- Local Businesses
- Postal Services
 - Commercial Services
- Affordable Taxes
- Affordable Housing

WEAKNESSES

- Lack of Services (Fuel Station & Family Restaurant)
 - Lack of Non-Residential Tax Base
 - Capacity of Current Infrastructure
 - Aging Infrastructure
 - Lack of Jobs



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Clive's Purpose

What does Clive do?

- Utility Services Water/Sewer /Garbage/Recycle
- Recreation, Social Services, Library
- Safety - Protective Services (Fire, RCMP, Peace Officers)
 - Responsive/ Consider residents needs
 - Good Governance

Who do we do it for?

- Residents
- Future Residents
 - Business
 - Future Business
- The residents in our surrounding County.

How Do we do it?

- Transparency/ Council
 - Partnerships
 - Volunteerism
 - Paid Staff
- Revenue through grants and taxes

What Benefit is Provided?

- Quality of Life/ Lifestyle
 - Increased Community Spirit
 - Dependable Basic Services
- Symbiotic Relationships
 - Pride
 - Family



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Positive & Negative Priority Areas
Key Themes

Cultural

Strengths/Opportunities

- Arena and Ag Society x4
 - Proximity to Historic
 - Local/Regional Community groups

Weakness/Challenges

- Lack of Cultural Heritage x3
 - Lack of Tourism x2



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Positive & Negative Priority Areas
Key Themes

Social

Strengths/Opportunities

- Community Group x3
- Sports & Recreation
 - FCSS Support
 - School

Weakness/Challenges

- Marketing x2
- Stigma (Cliques)
- Access to Healthcare
- Concern about personal safety



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Positive & Negative Priority Areas
Key Themes

Economic

Strengths/Opportunities

- Location

Proximity to major hubs,
recreation, tourist attractions

- Hwy 12 x2

Weakness/Challenges

- Lack of Business x2
 - Opioid crisis
- Aging Infrastructure



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Positive & Negative Priority Areas
Key Themes

Environment

Strengths/Opportunities

- Outdoor areas & Play spaces x3
- Green Funding Available x2

Weakness/Challenges

- Lack of green space for future growth x3
- Outdated playground equipment
 - Climate change



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Positive & Negative Priority Areas
Key Themes

Governance

Strengths/Opportunities

- **Partnerships x5**
 - **Social Media**

Weakness/Challenges

- **Communication with public x4**
- **Lack of Council Representation on Recreation Boards**
 - **Social Media**

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Identify initiatives that optimize Clive's strengths & opportunities and respond to Clive's weaknesses and challenges. Compare these initiatives based on the Resources Required vs Impact to the Community





Clive Council's Top 8 Strategic Initiatives for 2019

Mobile Friendly Website

Social Media

**Informal Opportunities with Council
Infrastructure (Asset Management)**

Winter Maintenance Walking Trails

Council Representation on

Community Boards

Refresh Playgrounds

Green Initiative