

# STRATEGIC PLAN

OUR VISION FOR THE  
FUTURE



## Vision

Surrounded by natural beauty, Diamond Valley is  
THE place to enjoy life in southern Alberta.

## Mission

The Town of Diamond Valley is dedicated to cultivating a prospering  
and inclusive community, connecting people and respecting nature as we grow.

## Strategic Priorities

*The Town of Diamond Valley Council has thoughtfully outlined its primary strategic priorities, serving  
as a compass to navigate decisions concerning municipal operations and capital investments.*

*These strategic priorities act as a deliberate allocation of our valuable resources, channeling our efforts toward the services and initiatives  
that are most critical to the Town's success and growth.*

Council is committed to the Strategic Priorities of:

- SERVICE
- ADAPTABILITY
- VITALITY
- EXPERIENCE





# STRATEGIC PRIORITIES

## SERVICE

*Committed to delivering excellence, the Town of Diamond Valley prioritizes outstanding service to meet the needs of our valued residents.*

### Infrastructure Enhancement

Develop and maintain infrastructure that is safe, reliable and efficient to meet the needs of our growing community.

### Forward-Thinking Planning

Establish and implement effective policies, bylaws and master plans that effectively pave the way for the future growth and development of Diamond Valley.



## ADAPTABILITY

*Diamond Valley is responsive to the changing needs of our growing community.*

### Encourage a Robust and Diverse Economy

Foster & support business growth, entrepreneurship and innovation to ensure Diamond Valley remains adaptable to economic shifts.

### Protect our Natural Environment through Responsible Stewardship

Implement measures to protect, conserve and enhance our natural areas while accommodating responsible growth and development.





# STRATEGIC PRIORITIES

## VITALITY

*Energized by a vibrant community, where active engagement and genuine care thrive, the Town of Diamond Valley fosters strong connections among its citizens, embodying the essence of vitality.*

### Enrich the Quality of Life of Citizens and Visitors

Promote wellness, creativity and a sense of fulfillment within the community through diverse recreational, cultural, and educational opportunities.

### Enhance our Collaborative and Caring Community

Foster strong connections among residents, businesses and community organizations by encouraging a culture of care, compassion and active engagement.



## EXPERIENCE

*Diamond Valley benefits from the experience and knowledge of our staff and residents.*

### Promote Organizational Excellence

Drive continuous improvement and innovation within the organization to deliver exceptional services.

### Prioritize Community Engagement

Create opportunities for active participation, meaningful engagement, and ongoing collaboration with residents to shape the development of services in Diamond Valley.

# A MESSAGE FROM TOWN COUNCIL



TOWN OF  
**DIAMOND  
VALLEY**

It's a big responsibility to sit on a town council and set the strategic direction for the next few years. It's an even bigger undertaking when that town is brand new, as we are.

The Town of Diamond Valley was born out of the amalgamation of Black Diamond and Turner Valley, and none of us on this first council are strangers to the process. We've been working towards this for years; some might even say this union has been decades in the making.

As your elected representatives, we heard loud and clear what our residents were asking for from their new community. So, when the first Town of Diamond Valley Council sat down to put together a vision, we kept what we heard from you at the top of our minds. We hope this plan reflects that, and represents you, our constituents.

The next few years are going to fly by and we hope to set the stage for prosperity and smart growth for the Town of Diamond Valley into the future. We have a lot to be grateful for, living where we do, and we believe we captured what it means to live in Diamond Valley in this strategic plan.

It goes without saying, we could not have made it here without the hard work of past elected officials and administration on both sides of the river. We worked together to accomplish the huge goal of amalgamation and now the time for working towards a shared future has finally come.

Congratulations to the brand-new Town of Diamond Valley and we wish you all a bright, shiny and rich future.

This plan is for you, Diamond Valley.

Mayor Barry Crane and the  
inaugural Town of Diamond Valley Council



Hazel Martin, Veronica Kloiber, Cindy Holladay, Heather Thomson,  
Jonathan Gordon, Barry Crane & Brendan Kelly

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