

Village of Edgerton Strategic Plan

Effective: January 23, 2019

Reviewed: February 10, 2021

Mission: To create a viable, sustainable, and attractive, community.

Vision: To provide an inviting, safe, progressive community that embraces the small town quality of life for future generations.

Timeline: This Strategic Plan will be in effect for 5 years

This Strategic Plan will be revisited annually

A wholly new Strategic Plan will be created in 5 years

4 Service Areas Identified:

1) To grow business: B-Growth.

2) To grow the community: C-Growth.

3) To engage more effectively and regularly with community: Engagement.

4) To beautify the community: Beautification.

Consult **Notes** for more information

Service Area: B-Growth

A) Storage Facility	
Steps:	Promote in early Q2 annually
	Purchase and rent out Sea-Cans
5 Year Target:	Viable, 25+ customers
Timeline:	Ongoing

B) Second Hand Store	
Steps:	Needs assessment
	Consult Comparable Arrangements
	Feasibility
	Financial viability
	Logistics
	Public and Group Input
	Create managing board
5 Year Target:	Viable, Revenue Producing Business
Timeline:	2021 Q2 Needs assessment, Feasibility study
	2021 Q4 Begin Operations

Service Area: C-Growth

A) Reinhart/Payne Property	
Steps:	Complete annexation
	North section
	Properties connected to Village
	Survey, Study, Subdivide
	Service lots, pave streets
	Sell lots
5 Year Target:	Annexed, serviced, begin selling
Timeline:	Review 2024 Q4

B) Healthcare	
Steps:	
	Go directly to Drs., Physician group
	Needs Assessment, feasibility
	Incentive package

	Determine office space
5 Year Target:	Doctor is active and viable in Edgerton
Timeline:	Review 2024 Q4

C) Semi-Independent Living	
Steps:	Approach contractors, entrepreneurs Sell Units
5 Year Target:	2 Homes Sold
Timeline:	2021 Q3 Contractors Approached 2021 Q4 Begin Subdividing

D) Promotion	
Steps:	Develop promotion scheme Target military Testimonials Utilize Promotional Videos Referrals Incentives- ENOOSC, golf, tax, etc Promotional video Highlight Urban Internet Speeds Highlight Improvement plan
5 Year Target:	5 new families or residents 5 lots sold
Timeline:	Ongoing

Service Area: Engagement

A) Annual Block Party	
Steps:	Planning to be complete by April Incorporate businesses, organizations Party in August Include businesses, clubs, organizations Repeat Cook-Off, prize structure
5 Year Target:	150+ attendees
Timeline:	April (annual) Planning begun

August (annual) Party implemented

B) Edgerton Public School Relationship

Steps:	Instigate meeting with EPS administration How can we connect?
	Project-based approach Garden Specialize the school/unique offering BizKids, Junior Achievers Include students at Council meeting Snow Angels Work Experience
	Determine why children leaving EPS
5 Year Target:	Ongoing
Timeline:	Annual Q3 Meeting with Administration

C) Rural Policing

Steps:	Continue current engagement strategy Invite officers to Village events Build and maintain relationship with CO
	Encourage relationship with EPS
5 Year Target:	New program at EPS, regular patrols / attendance
Timeline:	Ongoing

D) Craft Beer Fest

Steps:	Approach Ribstone Creek Brewery Coordinate event, highlight RCB
	Coordinate with provincial brewers Determine interest
	Village to be a partner, not organizer
	Incorporate wild game or some other aspect
5 Year Target:	Event draws 500 attendees
Timeline:	2022 Q1 Meet with Ribstone Creek Brewery
	2022 Q2 Strike Committee to organize

E) Engagement Targets

Steps:	Target and coordinate with local entities
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	<p>that do not have Council representation</p> <p>Utilize Promotional Videos</p> <ul style="list-style-type: none"> Golf Course Lake communities <ul style="list-style-type: none"> Brochures, Lake Advisory Seniors <ul style="list-style-type: none"> FCSS HandiVan MD Residents
5 Year Target:	Consistent communication and engagement
Timeline:	2021 Q2 All entities approached

Service Area: Beautification

A) Edgerton Walking Trail	
Steps:	<p>Complete Phase 1</p> <ul style="list-style-type: none"> Map communication, seating area <p>Implement Phase 2</p> <ul style="list-style-type: none"> Finalize route Signage Communicate <p>Implement Phase 3</p> <ul style="list-style-type: none"> Finalize route Signage Communicate
5 Year Target:	Phase 3 Complete
Timeline:	<p>Review Phase 3 in 2021 Q3</p> <p>2021 Q4 Asphalt Trail from 54 Ave to 56 Ave</p>

B) South Entrance Sign	
Steps:	<p>Pursue the option of a new sign</p> <ul style="list-style-type: none"> Relocate existing sign <p>Install flower bed, shrubs</p> <ul style="list-style-type: none"> Possibly lighting
5 Year Target:	Project completed
Timeline:	<p>2021 Q3 Move Existing Sign</p> <p>2022 Q2 Install New Sign at Sports Grounds Triangle</p> <p>2022 Q3 Flower beds, Shrubs at New Sign</p>

C) Murals

Steps:	Determine possible location Must be Village owned Highlight Edgerton, history
	Create contest for artists Work with colleges, artists, EPS Increase Prize Money from 2019 Publicize contest
5 Year Target:	At least 1 mural installed
Timeline:	2021 Q2 Location(s) determined
	2021 Q2 Contest created and publicized
	2021 Q2 Speak with EPS

D) Sand Castle Campground

Steps:	Remove Sand Castle Communal cook area Horseshoe pits Lights in trees
	Add lights
5 Year Target:	New Campground feature
Timeline:	2021 Q3 Sand Castle Removed
	2022 Q3 Repurposed

Strategic Plan Timeline Targets (Quarterly)

2021 Q2
Second Hand Store B-Growth: B Needs Assessment, Feasibility Study
Mural Beautification: C Location(s) Determined Contest Created and Publicized Speak with EPS
Engagement Targets Engagement: E All Entities Approached

2021 Q3
Edgerton Walking Trail Beautification: A Review Phase 3
South Entrance Sign Beautification: B Move Existing Sign
Sand Castle Campground Beautification: D Sand Castle Removed
Semi-Independent Living C-Growth: C Contractors Approached

2021 Q4
Second Hand Store B-Growth: B Begin Operations
Semi-Independent Living C-Growth: C Begin Subdividing
Edgerton Walking Trail Beautification: A Asphalt Trail from 54 Ave to 56 Ave

2022 Q1
Craft Beer Fest Engagement: D Meet with Ribstone Creek Brewery

2022 Q2**South Entrance Sign**

Beautification: B

Install New Sign

Craft Beer Fest

Engagement: D

Strike Committee to Organize

2022 Q3**South Entrance Sign**

Beautification: B

Flower beds, Shrubs at New Sign

Sand Castle Campground

Beautification: D

Repurposed

2024 Q4**Reinhart/Payne Property**

C-Growth: A

Review

Healthcare

C-Growth: B

Review

Annual and Ongoing**Annual Block Party (Q2)**

Engagement: A

Planning begun

Annual Block Party (Q3)

Engagement: A

Party implemented

Storage Facility

B-Growth:A

Promote in early Q2

Edgerton Public School Relationship

Engagement: A

Q3 Meeting with Administration

Promotion

C-Growth:D

Ongoing Promotion

Notes

2 goals in **Service Area: B-Growth**

4 goals in **Service Area: C-Growth**

5 goals in **Service Area: Engagement**

4 goals in **Service Area: Beautification**

Service Area Denotes general area of focus

Goal Initiative aimed at meeting Service Area focus

Target Measurable component of goal, allowing determination of success or failure

Timeline Chronological expectation for activity and achievement