



2025 - 2029

STRATEGIC PLAN



A Message from Mayor & Council

On behalf of City Council, thank you for the faith you've placed in us as your elected officials. We're proud to share this Strategic Plan with you, and we hope you will support our journey to helping Lloydminster realize its full potential.

As our city continues to grow, we're committed to making thoughtful decisions that support long-term sustainability, economic strength, and a high quality of life for all residents. This plan outlines the priorities that will guide our work over the next several years, and it also reflects the values that shape how we lead and serve.

We lead with accountability, taking responsibility for the choices we make and following through on our commitments.

We welcome innovation and embrace change when it helps us do things better.

We believe in transparency – keeping the lines of communication open so you understand what we're doing and why.

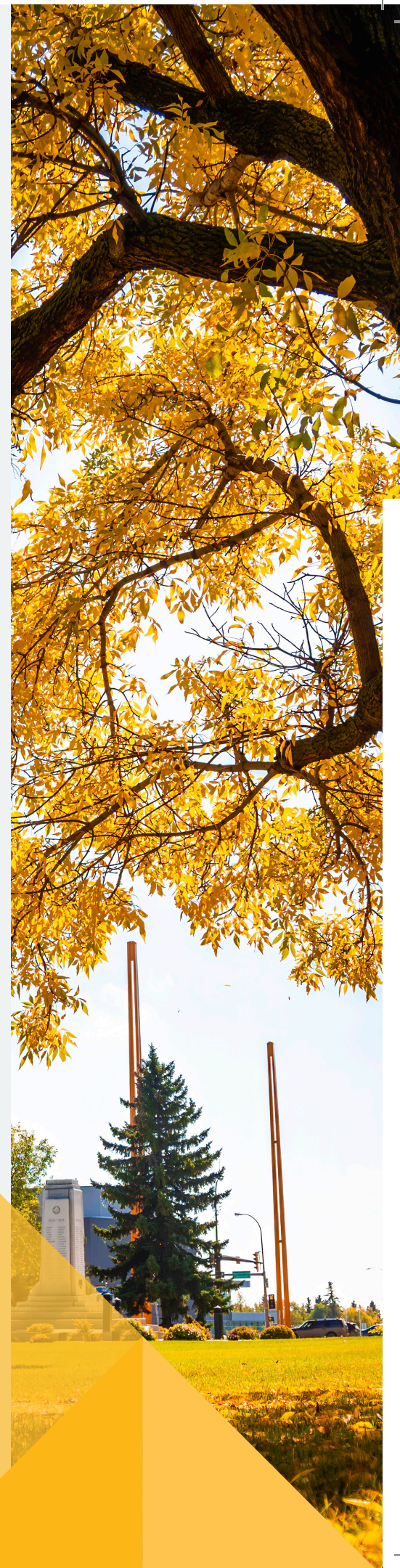
We show respect by listening, engaging with openness, and valuing every voice in our diverse community. And we remain committed to fiscal responsibility, ensuring we deliver practical, efficient solutions that make the best use of your tax dollars.

This plan is just the beginning. It gives us direction, but we know that achieving our goals will take collaboration – from City staff, partners, organizations, and most importantly, from you.

As we move forward, we'll continue to listen, adapt, and work together to create a city that works for everyone.

Thank you for being part of this journey. Your input, your voice, and your vision matter. Together, we're building a city that's ready for the future - one that reflects our shared values, meets today's challenges, and embraces the opportunities ahead.

—Mayor and City Council





Mayor & Council



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Guiding the choices we make together.

This plan lays out key priorities for the coming years and helps ensure we're moving in the right direction as a growing, sustainable community. It's built around four simple but important questions:

- Where are we now?
- Where do we want to be?
- How do we get there?
- How do we measure our progress along the way?

By addressing these questions, this plan gives us a clear sense of purpose. It helps City Council, Administration, and the community stay aligned on shared goals, while also giving us the tools to track our success and adjust as needed. Most importantly, it reflects our commitment to thoughtful growth and long-term sustainability so we can build a strong, vibrant city for today and for generations to come.



VISION

One connected
city, two strong
provinces thriving,
welcoming, and
ready for growth.

VALUES

We lead with **accountability**

We take responsibility for our decisions and follow through on our commitments.

We foster **innovation**

We welcome new ideas, take informed risks, and adapt to do things better.

We act with **transparency**

We share information openly so people understand what we're doing and why.

We show **respect**

We listen with openness, treat everyone with dignity, and embrace diversity.

We demonstrate **fiscal responsibility**

We find practical, efficient solutions that make the best use of public funds.



STRATEGIC PRIORITIES



**Organizational
Excellence**



**Governance
Excellence**



**Economic
Strength**



**Community
Safety and
Well-Being**



**Quality of
Life and
Amenities**



Organizational Excellence



We strengthen internal systems, invest in staff, and modernize infrastructure to ensure sustainable, high-performing service delivery.

Areas of Focus

Support Organizational Capacity

Invest in internal systems, technology, and staff development to ensure efficient operations and long-term organizational success.

Deliver Service Excellence

Continuously improve service design and delivery to meet the evolving needs of residents and businesses.

Ensure Infrastructure Reliability and Innovation

Apply long-term planning and smart technologies to build infrastructure that is dependable, flexible, and future-ready.

Demonstrate Environmental Awareness and Leadership

Embed environmental considerations into operations and decision-making to lead by example and protect our shared future.



Governance Excellence



We foster strong leadership, collaborative relationships, and engaged decision-making through transparency, advocacy, and regional cooperation.

Areas of Focus

Communicate with Residents

Strengthen two-way communication that keeps residents informed and involved in decision-making.

Navigate Bi-Provincial Identity

Address jurisdictional complexities to streamline policies and access fair funding from both Alberta and Saskatchewan.

Advocate Community Priorities

Develop coordinated advocacy efforts that reflect local priorities and strengthen the city's influence at higher levels of government.

Cultivate Regional Partnerships

Build strong regional relationships and agreements that support shared services, planning, and long-term prosperity.



Economic Strength



We will create a resilient, diverse economy by supporting local businesses, attracting investment, and leveraging regional assets.

Areas of Focus

Support and Retain Existing Businesses

Reduce barriers, foster stability, and create conditions that help local businesses thrive over the long term.

Attract Diverse Business and Industry

Promote community strengths and remove investment barriers to attract the right business opportunities.

Revitalize Downtown

Reinvest in downtown infrastructure to create a vibrant, accessible, and economically vital city core.

Leverage Airport Economic Potential

Develop airport infrastructure and surrounding lands to support economic diversification and regional connectivity.



Community Safety and Well-Being



Protect community well-being by investing in emergency preparedness, transportation, protective services, and support for vulnerable populations.

Areas of Focus

Enhance Protective Services

Provide visible, effective services that ensure residents feel safe and are safe.

Lead in Emergency Preparedness

Work with regional partners to strengthen emergency response systems and build local resilience.

Grow Connected Transportation Networks

Expand transportation options that improve connectivity and support local mobility.

Advocate with Community Partners

Collaborate across sectors to provide integrated services that support the community's most vulnerable.



Quality of Life and Amenities



Create a vibrant, inclusive, and connected community through recreation, events, housing, and shared public spaces.

Areas of Focus

Enrich Parks and Outdoor Spaces

Create accessible, connected, and high-quality parks and trails that support wellness and community connection.

Provide Recreational Facilities and Programming

Ensure facilities and programming remain responsive, inclusive, and widely available.

Support Community Events and Vibrancy

Promote events and cultural experiences that bring people together and boost local vibrancy.

Celebrate and Promote Diversity and Inclusion

Embrace and support the city's diverse population to foster belonging and community pride.

Provide Direction for Housing Needs

Enable diverse and affordable housing development to support residents at all stages of life.



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