

Strategic Plan 2024-2027



MOUNTAINS OF OPPORTUNITY

CRANBROOK



The best place to call home.



Letter from City Council

In February of 2023, Cranbrook City Council, along with their Chief Administrative Officer and leadership team met to discuss priorities for this Council's term and beyond.

Council set a Vision and Mission for our community and a set of goals that illustrate what we see as important changes to make during our time together. Council also created value statements in which to make decisions.

The City of Cranbrook is a hard-working community that is full of pride. We have a lot to be thankful for, not the least of which is our natural beauty. Our work as a Council is to look forward and create a community even more compelling to live in for the people who already live here, for the visitors that recreate here and for those businesses who wish to call Cranbrook home.

This Strategic Plan is the result of what Council has heard from community members.

The plan below identifies what Cranbrook will be working on over the course of the next four years. It is divided into Key Focus Areas and Goals.

Key Focus Areas: These are the areas of major concentration for Cranbrook City Council over the term of this strategic plan.

Goals: Change over time that is supported by Council. This becomes the answer to "what does Council hope to accomplish?"

We know there will be instances where this plan may have to change due to events unforeseen. Cranbrook City Council will adapt along the way. As with any plan, regular reviews and updates will be important.

Sincerely,

*Mayor Wayne Price,
and all of City Council*





Vision, Mission, and Values

Looking to the future, it is important that Council members agree on what the destination will look like. With that in mind, Council members decided on the ideal long-term future through their Vision and Mission statements.

VISION:

The vision is a high-level statement that expresses what the future looks like. Our vision has been crafted to be concise, easily understood, and attainable.

Cranbrook is a vibrant community surrounded by natural beauty. Find your opportunities here.

MISSION:

The mission statement communicates what the City of Cranbrook does and who the city serves. As with the vision, this mission is also concise and easily understood. The mission and vision are closely linked, as it is the mission that drives the vision.

Where a sense of belonging, innovation, and diversity meet. Cranbrook is a regional economic, social, and cultural centre. The best place to call home.



Find your opportunities here.

VALUES:

The values expressed here were chosen intentionally by Council and are the guiding principles that determine how the City of Cranbrook operates, both in its public facing and internal functions.

VALUE	WHAT IT MEANS
INCLUSIVITY	All are welcome in Cranbrook. We believe in the value of community and will enhance a sense of belonging as we look toward the future.
PROGRESSIVENESS	We will explore innovative opportunities with local and regional partners that will enhance the quality of life for all in Cranbrook.
RESPONSIVENESS	We will enhance communication with our citizens and provide greater opportunities for input. We will listen and respond to community needs and concerns.
SERVICE EXCELLENCE	We are elected to provide the best services, programs, and amenities. We will focus on meeting community needs to the best of our ability and capacity every day.
TRANSPARENCY	We are committed to openness and accountability to our residents. Cranbrook will strive for continuous improvement through the use of best practices.



Building a foundation for Cranbrook to thrive.

A Robust, Resilient and Diversified Economy

Keeping the City of Cranbrook vibrant and economically sustainable is fundamental to maintaining a strong community now and well into the future. The following goals provide a pathway to stronger partnerships, incentives to businesses and an invitation for visitors to enjoy our city, all of which provide a foundation for Cranbrook to thrive.

GOALS:

Continue to Build a Safe and Vibrant Community in Which to Live and Work



Foster Strong and Diverse Economic Relationships



Create a Supportive Environment for Growth in Housing and Economic Development



Focus on and Support our Community's Key Economic Drivers



Quality Infrastructure and Environmental Stewardship

As we look forward to the future of the City of Cranbrook, we fully understand the need to look after the physical assets we currently have. We also recognize that our infrastructure must remain reliable and safe. To that end, Council is focusing on ensuring that City assets are properly maintained and repaired or replaced if necessary.

GOALS:

Provide City Infrastructure that is Reliable and Responsive to our Current and Growing Community



Be Progressive in Protecting and Enhancing our Natural Environment



Explore ways to Reduce Cranbrook's Overall Carbon Footprint

A Welcoming and Inclusive Community

The City of Cranbrook is rich in history and strong in community. To honour our past and live by what we have inherited, Council will continue to focus on the people who contribute to our tremendous quality of life.

GOALS:

Enrich the Quality of Life for All Who Live in Cranbrook

Enable the Provision of Attainable and Accessible Housing

Foster a Caring Community



Enhancing the quality of life for all in Cranbrook.

Leadership & Organizational Excellence

In the City of Cranbrook, we are dedicated to serving our residents, businesses, and community organizations through the lens of our values - Inclusivity, Progressiveness, Responsiveness, Service Excellence and Transparency.

City Council, our leadership team, and staff genuinely want to see our community thrive and our residents and businesses encouraged by their quality of life. Within our organization we have people with the expertise to serve the City well, and while we may have limited capacity, we continually strive for excellence. The City commits to providing responsive communication and strong fiscal accountability.

GOALS:

Continuously Improve a Strong Governance Structure



Deliver Effective and Efficient Programs and Services to Residents Every Day



Focus on Partnerships and Relationships



Engage Deeply and Effectively within our Community



Provide the City with Useful and Current Bylaws, Policies, Plans and Committees

Conclusion

The City of Cranbrook's 2024-2027 Strategic Plan provides a roadmap that was developed by Council members with input from the leadership team. It is important that both Council and leadership work together to achieve the goals that are outlined in this plan.

Also important is the recognition that the external environment in which the City operates may shift. In response, this strategic plan also may have to shift to remain relevant. As with any plan, regular reviews and updates will be important.



We believe in the
value of community.





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CRANBROOK

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