

TOWN OF
VEGREVILLE

STRATEGIC PLAN

2026-2029





INTRODUCTION

The 2026–2029 Strategic Plan was developed through a collaborative process between Vegreville Town Council and Administration, informed by community engagement, corporate planning documents, and evolving regional and economic conditions.

This plan reflects a commitment to practical, measurable action—prioritizing short-term objectives that support responsible long-term growth and sustainability.

Like many rural communities across Alberta, Vegreville faces challenges such as aging infrastructure and the continued draw of residents toward larger urban centres. However, these challenges are not unique—and more importantly, they are not insurmountable. Vegreville is uniquely positioned to capitalize on key competitive advantages including affordability, accessibility, and proximity to major markets.

Over the past several years, the Town has made meaningful progress in reversing trends of population decline while fostering renewed business confidence and industrial development. Strategic investments, proactive economic development efforts, and a strong sense of community have positioned Vegreville for continued momentum.

This Strategic Plan builds on that progress. It serves as a guiding framework for decision-making, resource allocation, and community investment over the next four years—ensuring that Vegreville continues to grow as a vibrant, resilient, and opportunity-driven community.





A MESSAGE FROM THE MAYOR

Vegreville Town Council is proud to present the 2026–2029 Strategic Plan.

As I begin my third term as Mayor, I do so with a deep sense of pride in what our community has accomplished and an even greater sense of optimism for what lies ahead. Over the past several years, Vegreville has built meaningful momentum—

welcoming new residents, advancing industrial and business development, and strengthening our reputation as a community that is open, resilient, and ready to grow.

This Strategic Plan is about building on that momentum.

Like many communities, we are faced with important challenges, including aging facilities, the need to enhance local employment opportunities, and ensuring our infrastructure and services continue to meet the needs of our residents. These are not challenges we shy away from. Where immediate action is required, we will act. Where long-term planning is necessary, we will make thoughtful, responsible decisions that position Vegreville for sustained success.

This document outlines Council's vision for the next four years—one that is grounded in opportunity, guided by responsible growth, and focused on delivering meaningful results for our residents. It also serves as a clear roadmap for Administration, ensuring alignment between Council's priorities and the day-to-day work that moves our community forward.

Together, we will continue to build a Vegreville that people are proud to call home—a community that is growing, thriving, and prepared for the future.

On behalf of Council, thank you for your continued support and for being part of Vegreville's story.

Tim MacPhee
Mayor, Town of Vegreville





TOWN OF VEGREVILLE

STRATEGIC PILLARS

The 2026–2029 Strategic Plan is built on five core pillars:



RECREATION



**ECONOMIC DEVELOPMENT
GROWTH & FINANCIAL
STABILITY**



COMMUNITY WELLBEING



**STRONG & SUSTAINABLE
INFRASTRUCTURE**



**ORGANIZATIONAL
EXCELLENCE &
GOVERNANCE**



RECREATION

STRATEGIC GOAL #1

Data derived from the Regional Recreational Feasibility Study completed in 2025 has identified both strong utilization of existing recreation facilities and clear gaps in available amenities, alongside the growing reality of aging infrastructure.

These findings reinforce what our community already knows—recreation in Vegreville is not only valued, it is heavily relied upon.

Vegreville serves as a regional hub—not just for commerce, but for recreation. Many surrounding communities depend on Vegreville to provide opportunities that are limited or unavailable in their own municipalities. This places both an opportunity and a responsibility on the Town to ensure these services are maintained and enhanced.

Without a firm and strategic commitment to reinvesting in existing facilities and planning for future recreation opportunities, Vegreville—and the broader region—risks losing access to these essential services altogether. The reality is clear: communities without vibrant, accessible, and well-maintained recreation options face significant challenges in attracting and retaining residents, particularly when competing with larger urban centres. Conversely, strategic investment in recreation presents a powerful opportunity.

Recreation is more than an amenity—it is a cornerstone of community wellbeing, regional leadership, and long-term sustainability.

PRIORITY ACTIONS

- **Develop** a Recreation Investment Strategy to guide long-term decision-making
- **Implement** financial and asset management practices to extend facility life
- **Expand** and enhance walking trail systems throughout the community
- **Advance** planning for community and recreational spaces to increase usability
- **Support** upgrades to existing facilities to improve accessibility and viability



STRATEGIC GOAL #2

Economic growth and financial sustainability are essential to maintaining service levels, attracting investment, and ensuring the long-term viability of our community.

In recent years, Vegreville has experienced encouraging momentum, including steady residential growth and consistent increases in development permit values year over year. These indicators reflect renewed confidence in our community and signal that Vegreville is not only stable—but moving in the right direction.

Maintaining and building on this momentum is critical.

Vegreville's competitive advantages—affordable land, efficient approvals, and strong regional connectivity—position it well for continued growth. However, in today's competitive environment, communities must be intentional in their efforts. Growth does not happen by chance. Without a clear and sustained focus on economic development and financial stewardship, communities risk stagnation—and stagnation ultimately leads to decline.

This Strategic Plan recognizes that continued growth is not optional—it is essential.

PRIORITY ACTIONS

- **Continue** to market commercial and industrial lands to attract new industry
- **Advance** Downtown Revitalization initiatives to strengthen the core business district
- **Support** housing diversification to meet workforce and demographic needs
- **Strengthen** the local business community through engagement and support programs
- **Explore** and advance a regional landfill commission for long-term cost efficiency
- **Implement** strong financial and asset management practices

ECONOMIC DEVELOPMENT GROWTH &
FINANCIAL STABILITY



COMMUNITY WELLBEING

STRATEGIC GOAL #3

A strong community is one where residents feel safe, connected, and included. Council recognizes that social wellbeing, accessibility, and meaningful engagement are not only essential to quality of life—they are fundamental to both resident retention and long-term growth.

Communities that succeed in attracting and retaining residents are those that foster a sense of belonging. This requires more than services and infrastructure; it requires a clear and consistent message that Vegreville is a community for everyone—not defined by a single demographic, but strengthened by diversity in age, background, ability, and experience.

Retention and attraction are closely linked. Residents are more likely to stay—and new residents more likely to choose Vegreville—when they feel welcomed, supported, and able to fully participate in community life. Ensuring accessibility, promoting inclusion, and creating opportunities for connection are critical components of this effort.

This Strategic Plan affirms Council's commitment to building a community where all residents feel they belong, where barriers to participation are reduced, and where Vegreville continues to grow as a welcoming, inclusive, and vibrant place to call home.

PRIORITY ACTIONS

- **Enhance** community engagement opportunities and communication channels
- **Promote** community unity and spirit through events and initiatives
- **Support** accessibility and inclusion, with a focus on seniors and vulnerable populations
- **Advance** the development of a Community Centre as a hub for connection and services

STRATEGIC GOAL #4

Infrastructure—and the services that support it—is the foundation of municipal government and the backbone of a thriving community.

From drinking water and wastewater systems to roads, waste management, and public facilities, these essential services must reliably meet the needs of both today's residents and a growing population.

As assets age and costs continue to rise, the way municipalities plan, deliver, and maintain infrastructure is evolving. Communities must adapt to an ever-changing landscape that demands greater efficiency, smarter investment, and more strategic long-term planning.

Efficiency is critical. The effective delivery of infrastructure services requires a proactive approach—one that prioritizes preventative maintenance, data-informed decision-making, and responsible financial stewardship. Without this, communities risk increased costs, reduced service levels, and diminished quality of life.

This Strategic Plan recognizes that strong and sustainable infrastructure is not only about maintaining what we have—it is about planning ahead, investing wisely, and ensuring that Vegreville is equipped to support growth, resilience, and long-term success.

PRIORITY ACTIONS

- **Implement** a comprehensive preventative maintenance program
- **Strengthen** financial and asset management systems
- **Support** the development of a recreation investment strategy aligned with infrastructure needs
- **Advance** participation in a regional landfill commission
- **Identify** and upgrade key facilities
- **Plan** for and support the development of a Community Centre



STRONG & SUSTAINABLE
INFRASTRUCTURE

STRATEGIC GOAL #5

Strong governance and organizational effectiveness are essential to delivering on Council's priorities and maintaining public trust. A high-performing municipality is built on clear roles, informed decision-making, and a culture of accountability between Council and Administration.

The Town of Vegreville's governance model reinforces this foundation—ensuring that Council provides strategic direction while Administration delivers on that vision through effective operations, sound financial management, and responsive service delivery .

As the demands on municipal government continue to evolve, so too must the organization. This requires a continued focus on leadership development, succession planning, and ensuring that the right people, processes, and systems are in place to support long-term success.

Organizational excellence is not achieved by chance—it is built through intentional planning, strong governance practices, and a commitment to continuous improvement. By strengthening internal capacity and maintaining a clear alignment between strategy and execution, Vegreville will remain well-positioned to meet the needs of its residents today and into the future.

PRIORITY ACTIONS

- **Strengthen** manager accountability and performance expectations
- **Implement** succession planning strategies to ensure organizational continuity
- **Enhance** alignment between strategic planning, budgeting, and operations
- **Support** transparent, informed decision-making through clear governance practices



ORGANIZATIONAL EXCELLENCE &
GOVERNANCE



IMPLEMENTATION & ACCOUNTABILITY

This Strategic Plan is intended to be a living document that guides decision-making and prioritization.

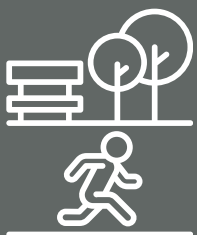
Implementation will be supported through:

- Annual budget alignment with strategic priorities
- Ongoing monitoring and reporting to Council
- Integration with departmental work plans and capital planning
- Regular review and adjustment to reflect emerging opportunities and challenges

CONCLUSION

The 2026–2029 Strategic Plan reflects a commitment to responsible growth, strong governance, and community wellbeing.

By focusing on achievable short-term objectives, the Town of Vegreville is positioning itself for long-term success—ensuring it remains a place where people choose to live, work, invest, and belong.



VEGREVILLE TOWN COUNCIL



Mayor Tim MacPhee
tmacphee@vegreville.com

TOWN OF VEGREVILLE

THE TOWN OF VEGREVILLE
4829-50 STREET | PO BOX 640
VEGREVILLE, AB T9C 1R7

ADMINISTRATION BUILDING PHONE:
780-632-2606

ADMINISTRATION BUILDING HOURS OF OPERATION:
MONDAY-FRIDAY: 9:00 AM - 4:30 PM (CLOSED 12:00 PM - 1:00 PM)

vegreville.com |   



Councillor Taneen Rudyk
trudyk@vegreville.com



Councillor Jerrold Lemko
jlemko@vegreville.com



Councillor Justin Curtis
jcurtis@vegreville.com



Councillor Marielle Brodziak
mbrodziak@vegreville.com



Councillor Lisa Gegolick
lgegolick@vegreville.com



Councillor Colby Warawa
cwarawa@vegreville.com