

TOWN OF

Outlook



IRRIGATION CAPITAL OF SASKATCHEWAN

STRATEGIC PLAN

2022-2031

REDEFINING HOW WE PIVOT

Presented: December 8, 2021

Approved: May 11, 2022

Outlook proudly strives to be an inclusive community that unites people, partnerships, and sound planning to create unlimited opportunities that continue to shape our progressive community!

To that end, at the Town of Outlook, we incorporate efficient and effective planning tools while integrating the following key values in everything we do:

❖ ***Integrity:***

Our team celebrates our successes and acknowledges our mistakes, we will do the right thing even when no one is watching!

❖ ***Competent:***

We will make timely decisions based on sound information as we are prepared to pivot as circumstances present themselves, we approach projects, tasks and people openly and with a purpose!

❖ ***Approachable:***

We will listen and respect all voices in our community, our carriage will be one of dignity, carrying on with open minds and hearts!

❖ ***Representative:***

Our team will be composed of members reflecting the diversity of our community, holding the highest regard to democratic governance for the people it serves!

❖ ***Respect:***

Our team earns respect by being trustworthy, honest and respectful!

Call To Action:

Upon election to office in November of 2020, Council of the Town of Outlook began to set forth a path to Outlook's success. It immediately became clear that, in order for the path to be forged with intention, Council would need to include its various stakeholders (staff, ratepayers, partners, and community members) in the formulation of a well thought out, made in Outlook, strategic plan.

The local resources used as the basis of this Strategic Plan are the Official Community Plan (2014), as well as the various existing bylaws of the Town of Outlook.

"We have a strategic plan. It's called 'doing things'" – Herb Kelleher

"We need to avoid getting lost in the weeds, we need more focus and less reaction" – Councillor Ryan Husband (April, 2021)

"For years I have thought and struggled with, why can't we do better – I joined Council to help this place that I love be the best it could be, and that is AWESOME – we need to set it up to see what good looks like and then DO IT and not rehash it over and over" – Deputy Mayor Kyle McLeod (March, 2021)

"If you want my advice, don't overburden yourself with too many goals, start with what you can achieve and then achieve those goals, nothing is achievable unless you start" – Doug Griffiths (October, 2021)

"The process can and will be productive, efficient and effective, we can do it in house and we can adapt to the needs of our community and our team" – Councillor Justin Turton (June, 2021)

"Whatever we do, we need to keep it simple and make it happen, then not cost a whole bunch of money" – Councillor Bob Stephenson (July, 2021)

"Strategy is a fancy word for coming up with a long-term plan and putting it into action" Elie Pidot

"The chamber (of commerce), the Park, the Museum and the other community groups count on the Town to be a leader and work with them towards a goal to have events and an economy that is the best it can be" – Councillor Sharon Bruce (July, 2021)

"We can not be afraid to dream big, maybe even huge – we can bring it back to what is affordable and achievable, but why should anything NOT be possible?" – Councillor Kevin Grotheim (March 2021)

"Town Council and staff need to know where we are going, if we have a strategic plan, it can drive so much of what each of us does – on Council and as a staff" – Mayor Maureen Weiterman (May, 2021)

“Greatness is not where we stand, but in what direction we are moving...” – Oliver Wendell Holmes

Methodology:

1. August 2021 - Vision and Mission – Council and Executive Team – SWOT (strengths, weaknesses, opportunities, threats) analysis, identify possible mission, vision and values statements
2. August/September 2021 – Presentation to Public of Vision and Mission along with values
3. October 2021 – All staff meeting, presenting vision, mission and values statements; facilitated by Doug Griffiths, writer of 13 Ways to Kill Your Community; brainstorm 100 great ideas for the Town of Outlook
4. November 2021 – Council and Executive Team – glean SMART Goals (specific, measurable, achievable, realistic, timely) from the “great ideas”
5. January 2022 – Present Draft Strategic Plan to the public for feedback
6. March 2022– Finalize Strategic Plan – Identify timelines, tasks, stakeholders and annual balanced scorecard

Raw Data:

The raw data collected throughout this process has been used to formulate the strategic plan but is not a part of the strategic plan. The raw data includes:

- Strengths, Weaknesses, Opportunities, Threats identified by Council and the Executive Team in August, 2021
- Draft Mission and Vision Statements with various values identified
- Survey results of initial survey regarding draft values statements
- More than 100 ideas generated by Staff presentation
- Draft strategic plan for public consumption
- Draft Timelines, tasks, stakeholders and Balanced Scorecard

General Goals Broken Down By Function:

At the November 10, 2021 Committee of the Whole meeting, Council chose their top 5-7 general goals of each of the traditional function areas of the Town of Outlook in hopes that a common theme would arise. These are the traditional function areas and the top 5-7 general goals:

Governance:

- Education/Communication of Public – transparency, expanded online presence, expanded non electronic communication (brochures, newsletters, mailouts)

- Relationship building – with community groups, with stakeholders, with other governments
- Appreciation – celebrating achievements of staff, community members, volunteers, etc
- Improve our office space – update logos, beautify town hall complex, incorporate values and brand (Irrigation Capital) into decorations
- Promote social groups, service clubs, etc

Planning and Development:

- Commercial/Industrial Subdivision – complete Railyard Subdivision phases 1b and 2, sales of lots, pricing of lots
- Highway Commercial Subdivision – South side of Highway, complete drainage plan, work on North side of Highway as well, extending Railway Avenue to the grid road, possibly biking/walking trails east of Town
- Residential Subdivisions – Complete and Tie in Mann Street from Saskatchewan Road to Conquest Avenue; complete College South Subdivision
- Bring Bounty Theater into use with opportunity for small business use for Pop up shop or business expo
- Diversified Housing as infill
- Opportunities guide for businesses not currently in Outlook, work with Mid Sask Community Futures and develop business plans, even develop property to present to entrepreneurs and investors to bring to Outlook
- Develop Franklin as a Community Hub with boutiques, park, town square, satellite parking elsewhere within walking distance to Franklin and Saskatchewan Avenue

Safety and Protection:

- Community Safety Officer – including bylaw enforcement
- Expanded community presence by all safety and protection departments – at community events, in schools and simply being visible
- Newer Fire and Rescue Equipment and Building – Expand relationships with other municipalities, build new fire hall
- Succession planning for Fire and Rescue Membership – Possibly Jr. Membership, recruitment, attract demographics that are not traditionally represented
- Emergency Plan Committee – Formalize, possibly include others that wish to be included
- Highway 15 – Work with Ministry to Rehabilitate, prepare for rehabilitation, work to have changes to accommodate subdivisions, replace underground infrastructure

Public Works:

- Landfill – Complete cell decommissioning, build better tipping area, expand service area, expanded waste diversion activities – recycling more materials including plastic shopping bags, shingles, etc.

- Change Solid waste collection and transportation in Outlook – examine automated system for collection and disposal
- Sidewalks – enhanced maintenance, including snow removal and weed control
- Water and Sewer Lines as well as storm sewer lines – replace any reasonably requiring replacement in next 10 years before completing paving projects over top
- Water Intake Project – complete project, involve stakeholders West Side, East Side, Rudy Landing, Riverside Golf Course

Tourism/Economic Development:

- Property Tax Incentives overhaul – incentivizing storefront enhancements, new commercial builds, expansion, new arms length ownership, succession planning of business ownership or new business in existing building
- Community Development Department – Recreation, Tourism and Economic Development – develop champions from within Outlook and grow the department, build upon successes and expand its reach
- Walking Trails – expansion, identification, advertise
- Build on Success of River and Rail Event
- Brand Ourselves as a Destination, promote the brand – online advertising, you tube videos, print and media, banners, Communities in Bloom
- Skytrail and Orange Bridge – Change these from looming liabilities to assets
- Expand Chamber of Commerce and Mid Sask Relationship with the Town

Recreation:

- Development of Sports Grounds around Jim Kook Recplex, Van Raay and Community Pool, Co-op Community Rink – formalize parking, pave parking areas, plan for expansion of activities within current footprint, include Skate Park, apply for grants
- Embrace Community Champions and help them achieve great things
- Recognize and celebrate historical championships and sports figures
- Signage for Recreation – Online, QR Code, signage into Town at highways turnouts, filters for various locations
- Playgrounds and Play Pockets – develop, repair, update, replace buildings as necessary, access donations from Engineers to help with required stamp on volunteer built buildings; expansion of library use, embrace the community library and promote it
- Maintain current facilities and plan for eventual upgrades, and replacement
- Community Events – Folkfest style, rodeos, celebrations, picnics, make use of existing facilities

5 Strategic Goals for Town of Outlook:

- A. Enhance Partnerships and Engage Stakeholders – Embrace champions, build on successes for community development, engage service groups and special interest groups, partner for community events, expand waste diversion partners, expand service area/strengthen existing partnerships and explore new ones with landfill and protective services, build relationships with other local governments and authorities**
- B. Expand Communications with residents, visitors and prospective investors – Use more social media, expand print media, work at informing and educating the constituents, broadening and updating the website as the base of all virtual communication, relying on it to be accurate and timely, develop brochures, activities guides, “how to” guides**
- C. Develop, Maintain & Replace Infrastructure – Repair and replace utility infrastructure, environmental infrastructure, transportation infrastructure, governance infrastructure, safety infrastructure, recreation infrastructure; develop subdivisions, develop communities within the subdivisions, plan for growth, embrace change**
- D. Strengthen our position as the Irrigation Capital of Saskatchewan – expand our product, develop the brand, we are a destination, build on this, expand it and SELL IT**
- E. Celebrate our successes – acknowledge our failures, put them to rest; partner to host community events, embrace and celebrate all our community has to offer.**

Town of Outlook Balanced Scorecard					
Strategic Goal	Projects that Are Relevant and Achievable	Specific Details	How will we measure our success, (key performance indicators), what is the timeline?	Who will champion this within our staff, within the community, who are the key stakeholders?	December, 2022 Score: 1 – Not started 2 – Just started 3 – Needs more work 4 – Nearing Completion 5 – Complete 0 – No longer a priority
A. Expand and Engage Partners and Stakeholders					
A	<i>Establish Storefront Enhancement Grant</i>	Provide incentives for storefront owners to improved upon their storefront; encourage participation in creating and following through on downtown revitalization throughout the Commercial District	<ul style="list-style-type: none"> Tracking Document for Grants and Incentives Establish business benchmarks and track over time Begin October, 2022 	<ul style="list-style-type: none"> Council Chamber of Commerce Community Development Advisory Committee and staff 	•
A	<i>Organize and Continue Semi-annual open house</i>	<p>Spring open house – incorporate Town and partners to share information trade show style</p> <p>Fall open house – incorporate Town with annual report delivery and celebrate recreation, sport and culture partners to present planned activities and sign up for fall and winter activities</p>	<ul style="list-style-type: none"> Track attendance at open house Track presenters attendance year over year Spring 2022 	<ul style="list-style-type: none"> Town Council Chamber of Commerce All partners, community charitable organizations, event planners Ministry officials Contractors Administration 	•
A	<i>Establish “Team Outlook”</i>	Establish Team Outlook standard, sponsor team member involvement in charities of their choice; introduce public to our staff and volunteers, highlight their roles, experiences and capacities, encourage presence at community events in branded apparel, encourage and recognize team members volunteering and promoting charitable functions and organizations	<ul style="list-style-type: none"> Team members involved in charitable organizations Donations increased Employee Volunteer Recognition Policy Articles in paper and social media Begin Summer, 2022 	<ul style="list-style-type: none"> Council Staff Charitable Organizations and community event organizers The Outlook 	•

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A	<i>Regionalize landfill</i>	Methodically and purposefully accept waste from neighbouring municipalities and communities; provide proximate landfill access to those who can use the services, establishing a truly regional landfill with gate fees for anyone, partner with municipalities to provide capital funding on the back end	<ul style="list-style-type: none"> • User Agreements with neighbouring municipalities to accept solid waste • Acceptance of commercial haulers • January 1, 2023 	<ul style="list-style-type: none"> • Public Works and Environmental Health Staff • Council • Administration • Solid waste haulers 	•
A	<i>Promote local businesses and services</i>	Restart Welcome Wagon program engaging business community and volunteers; Expand Outlook swag, look at a local coupon program, local promotions	<ul style="list-style-type: none"> • Track baskets delivered • Track coupons used • Summer 2023 	<ul style="list-style-type: none"> • Volunteer Organization • Chamber of Commerce • Administration Staff 	•
A	<i>Establish Tourism staff under community development umbrella</i>	Work with local tourism businesses to develop packages and tours (guided and self-guided); grow tourism sector in Outlook; use QR codes strategically placed in community; Stay and Play Packages, expand offerings to include other local courses and other local places to stay and enjoy; Establish visitors guide and map	<ul style="list-style-type: none"> • Increased Park usage • Track tourism spending • Visitor follow up and feedback forms • 2024-2025 	<ul style="list-style-type: none"> • Regional Park Staff and Board • Chamber of Commerce • Tourism businesses • Tourism operators • Sask Tourism 	•
A	<i>Re-establish Chief Whitecap Trail on the river</i>	Incorporate first nations traditional activities with the trail, support the mosaic that is our home; Partner with Whitecap Dakota First Nation to develop a challenging trail or fitness challenge incorporating water, land and sport;	<ul style="list-style-type: none"> • Trails exist • Self Guided Tours • Passports • Establishment of kayak set-ins • 2024-2025 	<ul style="list-style-type: none"> • Town of Outlook/Whitecap Dakota leadership • Community Development Advisory Committee • Chamber of Commerce • Lake Diefenbaker Tourism 	•

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A	<i>Incorporate Fitness/Activity Hub (community centre)</i>	There are many professionals who are trained in specific health and wellness specialties, they may need facilities, advertising, space, a bulletin board or exposure to their public, we know they could use supports of some kind as well it would be great if there was an inventory or listing of professionals for those seeking them ideal for small classes and private or semi-private health and wellness presentations and coaches, trainers and professionals	<ul style="list-style-type: none"> • Community Centre • Listings • Brochures • Community Engagement • Advertising/Bulletin Board possibly electronic • Annual Survey of what the practitioners need for supports • Begin 2022-2023 	<ul style="list-style-type: none"> • Community Development staff • Health and Wellness practitioners • Private ownership of facility (former Quadra building?) 	•
A	<i>Expand Fire and Rescue Department Membership</i>	Create programs which celebrate membership and recruit future members Create a junior department, fire and rescue auxiliary members, support fundraising and recognition programs, embrace collegial events with other teams in the area	<ul style="list-style-type: none"> • Increased membership • Mutual Aid Agreements • Fundraising for capital projects • Presence of department at community events • 2024 	<ul style="list-style-type: none"> • Outlook-Rudy Protective Services Committee • Fire and Rescue department and families 	•
A	<i>Expand use of Bounty Hall and Museum area</i>	Utilize Bounty Hall and space on Museum grounds for market and entertainment gathering; multicultural and reconciliation events, incorporate flags in the area; Farmers' Market space and offerings, create a weather friendly space, perhaps incorporating stands with shelter from the sun; area for small gatherings, incorporating reconciliation aspects with the community buildings	<ul style="list-style-type: none"> • Celebrations and participation of diverse cultures • Hosting new events and people • Completion of entertaining space in the area • 2023-2024 	<ul style="list-style-type: none"> • Museum Board and Volunteers • Small Businesses • Farmer's Market group • Multicultural Society • First Nations in the area • Schools 	•

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B. Expand Communications with Stakeholders					
B	<i>Attend/Coordinate/Facilitate annual or semi-annual joint meetings of Councils with RMs of Fertile Valley and Rudy, Villages of Broderick, Glenside, Macrorie and Conquest and others;</i>	Extend invitations and ask for invitations; formal and informal; meetings and social engagements; standard invitations to Councils and community to participate in community events; remembers we are several municipalities in what many consider one community	<ul style="list-style-type: none"> • Joint Ventures • Attendance at community functions • Relationships • Ongoing 	<ul style="list-style-type: none"> • Town Council • Team Outlook • CAO • Other Municipal Councils and staff 	•
B	<i>Expand Social Media presence</i>	link everything to the website at every opportunity, the website will be the main source of information at all times, use QR codes to provide information and to glean information about visitors; Revamp website, include area for booking activities including swimming lessons, pool and Civic Centre and possibly Recplex, expand social media presence to Instagram at least, have events and activity calendars on website	<ul style="list-style-type: none"> • Enhanced public awareness • Marketing campaigns on website and on social media • Track hits on website and followers/hits on social media • Start now, full implementation spring 2023 	<ul style="list-style-type: none"> • Administrative staff • Eventual Communications specialist staff member • Council 	•
B	<i>Prepare and share an Annual Report</i>	Shares financial information, celebrates successes, shows off our team – from that have a communications strategy and plan for all year long Utilize website, bulletins boards, social media, print media, radio and television to get our messages out there, prepare balanced scorecard for annual report, own failures, celebrate successes	<ul style="list-style-type: none"> • A robust annual report produced each September reporting key performance indicators • Communications strategy throughout the year • September, 2023 	<ul style="list-style-type: none"> • Mayor and Council • Committees • Staff • Communications Specialist • The Outlook • Radio Stations 	•

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B	<i>Update/Create Consistent and Attractive Signage and Branding on Buildings</i>	Create signage template with Irrigation Capital in mind and place signs at each building owned by the Town, possibly with QR Code for people to identify what is done there; Wayfinding signs which are unique to the Irrigation Capital of Saskatchewan; possibly naming rights to buildings to corporate sponsors	<ul style="list-style-type: none"> Signs in place Information provided Sponsorships Improved Buildings (Civic Centre, Fire Hall, Building formerly known as the depot) 2023-2024 	<ul style="list-style-type: none"> Public Works Staff Council Corporate Sponsors 	•
B	<i>Establish an email address list for communications with stakeholders</i>	Provide incentive for stakeholders to sign up in the beginning (a contest) then maintain over the long term. Link this to the website	<ul style="list-style-type: none"> Track number of Email Addresses in list At least monthly communication with email list stakeholders in addition to social media Summer 2022 	<ul style="list-style-type: none"> Administration staff Recreation staff Utility staff 	•
B	<i>Install Information Monitors in the Town Hall Complex entrance, Recplex, Civic Centre and Swimming Pool</i>	Gives people something to look at while waiting and a place to get the information; could sell ad space for local businesses as well, can utilize already established software at Recplex, expand to other facilities; showing community calendar, events, announcements, advertising	<ul style="list-style-type: none"> Dedicated staff time to operate Expanded software usage Customer service surveys 2023 	<ul style="list-style-type: none"> Town Council All departments Dedicated Communications staff 	•

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C. Develop, Maintain and Replace Infrastructure					
C	<i>Rehabilitate Highway 15; Enhance Bypass, improve switchback</i>	Town replace underground infrastructure (water, sewer, storm water mains), Town make changes necessary under Traffic Impact Assessment for development; lobby Ministry to rehabilitate; Town make repairs and maintenance until rehabilitation; work with RM of Rudy and Ministry on Switchback and bypass	<ul style="list-style-type: none"> Significantly improved highway Used and enhanced Bypass, registered and signed properly Town begin in 2022 Rehabilitated Highway by 2026 OR SOONER 	<ul style="list-style-type: none"> Ministry of Highways RM of Rudy Council Town Council Public Works Department Administration 	•
C	<i>Pave as necessary and planned; repair and replacement of sidewalks and underground infrastructure under the pavement</i>	Follow through on paving plan, review paving plan and add to it regularly; constant review of state of sidewalks, streets, underground infrastructure	<ul style="list-style-type: none"> Smoother Streets Less Complaints Better Sidewalks Less Costly ongoing maintenance 	<ul style="list-style-type: none"> Public Works Staff Council Administration 	•
C	<i>Develop and Support Development of Commercial/Industrial Area as well as Highway Commercial Area</i>	Complete Railyard Subdivision phases 1b and 2, Begin and complete Highway Commercial Subdivision; Encourage transition of appropriate business to new area; support development by industry and business by retaining and recruiting business in The Irrigation Capital of Saskatchewan	<ul style="list-style-type: none"> Growth of the business sector Increased tax collection to support operations More shopping locally Survey of business and local shoppers 	<ul style="list-style-type: none"> Council Administration Chamber of Commerce Community Development Advisory Committee 	•
C	<i>Develop Residential Lots for sale with a mix of uses</i>	Develop College South Subdivision; Complete Mann Street; Plan and develop East of Mann (and rename) Subdivision; engage developers to assist	<ul style="list-style-type: none"> Mixed Use Residential Offerings Increased Work force Increased population 	<ul style="list-style-type: none"> Council Administration Community Development Advisory Committee Chamber of Commerce 	•

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C	<i>Provide Sustainable and Dependable Raw Water Intake and Upgrade Water Treatment Plant</i>	Installation of infiltration wells in South Saskatchewan River, new pump house for wells and supply pipe upgrade, UV system, re-route treated water through the reservoir, divert backwash water to sanitary sewer system	<ul style="list-style-type: none"> • New sustainable raw water intake • Secured Funding already, need local funds as well as partnerships with Westside and Riverside Golf Club • 2022-2024 	<ul style="list-style-type: none"> • Utility Staff • Administration • Water Security Agency • Associated Engineering • Riverside Golf Course • Westside Water Utility 	•
C	<i>Landscape and Beautify Outside area around Town Hall Complex and Civic Centre</i>	Repair or Remove sprinkler systems and grass, incorporate low maintenance landscaping with planters; this needs to improve the look of our community	<ul style="list-style-type: none"> • Begin in 2022, complete in 2023 	<ul style="list-style-type: none"> • Town Council Budget • All staff 	•
C	<i>Enhance Staff areas, systems and technology at Jim Kook Recplex, Civic Centre and Van Raay and Community Pool</i>	Enhance communications by purchasing commercial cell boosters, incorporate enhanced wifi throughout all facilities; set up phone at front area that automatically calls staff on call; use radios, set up staff room in former rec office, set up change room with space for cubbies for staff at pool and space for breaks	<ul style="list-style-type: none"> • Enhanced staff morale • Provision of better service • Accessibility of staff to public when needed • Better utilization of space • Start communications in 2022, spaces in 2023-2024 	<ul style="list-style-type: none"> • Recreation staff • Community Development Advisory Committee • Council 	•
C	<i>Build New Fire Hall</i>	Engage department, engage community, Continue Fundraising, establish a committee, communicate with the public, start circulating a reasonable site plan and realistic building plan, engage partners	<ul style="list-style-type: none"> • New fire hall built • Planning and Fundraising in 2023/2024 and beyond • Build completion 2025/2026 	<ul style="list-style-type: none"> • Outlook-Rudy Protective Services Committee • Outlook-Rudy Fire Department • Citizens • Councils 	•

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C	<i>Perform Lagoon Expansion</i>	To accommodate development in the Town of Outlook – Study and expand lagoon, seek funding to accommodate expansion of population	<ul style="list-style-type: none"> Expanded capacity of lagoon 2024-2026 	<ul style="list-style-type: none"> Utility Staff Council Administration RM of Rudy (Rudy Landing) Engineers Ministry of Environment Water Security Agency 	•
C	<i>Engineer Additional Cells in landfill and incorporate more waste diversion tactics into every day life in Outlook</i>	Prepare for next cell addition, possibly leachate collection pond, waste study and concrete date when new cell needs to be in commission; complete reconfiguration with scale, etc.	<ul style="list-style-type: none"> Next cell establishment 2024 or 2025 completion 	<ul style="list-style-type: none"> Environmental Staff Contributing Municipalities Council Administration Ministry of Environment 	•
C	<i>Develop Reservoir on east side of Town for expanded capacity and treated water storage to accommodate development and water pressure</i>	Study and incorporate reservoir, reserves are set up, price it, finance shortfalls and commission a reservoir	<ul style="list-style-type: none"> Expanded capacity of treated water storage 2025-2028 	<ul style="list-style-type: none"> Utility Staff Council Administration East Side Water Utility Rudy Landing Water Utility Engineers 	•
C	<i>Enhance and Rehabilitate Sports Grounds surrounding Jim Kook Recplex and Van Raay and Community Pool</i>	Follow through on developed plan, seek funding, seek community input and put into action sprinkler system, parking lots, greenspace, walking trails, possible inclusion/expansion to include rodeo grounds	<ul style="list-style-type: none"> Completion of project Events and Visitors Visitor Surveys 	<ul style="list-style-type: none"> Recreation Staff Community Development Advisory Committee Minor Sports Rodeo Committee 	•

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C	<i>Landscape and Beautify of Cemetery</i>	Add benches, planters, fencing, sprinklers, paths and roads, clean up various ugly spots; add map and markers for those sites not yet with headstones	<ul style="list-style-type: none"> • Increase Beauty • Pride of families visiting • QR Code Survey • Start 2022 through 2025 	<ul style="list-style-type: none"> • Cemetery Committee • Public Works • Administration • Council • Volunteers 	•
C	<i>Modernize Interior of Town Hall Complex</i>	Indoor enhancements including logo at Town Office entrance, utilize other two entrances and display cases; Use hallway walls and entrances to display Irrigation History, possibly display more art, enhance lighting to erase the gloominess of the hallways, paint hallways, encourage better indoor signage rather than room numbers or paper signs, incorporate waiting areas in hallways, possibly establishing Irrigation walkway through time in hallways, pictures of Councils, Mayors, celebrate history	<ul style="list-style-type: none"> • Notice of changes • QR Surveys • More visits of art gallery • Track visits for pleasure • Start 2024 	<ul style="list-style-type: none"> • Irrigation Steering Committee • Town Council • Administration • Tenants of Town Hall Complex • Arts Council 	•
C	<i>Develop an Off leash Dog Park</i>	Develop an area for dogs to be off leash, trails that must be visible and accessible to visitors, possibly on north side of highway, fenced in with garbage cans, could incorporate Skytrail paths leading up to park for locals to use	<ul style="list-style-type: none"> • Establishment of park • 2023 	<ul style="list-style-type: none"> • Recreation Staff • Public works staff • Volunteers • Partners in community 	•
C	<i>Establish Tufts Crescent Play Park</i>	Develop play space in the greenspace surrounded by Tufts Crescent; possible amenities include a water spray park and playground equipment	<ul style="list-style-type: none"> • Establishment of park • Play space for children • Play pockets for various ages including outdoor gym space • 2027-2028 	<ul style="list-style-type: none"> • Volunteers • Community Development Advisory Committee • Tufts Crescent property owners • Council and Staff 	•

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C	<i>Rehabilitate Sky Trail Bridge and Expand walking trail</i>	Rehabilitation Storm water outfalls then get bridge to be safe to open the gates again; Secure funds to rehabilitate and monitor and maintain over time; set up monitoring as soon as possible, establish a Sky Trail committee, if not fixing then demolition at significantly higher price, sponsorship; trail expansion along Railyard Subdivision to Museum leading to downtown Franklin Street and beyond	<ul style="list-style-type: none"> • Skytrail Bridge Open to the public • Skytrail path expanded • Visitors • Proud community members • 2026-2027 depending on funding/grants 	<ul style="list-style-type: none"> • Town Council • Administration • Community Development staff and committee • Community Champions • CP Rail 	<ul style="list-style-type: none"> •

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D. Strengthen our position as the Irrigation Capital of Saskatchewan					
D	<i>Initiate Establishment of Irrigation Festival, Potato Festival, Harvest Fest, Pivot Days – 1 Festival (Marquee Weekend Event) per season</i>	Seek sponsorship, venues and events; host them, advertise them locally and provincially and reap the rewards	<ul style="list-style-type: none"> • Number of festivals held • Begin immediately 	<ul style="list-style-type: none"> • Irrigation based agri-businesses • Town Council and Staff • Equinox Theatre Group • Museum Committee • Chamber of Commerce • Outlook-Rudy Fire and Rescue • RM of Rudy Council and staff • RM of Fertile Valley Council and staff • Broderick and Glenside Council • Community Development Advisory Committee and staff 	•
D	<i>Sponsor Community Events such as rodeo, River and Rail, Stock Car Racing Development of more events celebrating our space and where we are located</i>	Town can lead the way by providing sponsorship as the Irrigation Capital of Saskatchewan in annual budget, seek outside sponsorship including Tourism Saskatchewan, Dakota Dunes Development Corp, etc. Create swag with logo, sell for additional monies to support the events, use swag as giveaways to promote events and prizes for events	<ul style="list-style-type: none"> • Events held with success bringing visitors to the area and retaining local tourists as well, keeping tourism dollars in the Irrigation Capital of Saskatchewan • Immediately 	<ul style="list-style-type: none"> • Event organizers • Town Council • Administration • Community Development Advisory Committee 	•

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D	<i>Establish and maintain stock of high resolution photos of the area AND, more importantly people enjoying the amenities</i>	Hold 2 or 3 Photo contests where only high resolution photos can be submitted and focus on people, the best tourism photos show people just like you enjoying or experiencing life; we need all kinds of photos for our stock but we need more people photos and less landscape photos...a landscape with a person enjoying it speaks volumes	<ul style="list-style-type: none"> At least 100 photos for stock for promotion of the community Immediately 	<ul style="list-style-type: none"> Town of Outlook Administration and Community Development staff Photographers Ambassadors of the Irrigation Capital of Saskatchewan 	•
D	<i>Educate Frontline Staff to be tourism ambassadors of the area</i>	Host education seminars for frontline tourism staff giving them the tools to promote the community as well as the knowledge of where to find information in our community	<ul style="list-style-type: none"> Visitors know where to go for what they want to see Visitors are led to hidden gems in the community Spring/Summer 2023 	<ul style="list-style-type: none"> Chamber of Commerce Tourism Business Community Development Staff and Advisory Committee LCBI &OHS 	•
D	<i>Establish guided and self guided tours in the Irrigation Capital of Saskatchewan, and develop supports for those tours using the brand</i>	Develop an Irrigation Trail, rename some key parks or spaces Irrigation type names, encourage naming of businesses to coincide with the brand, incorporate the river into the Irrigation Trail	<ul style="list-style-type: none"> Tracking visits Tracking tourism spending 2024/2025 	<ul style="list-style-type: none"> Tourism Operators Entrepreneurs LCBI OHS 	•
D	<i>Create Dedicated Space for Visitor Information Centre – Could be space that already exists and may be seasonal with ability to provide off season support at Town Hall Complex if necessary</i>	Information is necessary regarding the history, maps of the irrigation district, brochures, digital mapping, pamphlets, museum, bounty hall, town hall complex, utilize existing tourism businesses, brochure stands	<ul style="list-style-type: none"> Track visitors over time Track visitor spending over time 2025-2026 	<ul style="list-style-type: none"> SSRID Community Volunteers Museum Committee Irrigation Steering Committee Community Development Advisory Committee Council/Staff 	•

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D	<i>Create Smallest Working Pivot Claim to Fame as well as establish vignettes in the rural areas</i>	Develop with local engineers a working pivot in a visible location in Outlook AND to complement this, set up an information piece in front of the working pivots on the south side of town; a repeating radio message or a QR code that goes to a voice stating what is actually happening in that field; establish vignettes with QR codes across the area possibly using pioneers voices telling stories	<ul style="list-style-type: none"> Track visits and use of information pieces Establishment of the world's smallest working pivot 2024 	<ul style="list-style-type: none"> SSRID ICDC Community Development staff and Advisory Committee Irrigation Agri-business Chamber of Commerce Various Municipal Councils and staff Irrigation Steering Committee 	•
E. Celebrate Successes, Encourage Enjoyment of Community					
E	<i>Utilize Handi-Van for transportation of people with mobility issues to community events and as a shuttle for community events</i>	Expand driver's list, ensure vehicle is properly maintained and available for trips as well, continue to monitor and provide support from the Town office	<ul style="list-style-type: none"> Expanded public at events Inclusive events Immediately 	<ul style="list-style-type: none"> Event Organizers Town Administration Staff Approved Drivers Kinsmen Chamber of Commerce 	•
E	<i>Encourage and bring in more events that don't have to be annual, simply fundraisers and celebrations of community</i>	Many projects require fundraising in the community, events are fun ways to commune, meet and have celebrate, with these we will be closer as a community	<ul style="list-style-type: none"> Local Events Fundraising Local Spending and support, drawing in those in surrounding communities Immediately 	<ul style="list-style-type: none"> Various fundraising and local charitable organizations Town Staff Kinsmen Outlook-Rudy Fire and Rescue Museum Board Volunteer Groups 	•

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E	<i>Restart Citizen of the Year, Business Awards</i>	Restart community celebrations, with possibly as many as 5 categories including citizen of the year	<ul style="list-style-type: none"> Local pride Nominations Attendance at Ceremony 2023 	<ul style="list-style-type: none"> Chamber of Commerce Town of Outlook Other interested group? 	•
E	<i>Revitalize Museum and Bounty Theater</i>	Cleanup, set up, open to public regular times, support modernization; Open Bounty Theater to public use, modernize bathrooms at museum, make area more inviting and less cluttered	<ul style="list-style-type: none"> Tracking visits to Museum Donations to Museum Work completed, Bounty Theater open for business Begin Immediately 	<ul style="list-style-type: none"> Museum Board Volunteers Friends of the Museum Town Council Town Staff 	•
E	<i>Put Banners on Streetlights</i>	Establish a banner program celebrating business, champions of the community and our brand	<ul style="list-style-type: none"> Banners on posts Immediately 	<ul style="list-style-type: none"> Chamber of Commerce Town of Outlook Staff Royal Canadian Legion Branch #262 Other groups interested Community Development Advisory Committee 	•
E	<i>Create Wall of Fame in Jim Kook Recplex</i>	Acknowledging elite athletes and community builders who have inspiring achievements outside of our community with picture and write ups	<ul style="list-style-type: none"> Pictures on wall with write up Display Case dedicated to these citizens 2023 	<ul style="list-style-type: none"> Recreation Staff Community Development Advisory Committee 	•
E	<i>Engage First Nations and Multicultural presenters and champions to work with our community developing inviting spaces to achieve true reconciliation with each other</i>	Approach all events with efforts of inclusivity of all walks of life and learn about others experiences and challenges, encouraging diversity and reconciliation	<ul style="list-style-type: none"> Events drawing crowds from diverse backgrounds Immediately 	<ul style="list-style-type: none"> Multicultural Committee Council/Staff Community Event Organizers Diversity and Inclusion Specialists Reconciliation Committee 	•

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E	<i>Establish a Historical Society</i>	Establish Historical sites and preservation of historic buildings, there are 3 registered heritage landmarks in Outlook, promote them and expand possibly	<ul style="list-style-type: none"> Establishment of heritage sites Stock of historical pictures History Book of the area or modern history book (electronic perhaps) 2025 	<ul style="list-style-type: none"> Museum Board Volunteers interested in forming a committee 	<ul style="list-style-type: none">

The Path Forward:

- Revisit plan annually, scoring ourselves and share with the public in an annual report format December, 2022 and each September following

Commissioning Commitment May 11, 2022:

On behalf of Council:



Mayor Maureen Weiterman

On behalf of Staff:



CAO Kevin Trew