

VILLAGE OF CHASE
2015 STRATEGIC PLAN, PRIORITIES AND MEASURES – ECONOMIC DEVELOPMENT COMPONENT
ADOPTED BY COUNCIL MARCH 6, 2015

2015

*Goals – To become more fiscally responsible, promote economic development,
and improve Council’s communications with the public*

FOCUS AREA	PRIORITY	PEFORMANCE MEASURE
Economic Development	Continue to support partnership with Shuswap Tourism	<ul style="list-style-type: none"> • Renew contract with Shuswap Tourism in 2015 • Continue to support Village representation at various meetings and events that will help to raise the profile of Chase • Work with Shuswap Tourism representatives on various economic development projects including promotion of winter activities, supporting the development of more First Nations tourism opportunities
	Community Events and Activities Coordinator	<ul style="list-style-type: none"> • Determine the objective of this role • Determine an appropriate title for the role • Direct Administration to develop a job descriptions/terms of reference and other parameters for the role for discussion and ratification by Council • Determine if the funding will be on an annual basis or will only be provided in 2015 • Set up evaluation criteria and review deadline to determine whether role continues to be appropriate or needs to be adjusted

VILLAGE OF CHASE
2015 STRATEGIC PLAN, PRIORITIES AND MEASURES – ECONOMIC DEVELOPMENT COMPONENT
ADOPTED BY COUNCIL MARCH 6, 2015

2015

*Goals – To become more fiscally responsible, promote economic development,
and improve Council's communications with the public*

FOCUS AREA	PRIORITY	PERFORMANCE MEASURE
	Marketing/Advertising	<ul style="list-style-type: none"> • Ensure that Chase is represented and profiled as a vibrant, diverse tourism community in the South Thompson and the Shuswap Region of BC through various advertising opportunities (Calgary Herald, Kamloops new and advertising media, Village's website) • Continue to maintain and update presence on the TNRD's Investment web portal • Communicate to local property owners with business opportunities that the web portal exists and is a vehicle through which development and business opportunities can be advertised • Ensure completion of new Village website in 2015

VILLAGE OF CHASE
2015 STRATEGIC PLAN, PRIORITIES AND MEASURES –COMMUNICATIONS COMPONENT
ADOPTED BY COUNCIL MARCH 6, 2015

2015		
<i>Goals –To become more fiscally responsible, promote economic development, and improve Council's communications with the public</i>		
FOCUS AREA	PRIORITY	PEFORMANCE MEASURE
Council's Communications with the Public	Implement Regular Communications to the Public about Council's Priorities and Actions	<ul style="list-style-type: none"> • Distribute a once-a-month newsletter communique of reminders, upcoming tasks, bylaw requirements • Maintain and update the Village's website as regularly as is possible, removing old information that is no longer relevant • Ensure final 2015 strategic plan is advertised and available for the public • Host an open house for the community to learn more about what services the Village provides, what tasks the various departments perform, how funds are generated to provide for services, and for the community to meet one-on-one informally with Council and staff
	Obtain Public Input to Assist Council with future strategic planning/budget development	<ul style="list-style-type: none"> • Continue to hold Committee of the Whole meetings that provide for an informal public input and questions opportunity • Develop and distribute a Survey asking the community their opinions on the services that are provided by the Village • Utilize the information gathered by the survey to formulate 2016 strategic plan and inform 2016-2020 Financial Plan

VILLAGE OF CHASE
2015 STRATEGIC PLAN, PRIORITIES AND MEASURES – FISCAL RESPONSIBILITY COMPONENT
ADOPTED BY COUNCIL MARCH 6, 2015

2015		
<i>Goals –To become more fiscally responsible, promote economic development, and improve Council’s communications with the public</i>		
FOCUS AREA	PRIORITY	PEFORMANCE MEASURE
Become more Fiscally Responsible	Control Spending	<ul style="list-style-type: none"> • Review financial policies regarding tax exemptions and grants-in-aid to ensure fairness to those receiving the exemptions as well as to the general taxpayer • Reduce operational budget areas for all departments where expenditures can be reduced, eliminated or put forward into future years • Ensure that required expenditures are funded appropriately, either through borrowing that maintains the Village’s cash flow, or grants are sought for as many required expenditures as possible
	Increase Revenues	<ul style="list-style-type: none"> • Raise water and sewer rates in each year of the next four years – water – 10% per year, sewer 5% per year – ensure increases are well advertised • Review rates charged for use of Community Hall in relation to costs and set rates appropriately and based on different types of users (private, public, not-for-profit) – ensure increases are well advertised • Review rates charged for Cemetery in relation to costs to operate and maintain – ensure increases are well advertised • Review all Administrative fees charges (tax certificates, subdivision application fees, document provision (e.g. copy of OCP) photocopies) and increase fees in relation to costs incurred for such services where appropriate – ensure increases are well advertised

VILLAGE OF CHASE
2015 STRATEGIC PLAN, PRIORITIES AND MEASURES – FISCAL RESPONSIBILITY COMPONENT
ADOPTED BY COUNCIL MARCH 6, 2015

2015

*Goals –To become more fiscally responsible, promote economic development,
and improve Council’s communications with the public*

FOCUS AREA	PRIORITY	PEFORMANCE MEASURE
		<ul style="list-style-type: none"> • Develop an LED sign user policy for private sector businesses wishing to advertise for a fee while continuing to support and advertise community and not-for-profit events– ensure usage policy and fees are well advertised