



Village of Holden 2016-2019 Strategic Priorities

- 1) The Village effectively communicates its attractions and businesses to residents and visitors.**
- 2) Holden promotes and markets itself including events and tours.**
- 3) The Village builds on its identity as an arts hub.**
- 4) Holden is noticeable from the highway.**
- 5) Holden has visual appeal and is an attractive pit stop.**
- 6) Holden annual events explore new ideas every year to expand, diversity, and stay fresh.**
- 7) Tourists feel welcome at Village events and want to attend more.**
- 8) The Village Council and Administration explore options for seniors housing.**

**Village of Holden
2016-2019 Strategic Plan**

Vision: Share the Charm of Country Living

Goal #1: The Village effectively communicates its attractions and businesses to residents and visitors.			
Indicators/Measures of Success: -			
Lead:	Idea cards: <i>PRIORITY Goal</i>		
Action Steps	Lead Person	Update	Timeline
Village facilities, including Village office, have adequate signage and are easy to find	CAO	Planning stage	
Better identification of historic resources	Heritage Committee	In 2016 budget and action plan	
Village brochures are sent to local realtors and tourist information centres on a regular basis	Communications Assistant	Started in 2015; list of contacts to be updated and all mailings to be recorded. Add suggestion to put brochures inside homes that are currently for sale.	

Goal #2: Holden promotes and markets itself, including events and tours.

Indicators/Measures of Success:

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Lead:	Idea cards:		
Action Steps	Lead Person	Update	Timeline
Advertise events in Holden Times, on radio, websites, in newspapers, etc. in Camrose, Vegreville and beyond	Communications	Master list of places to advertise is currently in use. Add suggestion of Kijiji as a place to post events	
Event and site message signs on highway	EDC	Portable sign in place and updated regularly. Consider upgrade to LED sign	
Day-cation locale (coffee & muffin, event, etc.)	EDC	Promote businesses / encourage local business to develop opportunities	
Holden is a destination for tours	Beaverhill Players / Beaver Arts Society / EDC	Work together to make connections	

Goal #3: The Village builds on its identify as an arts hub.

Indicators/Measures of Success: -			
Lead:	Idea cards: -		
Action Steps	Lead Person	Update	Timeline
Look into building partnerships to bring people to the theatre (e.g., Edmonton seniors associations)	Theatre organizations / EDC		
Find ways to emphasize/highlight arts and culture places (e.g. theatre, gallery, museum)	Local non-profit groups	Develop other uses / events for some of the facilities (e.g. Gallery) Hire staff to help with operations	
Work with Beaver County on collective identity, with multiple gems for the region	Council / CAO		

Goal #4: Holden is noticeable from the highway. (Long term goal)

Indicators/Measures of Success: -			
Lead:	Idea cards:		
Action Steps	Lead Person	Update	Timeline
PRIORITY: Increase lighting so the Village is visible from highway at night		Solar lights could be used on water tower at main entrance	
Highway signage east and west on highway 14; also from north on highway 855		Highway 14 has regular gov't. signage Highway 855 has one gov't. sign	

Goal #5: Holden has visual appeal and is an attractive pit stop.

Indicators/Measures of Success: -			
Lead: Economic Development Committee - With work done by Gazebo Park and Communities in Bloom committees		Idea cards:	
Action Steps	Lead Person	Update	Timeline
Village beautification (communities in bloom) (PRIORITY)	Village staff / CiB	Funding for projects is part of Parks/Rec budget and EDC budget	
Make private, public and commercial properties more appealing	CAO / Peace Officer	Bylaw enforcement funded in annual budget	
Appealing pull off (or interesting site) on highway	CAO / Public Works	New picnic table installed Area needs better amenities and gravel	

Goal #6: Holden annual events explore new ideas every year to expand, diversify, and stay fresh.

Indicators/Measures of Success: -			
Lead: Economic Development Committee - Involved: Beaverhill Players, Arts Society and Farmers Day Committee		Idea cards:	
Action Steps	Lead Person	Update	Timeline
Look into ideas/opportunities to grow/expand Farmers Days	Partnership	Keep Council involved, but not the main/lead partner	
Taste of Holden (time it to coincide with a play, local chef cooks something special, etc.)	Local orgs / businesses		
Tie a special menu into the theme each year			

Goal #7: Tourists feel welcome at Village events and want to attend more.

Indicators/Measures of Success:

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Lead:

Idea cards:

- Unique events around country living (e.g., horse shoes, tractor pulls, etc.)

Action Steps	Lead Person	Update	Timeline

Goal #8: The Village Council and Administration explore options for seniors housing.

Indicators/Measures of Success:

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Lead:

Idea cards:

- Look into seniors housing
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Action Steps	Lead Person	Update	Timeline