

CITY OF MOOSE JAW STRATEGIC PLAN 2019

VISION

We are a Community Built on Values

MISSION

Share our Story

VALUES

These values guide behavior and decision making as well as an overt commitment to each other and the community we serve.

- We will walk the talk by living what you want to see in our community.
- We will have the courage to try new things, and not be afraid action could lead to failure.
- We will be customer-focused in our deliberations and actions.
 - Responsive to citizen needs.
 - Solution focused.
 - Start with 'YES' in serving the community.
- We will not be afraid of being challenged by the public, or to challenge the community.
- We will always start with open, honest, and frank conversations with our stakeholders.
- We will clearly define what we do and do it well. We will not do what we don't do well.
- We will be forward thinking and innovative in identifying problems and finding solutions.
- In any meetings, public or private, we will leave our negativity and our egos at the door.
- We will recognize that disagreement can be communicated without being disagreeable, angry, or disrespectful.
- We will not betray the trust that exists when we are together, or the trust instilled to us by the public we serve.
- We agree the past will remain in the past, unless it is something to be celebrated and appreciated.
- We operate as one family and one community with the goal of making the community better and preparing it for the future.

OBJECTIVES & ACTION

Branding – Moose Jaw Story

- Finalized “Canada’s Most Notorious City” branding.
- Support community and groups to lead branding initiative and implementation.
- New website.
- Moose Jaw Advantage.
- Attending International Shopping Centres Conference.
- Moose Jaw Information Technology conference.
- Enhancing Mosaic Place – anticipated 12 major events/concerts in 2020.
- Mac the Moose 2019 Marketing Canada Awards. #1 in Saskatchewan and #5 in 2020’s Best Western Canadian Investment Towns.

Entrepreneurial Civic Administration

- Core services review in process.
- Reduce red tape.
- Internal Economic Development Super Committee.
- Updating Information Technology systems. PerfectMind and eSCRIBE implemented. Payroll implemented January 1, 2020. New website – January 2020. New app implemented January 2020.
- New financial software package 2020/2021.
- Communications and marketing.
- In-house Engineering.
- Proposed to contract out trades.
- 2020 budget completed prior to yearend.
- Culture of “How can we help you” and shared sense of purpose.

Core Amenities and Services

- Benches/Banners/Downtown cleanliness.
- Assist Downtown Business Association to organize.
- River Street Discussion – ongoing.
- Residential Action Plan for downtown.
- Connect Main Street and Mosaic Place.

Agriculture, Diversification and Innovation

- Southeast Industrial Park Concept Plan created.
- SaskPower development and servicing agreement completed.
- Canadian Tire completed.
- Carpere sale in process.
- Funding placed in 2020 budget to support trade missions.
- Align with Saskatchewan’s Growth Plan the Next Decade of Growth 2020-2030.

SHARED SENSE OF PURPOSE

We provide exceptional services to our customers and each other; taking ownership and pride in what we do!

Our Mantra is:

1. We are solution focused and ask “how can we help you?”
2. We resolve issues with a sense of urgency in a positive manner
3. We have the courage to be innovative, try new ideas and suggestions and accept feedback
4. We create opportunities for others to succeed
5. We do not blame or make excuses
6. We leave negativity and egos at the door
7. We are in this together, we are TEAM

Transportation and Infrastructure

- Ridesharing – Bylaw in place.
- Assisted Uride to establish.
- Transit System – Review of system in process.

Regional Collaboration

- Moose Jaw/Regina Corridor.
- Meeting with RM of Moose Jaw.

People and Culture

- Wild Animal Park – renamed to tatawâw park.
- Meet with Elders and First Nations in Moose Jaw.
- Calls for Action.