

# Village of Burns Lake Three Year Strategy 2023 – 2024 – 2025

The three-year planning document is forward-looking. The objectives and statements in this document are for discussion purposes only and do not represent commitments by the municipality until they are confirmed as publicly stated annual municipal objectives.



### **Document Purpose**

This document provides a three-year outlook for the Village of Burns Lake. The purpose of this document is to:

- Provide Council with a longer planning horizon (i.e. longer than one year)
- Enable Council to align and set objectives and initiatives across multiple years
- Serve as a starting point for planning discussion in future years

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### **Advocacy and Partnerships:**

To achieve our goals, we need to support and engage in partnerships with First Nations and advocate for solutions for our community. Advocacy and partnerships are a priority for Council. Over the next three years, we will focus on:

- Advocacy with Northern Health Authority for improved health services focused on maternity, ultrasound, endoscopy, perinatal services and addiction services.
- Support responsible resource management and development with all levels of government and with our community forests.
- Support reconciliation with First Nations.
- Engage in partnerships with local First Nations for mutual benefit in all strategic areas.
- Advocacy with post-secondary institutions to promote access to skills training and education in Burns Lake.
- Advocate for improved connectivity and hydroelectric power with telecommunications and utility companies.
- Participate in the Resource Benefits Alliance.
- Support the development of The Foundry youth centre.



### 1. Current Performance – Strengths and Weakness Analysis

The Village prepared a three-year SWOT Analysis for Burns Lake that summarizes the main internal strengths & weaknesses:

**Council** and **staff** combine to form a good team that generates synergies.

Village public works services were commended as effective and efficient.

**Recreation** services provided valued opportunities for Village residents. Other community groups expand and enhance recreational opportunities.

**Economic Development** is working on the economic and community development strategy. Economic Development will work towards increased economic activity.

**Protection Services** provide fire protection, animal control services and bylaw enforcement services that are effective.

**Finance & Village Administration** provides excellent communication, public engagement, and front counter services. They also provide reliable and usable financial information for the Village. There is a continued need to find creative funding for infrastructure replacement and new development.



## **Summary of Strengths**

Municipal employees work well together, Council works well together elected official/staff relations are positive, mutually supportive, and reare good internal communications and a broad knowledge base Municipal staff have demonstrated the ability to secure grant funding complete projects in timely, efficient ways to better the community.  Staff and Council have shown resiliency and adaptability through the partner increased the municipality's ability to implement the 2021 Tourism Str	
Economic Development Planning	'Chart the Course' Economic Diversification and Community Development Strategy and Tourism Plan These are great planning tools that prioritize practical actions, measurables and accountability.
Great Employees	Operational strengths  The Public Works Department completes projects in-house, resulting in cost reductions. The core infrastructure is well managed.  The Recreation Director collaborates with community groups to expand/enhance recreational opportunities.  The Fire Department's training facility enhances opportunities for 32 volunteers and wildfire capacity.
Communications	Public Relations  The Village continues to improve communication with the public in efforts to provide transparency and de-mystify the budget and the work that the municipality is doing.  Providing accessible information and clear messaging surrounding the values of the Village are key areas to work on.



## **Summary of Areas to Improve**

Insufficient Funds	Lack of internal financial resources  The Village does not have sufficient funds for the required infrastructure renewal, for new development, and to meet service expectations.
Infrastructure Deficit	Lack of Reserve Funds and internal financial capacity  Proceeding from the lack of internal financial resources, the Village has made progress with reserve funds. Still, demand for infrastructure renewal exceeds the Village's capacity to fund from reserves and generate new revenue.  Creative options, including partnerships, can be explored to innovate funding options.  Asset Management  While the asset management plan has been started, it will not be an effective tool for staff use until fully developed. In the meantime, asset management will continue to be a weak spot.
Capacity	Office staff capacity  The staff team is at capacity regarding the number of projects on the go. New projects and initiatives will require something else to be put off for a future date or a creative solution to increase staff capacity.



### 2. Situational Analysis - Opportunities & Threats

The SWOT Analysis for Burns Lake also examined opportunities the Village should seek to capitalize on, and the main threats to the Village.

The local economy continues to feature prominently for both opportunities and threats. The Village faces several increasing threats to the local economy, including declines in primary and secondary industries.

A decline in the local economy will also impact the local population, business and residential tax base, and opportunities available to the residents of Burns Lake and surrounding areas.

The Village's municipal infrastructure and insufficient funds to build out this infrastructure were cited as weaknesses. Municipalities across North America face a common challenge known as the infrastructure deficit. An infrastructure deficit is a gap between available funding and the estimated necessary infrastructure maintenance and replacement cost. Most municipalities have sizeable deficits. Burns Lake is working on completing its asset management plan, which will help to quantify the state of its assets and estimate the replacement costs for future planning. Burns Lake is in a similar position to many municipalities: it is not clear how the Village can responsibly fund necessary infrastructure replacement and continues to work to leverage grants and partnerships to fulfill the requirements.

Non-municipal infrastructure, including residential housing stock, represents a growing threat.

The review of opportunities and threats for the Village demonstrates why the many Village Objectives for 2023-2025 will be focused on economic development, infrastructure management, and fiscal responsibility.



## **Summary of Village Opportunities**

Opportunity	Opportunity Description		
	Chart the Course Economic Diversification & Community Development Plan  The plan was developed to make Burns Lake a better place to live with a more robust economy with local jobs, a thriving business community and a government with adequate funds to provide services.		
Economy	Attract New Businesses & Retain Existing  The Village has taken the lead in engaging community members and regional partners in order to expand understanding and broaden the range of opportunities.  We can support residential development by proceeding with Village Heights and support industrial development by beginning the process of providing water and sewer servicing.  We can support businesses and residences by working to improve connectivity with partnerships and creative solutions.  Tourism  We can improve our economy by increasing our support for tourism, and the implementation of the updated tourism plan will support the local economy.  Development		
	The Village supports opportunities to increase housing stock, including Village Heights, strata development, seniors housing, and supportive and subsidized housing projects.		
Partnerships	Strengthen Partnerships  An opportunity exists to strengthen the community and achieve mutual goals through partnerships, including local businesses, volunteers, community groups, the area's six First Nations, the RBA, and LNG.  The Village of Burns Lake engages in programs that support local businesses, including façade improvement, Love Burns Lake, and the Business Walks  Partnerships already exist with First Nations, and numerous opportunities can be explored together.  Burns Lake is a part of the Northwest Resource Benefits Alliance, formed to seek a share of the revenue generated in northwest BC.		



Opportunity	Opportunity Description		
	Partnerships with training institutions can be strengthened to provide valued workshops and training to support businesses and the local workforce.		
	The Village of Burns Lake is a partner for 'TheFoundry' youth centre planned to oper in Burns Lake; youth services are an identified need.		
	The Village of Burns Lake seeks opportunities to improve connectivity within the municipality.		
	Fire hall replacement		
Fire Hall	Fire hall building purchased, design and renovations to be completed as funding is secured.		



## **Summary of Village Threats**

Threat	Threat Description	
	Changes in the Retail Sector  Consumers have more options on how and where to make purchases. Local businesses need to reconsider how they market and sell merchandise and may need to consider electronic options in addition to bricks and mortar.	
Economy	Forestry Dependence/Need for Diversification A high degree of dependence on forestry and lumber manufacturing results in economic impacts at times of reduced harvest. Further diversification through the 'Chart the Course' Plan will mitigate this risk.	
	Workforce Issues  Lack of workforce in skilled and entry-level positions threatens business viability.	
Infrastructure	Revenue Constraints  Lack of provincial funding was identified as a threat to infrastructure renewal and improvements, as well as too many provincial constraints on funding opportunities that are available.	
Municipal Revenue	Limited Village Funding Mechanisms  The Village has limited funding mechanisms of its own, relying heavily on property taxation, user fees, and grants. Legislative constraints limit other forms of revenue.  A lack of investment opportunities limits the number of new businesses looking to set up in Burns Lake that would expand the commercial and industrial tax base.	
	Housing Inventory  There is a need for greater variety and supply of several housing types, including increased seniors, subsidized, and 'new construction' residential options.	
Housing	Inflation uncertainty, increasing construction costs, and housing prices are barriers to growth.	
	The next steps include identifying housing incentive programs and the creation of a 'renovation incentive' to improve older housing stock.	
COVID-19	Pandemic related issues  The evolving nature of the pandemic has resulted in unpredictable effects on the local economy and residents.	



Healthcare Service	BC Ambulance staffing issues have created additional pressures for the volunteer fire department.  Community healthcare services are threatened due to a lack of healthcare providers.  Concerns of increased centralization to larger centres.
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# 3. Three Year Strategic Priorities

The Village has identified several priorities to work on through 2025. These priorities will guide objective setting for 2023, 2024 and 2025.

Notional Objective	Description		
Economic Development	<ul> <li>By 2025 the Village will:         <ul> <li>Update the 'Chart the Course' Economic Diversification and Community Development Strategy.</li> <li>Support the tourism sector by implementing actions recommended in the tourism plan.</li> <li>Implement Village Heights Subdivision Master Plan as funding permits.</li> <li>Continue working to provide water &amp; sewer services to the industrial park.</li> </ul> </li> </ul>		
Invest in Infrastructure	<ul> <li>By 2025 the Village will:         <ul> <li>Leverage grant funding and forge partnerships to expand water/sewer infrastructure.</li> <li>Proceed with wastewater treatment plant and lagoons as funding permits.</li> <li>Complete renovation project of the new fire hall.</li> <li>Proceed with paving projects on a priority basis.</li> <li>Proceed with sidewalks and storm drains as funding permits.</li> <li>Update the Downtown Revitalization Phase 3 plan. Implementation of the plan as funding permits.</li> </ul> </li> </ul>		
Social Responsibility	<ul> <li>By 2025 the Village will:         <ul> <li>Promote and encourage an increase in the availability of residential housing stock to address demand across the spectrum, including seniors, market value and subsidized housing.</li> <li>Continue to support the development of the Foundry youth center.</li> <li>Hold annual Community to Community forum with First Nations partners.</li> <li>Explore and implement options for improved bylaw enforcement.</li> <li>Implement initiatives of the Recreation and Parks Master Plan.</li> </ul> </li> </ul>		
Environmental Stewardship	<ul> <li>By 2025 the Village will:         <ul> <li>Reduce the wildfire risk through wildfire mitigation.</li> <li>Identify climate action priorities and partnerships, and implement steps towards meeting goals.</li> <li>Lobby the province for responsible forest management in the local area.</li> </ul> </li> </ul>		

# 4. Village of Burns Lake 3 Year Strategic Plan

The three-year strategic plan identifies initiatives and objectives for the Village for each of the next three years. The objectives are subject to change as new priorities emerge.

Strategic Priority	2023 Initiatives and Objectives	2024 Initiatives and Objectives	2025 Initiatives and Objectives
Economic Development  The Village will undertake initiatives that support the development of a strong and diverse economy, including industry, commerce, tourism, and a vibrant downtown.	<ul> <li>Continue implementing the recommendations in the 'Chart the Course' economic diversification plan.</li> <li>Implement next steps in the development of Village Heights, and focus on marketing to developers.</li> <li>Continue implementing recommendations from Tourism Plan.</li> <li>Support events for recreation.</li> <li>Support developers and businesses to increase commercial-space.</li> <li>Create an 'Invest in Burns Lake' package.</li> <li>Create an economic development corporation.</li> </ul>	<ul> <li>Review and update the 'Chart the Course' economic diversification plan.</li> <li>Implement next steps in the development of Village Heights, focus on marketing to developers</li> <li>Review and update Tourism Plan.</li> <li>Support events for recreation.</li> <li>Support developers and businesses to increase commercial-space.</li> <li>Create and distribute the 'Invest in Burns Lake' package</li> </ul>	<ul> <li>➤ Review and update the 'Chart the Course' economic diversification plan.</li> <li>➤ Implement next steps in the development of Village Heights, focus on marketing to developers</li> <li>➤ Review and update Tourism Plan.</li> <li>➤ Support events for recreation.</li> <li>➤ Support developers and businesses to increase commercial-space.</li> <li>➤ Update and distribute the 'Invest in Burns Lake' package</li> </ul>
Infrastructure  The Village will engage in good government that is financially sustainable and invests in infrastructure to service the community.	<ul> <li>Continue to pursue/develop water and sewer servicing to Industrial Lands.</li> <li>Continue with Wastewater Treatment Plant and sewer lagoons (grant dependent; could be phased.)</li> <li>Continue water and sewer projects on a priority basis.</li> <li>Continue work on the Anglican Church.</li> </ul>	<ul> <li>Continue to pursue/develop water and sewer servicing to Industrial Lands.</li> <li>Continue with Wastewater Treatment Plant and sewer lagoons (grant dependent; could be phased.)</li> <li>Continue water and sewer projects on a priority basis.</li> <li>Complete work on the Anglican Church.</li> </ul>	<ul> <li>Continue to pursue/develop water and sewer servicing to Industrial Lands.</li> <li>Continue with Wastewater Treatment Plant and sewer lagoons (grant dependent; could be phased.)</li> <li>Continue water and sewer projects on a priority basis.</li> <li>Complete work on the Anglican Church.</li> </ul>
	➤ Priority paving projects ~\$400k	➤ Priority paving projects ~\$400k	➤ Priority paving projects ~\$400k

Strategic Priority	2023 Initiatives and Objectives	2024 Initiatives and Objectives	2025 Initiatives and Objectives
	<ul> <li>Next phase of Active Transportation sidewalk and storm drain funding dependant.</li> <li>Construct fire hall subject to available funding.</li> <li>Practice good communication with the public through social media, being approachable, accountable and transparent; provide 'highlights' to the public.</li> <li>Support infrastructure developments that encourage diversity and promote Burns Lake as a welcoming community.</li> <li>Pursue community partnerships to develop tourism infrastructure.</li> <li>Implementation of fibre optic infrastructure.</li> </ul>	<ul> <li>Next phase of Active Transportation sidewalk and storm drain funding dependant.</li> <li>Practice good communication with the public through social media, being approachable, accountable and transparent; provide 'highlights' to the public.</li> <li>Support infrastructure developments that encourage diversity and promote Burns Lake as a welcoming community</li> <li>Downtown Revitalization Phase 3 redesign.</li> <li>Pursue community partnerships to develop tourism infrastructure</li> <li>Promote fibre optic network.</li> </ul>	<ul> <li>Next phase of Active Transportation sidewalk and storm drain funding dependant.</li> <li>Practice good communication with the public through social media, being approachable, accountable and transparent; provide 'highlights' to the public.</li> <li>Support infrastructure developments that encourage diversity and promote Burns Lake as a welcoming community</li> <li>Downtown Revitalization Phase 3 redesign.</li> <li>Pursue community partnerships to develop tourism infrastructure</li> <li>Promote fibre optic network.</li> </ul>

Strategic Priority	2023 Initiatives and Objectives	2024 Initiatives and Objectives	2025 Initiatives and Objectives
Social Responsibility  The Village will exercise social responsibility by supporting housing inventory for the community's diverse population, and recreational opportunities that improve quality of life.	<ul> <li>Make continuous efforts at reconciliation and respectful dialogue; collaborate, communicate, seek and provide input.</li> <li>Support developers &amp; not-for-profit organizations with new housing for market and subsidized multi-family dwellings; investigate local government incentive tools and partnerships.</li> <li>Continue work with The Foundry youth centre committee.</li> <li>Explore youth advisory opportunities.</li> <li>Annual C2C forum – determine topic jointly with First Nations.</li> <li>Continue to improve communication and engagement with the public.</li> <li>Implement the recreation and parks master plan.</li> <li>Host the municipal Centennial celebrations.</li> </ul>	<ul> <li>Make continuous efforts at reconciliation and respectful dialogue; collaborate, communicate, seek and provide input.</li> <li>Support developers &amp; not-for-profit organizations with new housing for market and subsidized multi-family dwellings; investigate local government incentive tools and partnerships.</li> <li>Continue work with The Foundry youth centre committee.</li> <li>Explore youth advisory opportunities</li> <li>Annual C2C forum – determine topic jointly with First Nations.</li> <li>Continue to improve communication and engagement with the public.</li> <li>Implement the recreation and parks master plan.</li> </ul>	<ul> <li>Make continuous efforts at reconciliation and respectful dialogue; collaborate, communicate, seek and provide input.</li> <li>Support developers &amp; not-for-profit organizations with new housing for market and subsidized multi-family dwellings; investigate local government incentive tools and partnerships.</li> <li>Continue work with The Foundry youth centre committee.</li> <li>Explore youth advisory opportunities</li> <li>Annual C2C forum – determine topic jointly with First Nations.</li> <li>Continue to improve communication and engagement with the public.</li> <li>Implement the recreation and parks master plan.</li> </ul>
Environment  The Village will provide responsible environmental stewardship and mitigate wildfire risk.	<ul> <li>Prioritize and implement Community         Wildfire Protection Plan actions to         keep our community safe.</li> <li>Support the FireSmart Committee,         encourage citizen participation and         consider resources to do so.</li> <li>Encourage recycling.</li> </ul>	<ul> <li>Prioritize and implement Community Wildfire Protection Plan actions to keep our community safe.</li> <li>Support the FireSmart Committee, encourage citizen participation and consider resources to do so.</li> <li>Encourage recycling.</li> <li>Explore opportunities to continue towards climate action goals.</li> </ul>	<ul> <li>Prioritize and implement Community Wildfire Protection Plan actions to keep our community safe.</li> <li>Support the FireSmart Committee, encourage citizen participation and consider resources to do so.</li> <li>Encourage recycling.</li> <li>Explore opportunities to continue towards climate action goals.</li> </ul>

Strategic Priority	2023 Initiatives and Objectives	2024 Initiatives and Objectives	2025 Initiatives and Objectives
	<ul> <li>Explore opportunities to continue towards climate action goals – i.e. investigate E-bike pilot program.</li> <li>Explore options for flood mitigation.</li> </ul>	> Explore options for flood mitigation	> Explore options for flood mitigation



# 5. Measure of Success for 2023 Objectives

Measures of success have been identified for the 2022 strategic initiatives and objectives identified for the Village to assess the outcome.

Area	Action 2023	Measure of Success
Economic Development	<ol> <li>Continue implementing the recommendations in the 'Chart the Course' economic diversification plan.</li> <li>Implement next steps in the development of Village Heights, and focus on marketing to developers.</li> <li>Continue implementing recommendations from Tourism Plan.</li> <li>Support events for recreation.</li> <li>Support developers and businesses to increase commercial space.</li> <li>Create an 'Invest in Burns Lake' package.</li> <li>Create an economic development corporation.</li> </ol>	<ol> <li>Actions identified in the budget and implemented.</li> <li>Develop a business case and plan for development.</li> <li>Continued marketing, promotion of tourism, and complete actions from the plan.</li> <li>Provide a list of events annually.</li> <li>Continue efforts to support developers.</li> <li>Develop and distribute the 'Invest Burns Lake' package.</li> <li>Incorporation of the economic development corporation.</li> </ol>

Area	Action 2023	Measure of Success
Infrastructure	<ol> <li>Continue to pursue/develop water and sewer servicing to Industrial Lands.</li> <li>Continue with Wastewater Treatment Plant and sewer lagoons (grant dependent; could be phased.)</li> <li>Continue water and sewer projects on a priority basis.</li> <li>Continue work on the Anglican Church.</li> <li>Priority paving projects ~\$400k</li> <li>Next phase of Active Transportation sidewalk and storm drain funding dependant.</li> <li>Construct fire hall subject to available funding.</li> <li>Practice good communication with the public through social media, being approachable, accountable and transparent; provide 'highlights' to the public.</li> <li>Support infrastructure developments that encourage diversity and promote Burns Lake as a welcoming community.</li> <li>Pursue community partnerships to develop tourism infrastructure.</li> <li>Implementation of fibre optic infrastructure.</li> </ol>	<ol> <li>Opportunities to service lands considered and action if/as appropriate.</li> <li>Wastewater treatment plant and sewer lagoons moved forward as funding permits.</li> <li>Continue with water and sewer infrastructure projects.</li> <li>Continue with the Anglican Church renovation project.</li> <li>Annual paving projects complete.</li> <li>Sidewalks and storm drains are complete.</li> <li>Construction of fire hall.</li> <li>Continue to improve communications channels.</li> <li>Infrastructure projects completed.</li> <li>Continue to develop partnerships to build tourism infrastructure.</li> <li>Form partnerships to install fibre optic infrastructure.</li> </ol>

Area	Action 2023	Measure of Success
Social Responsibility	<ol> <li>Make continuous efforts at reconciliation and respectful dialogue; collaborate, communicate, seek and provide input.</li> <li>Support developers &amp; not-for-profit organizations with new housing for market and subsidized multi-family dwellings; investigate local government incentive tools and partnerships.</li> <li>Continue work with The Foundry youth centre committee.</li> <li>Explore youth advisory opportunities.</li> <li>Annual C2C forum – determine topic jointly with First Nations.</li> <li>Continue to improve communication and engagement with the public.</li> <li>Implement the recreation and parks master plan.</li> <li>Host the municipal Centennial celebrations.</li> </ol>	<ol> <li>Two-way communication with First Nations in support of reconciliation and collaboration.</li> <li>New Housing projects supported.</li> <li>Support and dialogue with The Foundry committee.</li> <li>Engagement and involvement of youth.</li> <li>C2C Forum is held.</li> <li>Communication and social engagement continue to improve.</li> <li>Recommendations from the master plan are implemented.</li> <li>The centennial events are completed.</li> </ol>
Environment	<ol> <li>Prioritize and implement Community Wildfire Protection Plan actions to keep our community safe.</li> <li>Support the FireSmart Committee, encourage citizen participation and consider resources to do so.</li> <li>Encourage recycling.</li> <li>Explore opportunities to continue towards climate action goals – i.e. investigate E-bike pilot program.</li> <li>Explore options for flood mitigation.</li> <li>Water conservation education before the summer season.</li> </ol>	<ol> <li>Priorities were determined and implemented with collaboration from Comfor.</li> <li>FireSmart Committee engaged and communicating with the public.</li> <li>Recycling is encouraged by sharing information.</li> <li>Report viability of E-bike program.</li> <li>Develop a flood mitigation strategy.</li> <li>Use of social and print media to promote water conservation.</li> </ol>