

VISION: A viable coastal community where everyone belongs

MISSION: To foster an inclusive community by delivering high-quality services to all, leveraging our strategic location, distinctive strengths, Acadian heritage and our rich cultural diversity

CORE VALUES: Collaboration - Innovation - Integrity - Sustainability

DG – Direction générale / CAO
 GREP – Greffier / Clerk
 DCOM – Directeur des communications / Director of Communications
 DF – Directrice des finances / Director of Finance
 DOMI – Directeur des opérations municipales et de l'ingénierie / Director of Municipal Operations and Engineering
 DVCR – Directrice de la vie communautaire et récréation / Director of Community Living and Recreation
 DDET – Directeur du développement économique et du tourisme / Director of Economic Development and Tourism
 MHR – Gestionnaire en ressources humaines / Human Resources Manager
 MDET – Gestionnaire en développement économique, tourisme et initiative stratégiques / Manager of Economic Development, Tourism and Strategic Initiatives

STRATEGIC PLAN			OPERATIONAL PLAN					
STRATEGIC PILLARS	PRIORITIES	CONTEXT	ACTIONS or INITIATIVES	OBJECTIVES (KPIs/performance)	TIMELINE	RESPONSABLE		
3. Development	3.1 Infrastructure development: improve the current road, sidewalk, water and sewer, fire department installation & equipment systems to better service existing residents and businesses and strategically expand those services to key locations of our larger territory to attract new industrial, commercial and residential investment and residents.	Let's capitalize on our strategic location, our expanded territory and its unique assets in order to support entrepreneurial growth, promoters, managers of existing businesses and those of potential new businesses in order to promote the	3.1.1 Execution of municipal infrastructure projects approved for 2025	- Calder Street construction project.	2025	DOMI		
				- Water system improvements project: Upgrades to WTP P1 (UV Filtration).	2025	DOMI		
				- Storm sewer management project: 'Multi-purpose Trail Culvert Replacement'.	2025	DOMI		
				- Transportation project: Breaux Bridge Extension Phase 2 (Construction Season 1).	2025	DOMI		
				- Trunk Sewer Phase 1A & 1B (construction Season 1).	2026	DOMI		
			3.1.2 Asset management plan update	- Work with the hired consultant to update the asset management plan.	2025	DOMI		
				- Align future projects with the five-year plan.	Continue	DOMI		
	3.1.3 Improve municipal infrastructure linked to public transport based on the recommendations of the 'Transportation Master Plan'		- Align future projects with the five-year plan.	Continue	DOMI / DVCR			
	3.1.4 Receive the 'Storm Water Master Plan' and determine priority actions for the years to come, following its recommendations		- Align future projects with the five-year plan.	Continue	DOMI			
	3.1.5 Update of the five-year capital plan		- Work with the hired consultant to update the five-year plan.	T3 2025	DOMI / DVCR / DF			
	3.2 Industrial development: leverage the inclusion of Scoudouc in our new territory to acquire, manage and strategically develop the Scoudouc industrial park.				3.2.1 Finalize the agreement with the province to conclude the transition of the Scoudouc Industrial Park from GNB to Shediac	- Finalize the agreement regarding the secondment of current employees.	T2 2025	DDET
						- Present the final version of the transfer agreement to the municipal council.	T2 2025	DDET
						- Finalize the transfer of the Scoudouc Industrial Park with the province of New Brunswick.	T2 2025	Conseil / DDET
						- Communicate with industrial park companies and stakeholders.	T2 2025	DDET
3.2.2 Creation of a development plan and business plan for the Scoudouc Industrial Park				- Define a strategic vision for the development of the Scoudouc Industrial Park under municipal governance.	2025	DDET		
				- Identify target sectors and investment opportunities to attract new businesses.	2025, 2026, 2027	DDET		
				- Develop a strategy to optimize the use of available land and improve infrastructure (hire an engineering firm to maximize investments related to development and land purchase).	2025	DDET		

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		viable development and long-term prosperity of our community.				
	3.3 Business attraction & expansion: leverage all our strategic location, assets and other potential incentives to attract new businesses and assist existing ones in their expansion plans.		3.3.1 Market gap analysis	- Define the objectives of the analysis (Scope of work).	T1 2025	MDET
				- Hire a specialized firm.	T3 2025	MDET
				- Collect and analyze economic data.	T4 2025	MDET
				- Obtain a final report with recommendations.	T4 2025	MDET
				- Present the results to the municipal council and stakeholders.	2026	MDET
			3.3.2 Develop a business attraction strategy	- Develop a value proposition for Shediac (tax benefits, infrastructure, quality of life, etc.).	2025	MDET
				- Create a regional marketing strategy ('catchment area') to promote the city to investors and entrepreneurs	2025	MDET
				- Create a database of land and spaces available for new businesses	2025	MDET
			3.3.3 Support the expansion of local businesses	- Organize meetings with companies to identify their needs and challenges.	Continue	MDET
				- Facilitate access to government programs (GOC, GNB, CBDC, etc.).	Continue	MDET
	- Develop a networking strategy between local businesses with the CCGS.	Continue		MDET		
	3.3.4 Optimize the use of land and economic infrastructure	- Collaborate with developers to maximize the occupation of vacant land.	Continue	DDET		
		- Promote the Scoudouc Industrial Park as a strategic location.	Continue	DDET		
	3.4 Workforce attraction: partner with our community and business leaders to proactively attract and welcome the new workers needed for our existing and new businesses to thrive and for our community to continue to grow in a sustainable way.		3.4.1 Develop a workforce attraction and retention strategy	- Collaborate with the CSRSE and CCGS to develop and adopt a workforce attraction strategy (Southeast Labor Market Partnership).	2026	DDET
			3.4.2 Implement initiatives to attract qualified workers	- Collaborate with the GSCC, government institutions and businesses to provide the tools needed to attract workers.	2026	MDET
			3.4.3 Facilitate the reception and integration of international workers	- Collaborate with CAFI and CCGS to offer resources and information/Integration sessions	Continue	MDET / DVCR