

STRATEGIC PLAN

2025 - 2027





Message from the Mayor

Roger Caissie

As Mayor of Shediac, I am pleased to present the Strategic Plan for the Town of Shediac.

Following to the municipal reform that integrated several neighbouring communities into the municipality, we had to develop a new vision for our entire population.

Developed with the participation of council members, residents, staff, business owners and community groups, the strategic plan sets out our community's key objectives.

Through a vision of being an inclusive coastal community, the plan places the municipality's focus on the environment, Shediac's unique way of life, community development and operational excellence.

The strategic plan will serve as a beacon to guide all of the municipality's activities towards our goals for the future of our community.

In honour of his early devotion to our new municipality, I would like to dedicate this first strategic plan for the new Shediac to our former colleague, Councillor Murray Lloyd, who greatly contributed to our community before leaving us suddenly after a short battle with illness.

Thank you to everyone who contributed to our future!

A handwritten signature in black ink, appearing to be 'R. Caissie', written in a cursive style.

Strategic Pillars

Environment

Lifestyle

Development

Operational Excellence

Vision

A viable coastal community where everyone belongs

Mission

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

Values

Collaboration Innovation Integrity Sustainability





Environment

Proactively address environmental challenges through collaborative forward-thinking solutions, focusing on protecting residents from the impacts of climate change, preserving green spaces, managing runoff to safeguard our waterways, and promoting sustainable, balanced development so as to safeguard our community's long-term well-being.

Municipal Plan

Align the municipal plan with our commitment to environmental stewardship by prioritizing sustainable, balanced development, protecting our natural assets, fostering resilience against climate change impacts.

Climate Change Adaptation Strategy

Work collaboratively with our community partners as well as all other provincial and federal stakeholders to implement a climate change adaptation strategy for the entire community of Shediac.

Net Zero initiative

Work with partners and stakeholders to develop an action plan for Shediac to become Canada's first net-zero community by 2035.

Lifestyle

Harness our strategic location, distinctive assets, Acadian heritage, and cultural diversity to enrich the lifestyle of our residents and create an inclusive community where everyone feels a sense of belonging.

Recreational assets

Maintain, renovate or improve existing recreational assets, and assess the possibilities to provide new ones to enhance our collective lifestyles.

Cultural activities

Support and or broaden the offering of cultural events and programming in our community to enhance the lifestyle of current and future residents.

Downtown

Leverage our reputation as a great place to live and play to enhance the vibrancy of our downtown by supporting its embellishment, accessibility and development of an improved overall experience in terms of range of housing accommodations,

services, merchants, attractions, events and festivities offered in our downtown on an annual basis.

Essential Services

Assess the current and future needs of our residents to make sure that they receive the proper range of municipal services, such as (but not limited to):

- Housing accommodations of all types and price ranges;
- Public transportation system;
- Healthcare services offerings and access to those services;
- Education offerings and access to those services;
- Public safety and security.

Tourism

Leverage our unique assets and strategic location to continue to develop a world-class four-season destination to enhance the quality of life of our residents, to appeal to visitors and potential future residents.





Development

Capitalize on our strategic location, our expanded territory and its unique assets to improve our entrepreneurial character by providing sustainable guidance to builders, developers, existing and potential businesses and the community as a whole.

Municipal infrastructure

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.

Land development

Identify the key parcels of land available for current and future commercial and residential development opportunities, leveraging our road and highway networks, while protecting other areas that are critical to maintaining our lifestyle, quality of life and town's character.

Industrial development

Leverage the inclusion of Scoudouc in our new territory to acquire, manage and strategically develop the Scoudouc industrial park.

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.

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.

Operational Excellence

Equip the municipality with effective communication mechanisms, adequate resources and robust communication and marketing tools to inform and engage all stakeholders in the community.

Resources

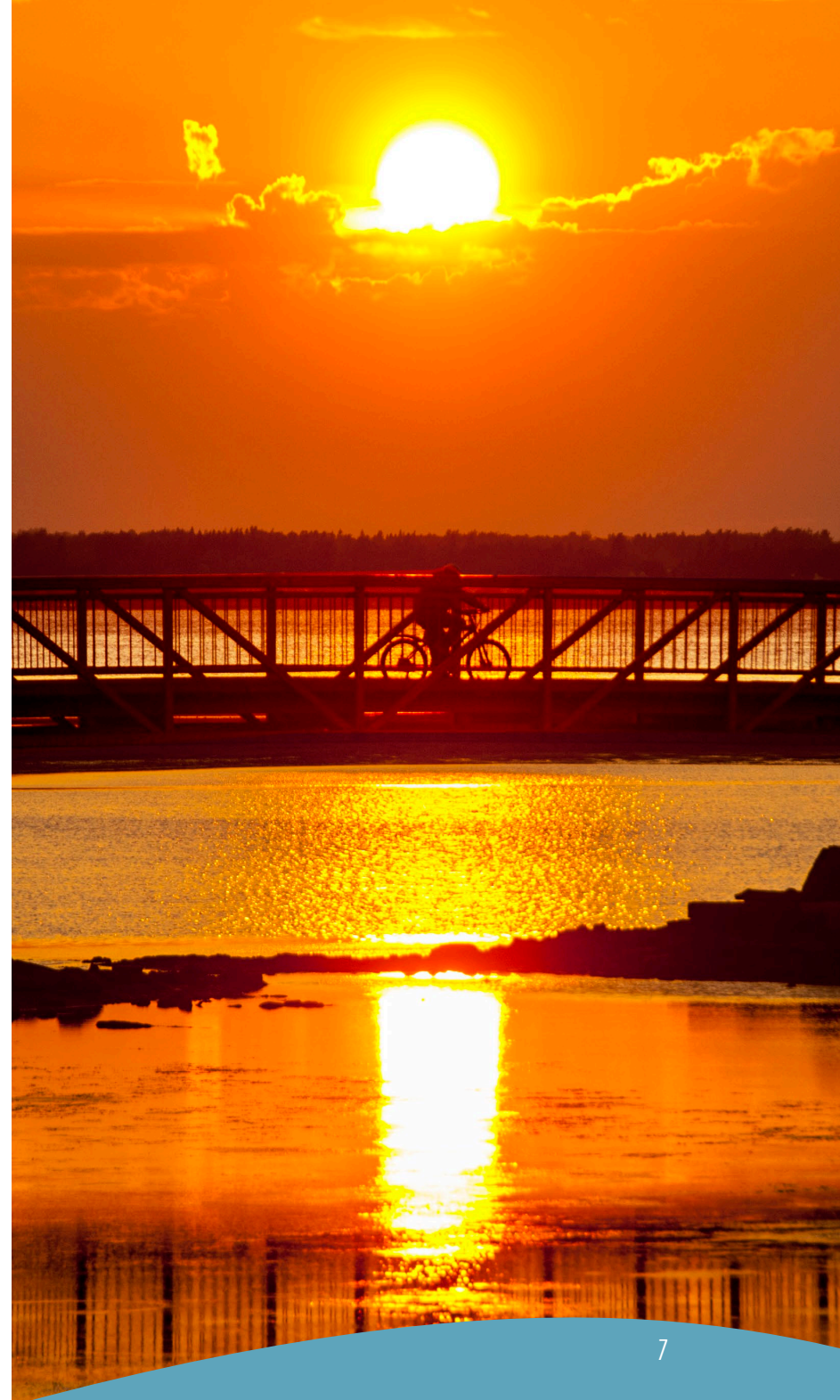
Modernize our organizational structure as well as our human, financial and material resources in order to effectively fulfill our mission and offer the best possible return on investment to our taxpayers.

Governance and Fiscal Responsibility

Maximize returns for our taxpayers by adopting an appropriate governance structure and policies. This includes implementing rigorous and transparent fiscal policies that ensure the optimal use of public resources.

Communications & marketing

Deploy effective and high-performing tools and mechanisms to meet the needs of our residents, business owners, associations, non-profit organizations, and community leaders and to ensure seamless and efficient internal communication. Actively celebrate our collective achievements and showcase our strategic strengths to key stakeholders through modern and tailored communication tools.



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