

Bishop’s Falls Town Council Strategic Priorities 2019-2022 (adopted by Council on June 18, 2019, during public meeting 1424)
 This plan is reviewed on an annual basis by the Town Council. Operational Plans are developed annually to implement the initiatives.

Strategic Priority	Initiatives	Implementation Timeline		
		2019-20	2021	2022
1: Recreation and Social	1.1: Create a new full-time position in the Recreation Department to focus on program and service development and implementation.	X		
	1.2: Develop programs and services for all age groups that utilize existing Town and community assets.	X	X	
	1.3: Develop walking trails.		X	X
	1.4: Develop partnerships with other municipalities to enhance recreation programs and services.	X	X	X
	1.5: Enhance current municipal recreation assets (i.e., add dressing rooms at the stadium, construct a dog park, etc.).		X	
	1.6: Increase the number of volunteers.	X	X	X
	1.7: Add a section to the Town’s website for new residents.	X		

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	1.8: Enhance the summer recreation program.	X		
	1.9: Facilitate partnerships with community groups to deliver recreation and social programs.	X	X	X
2: Economic and Community Development	2.1: Support the development of the Botwood port and identify spinoffs for Bishop’s Falls.	X	X	X
	2.2: Expand the industrial park by developing commercial land for light manufacturing.			X
	2.3: Support TCH land development. Explore the potential to develop land in the east end along the TCH.	X	X	X
	2.4: Explore and engage provincial economic development initiatives.	X		

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		2019-20	2021	2022
	2.5: Engage the Chamber of Commerce to support local business growth.	X	X	X
	2.6: Lead a local forum on economic development to generate discussions across municipal governments and the business community.		X	
	2.7: Create a full-time job focusing on economic development and business growth (Economic Development Officer).		X	
	2.8: Market the Town’s economic development potential through the website (i.e., Sunset Drive, Dominic Street Industrial Park, etc.)	X		
	2.9: Explore and support mining opportunities around Bishop’s Falls.	X	X	X
	2.10: Support agriculture developments in and around Bishop’s Falls.	X	X	X

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3: Tourism	3.1: Expand the Riverside Drive boardwalk by connecting it to other walking trails in the community.		X	X
	3.2: Implement the Exploits River Development Strategy.	X	X	X
	3.3: Promote the Bishop’s Falls Heritage Centre and integrate it into the Town’s tourism activities.	X	X	X
	3.4: Lobby governments to maintain a retention recreation salmon fishery.	X	X	X
	3.5: Develop programs (i.e., salmon fishing, boating, kayaking, etc.) for the tourism assets arising from the Exploits River Development Strategy. Focus on adventure tourism.		X	X
	3.6: Develop ATV trails/corridors throughout the town.		X	X

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	3.7: Lobby the provincial government to improve the physical condition of the Trestle.	X	X	X
	3.8: Support and develop RiverFest as a key tourism attraction for Bishop’s Falls.	X	X	X
4: Infrastructure	4.1: Develop a long-term preventative maintenance program/plan for the wastewater treatment system that includes a capital replacement/upgrade fund.	X		
	4.2: Develop and implement a road shoulder maintenance program.		X	
	4.3: Replace critical sections of asphalt on Main Street.	X	X	
	4.4: Replace asphalt on McDonald Crescent.			X

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	4.5: Implement the Greenridge Road water infrastructure upgrade.	X		
	4.6: Establish an asset management strategy for the Town.	X	X	X
	4.7: Acquire a chlorine booster for the Town’s water distribution system.			X
	4.8: Construct a new building to accommodate the Town Hall and Fire Hall.			X
	4.9: Enhance the Public Works Yard by creating more storage and improving its functionality.		X	
	4.10: Upgrade Station Road.			X
5: Community Aesthetics	5.1: Lobby government for enabling legislation that will provide the municipality with greater authority over the appearance and maintenance of residential and commercial properties.	X	X	X

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	5.2: Address issues relating to dilapidated buildings throughout town.	X		
	5.3: Revitalize the historical CN train by improving its function, appearance, and location. Establish a park.		X	X
	5.4: Enhance and support the Town’s community garden.	X	X	X
	5.5: Re-illuminate the Trestle.		X	
	5.6: Improve Town signage by incorporating a theme aligned with the “Exploits Adventure Starts Here” brand.		X	

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	5.7: Install garbage cans throughout the town and enhance the presence of greenspaces/flowers.	X	X	
6: Citizen Engagement	6.1: Issue semi-annual newsletters to the community via mail and online.	X	X	X
	6.2: Issue online surveys at regular intervals to obtain feedback from citizens regarding programs, services, and initiatives.	X	X	X