

# STRATEGIC PLAN 2022–2025

Status Update



Q2 2025

CITY OF  
**GRANDE**  
prairie

# CONTENTS

02	Contents
03	Celebrating Success
06	Strategic Priority: Quality of Life
08	Strategic Priority: Engaging Relationships
09	Strategic Priority: Inclusive & Caring Community
11	Strategic Priority: Innovative Efficiencies & Economic Readiness

Council's 2022–2025 Strategic Plan outlines projects and initiatives that align with four strategic pillars consisting of Quality of Life, Innovative Efficiencies & Economic Readiness, Inclusive & Caring Community, and Engaging Relationships. Many successes have occurred over the course of this Council's term including:



## Quality of Life

- Livable Neighbourhood: Land Use Policy
- Outdoor Space Enhancement
- Neighbourhood Amenities
- Recreation & Culture Strategy
- Bike Park at Crystal Lake
- Current State of Policing Assessment



## Engaging Relationships

- Polytechnical Liaison: Training Needs Gap
- Branding & Image Strategy



## Inclusive & Caring Community

- Coordinated Care Campus/  
Permanent Supportive Housing Project
- Seniors Strategy
- Accessibility, Mobility, and Connectivity: Review
- Coordinated System of Care: Action Plan
- Affordable Housing Action Plan
- Truth and Reconciliation Report
- Public Security Unit Proposal
- Rent Affordability Options
- Transit Redesign Implementation



## Innovative Efficiencies & Economic Readiness

- Tourism Strategy: City Expectations
- Benefit Driven Procurement
- Attraction/Retention of Healthcare Professionals: Strategy
- Comparative Energy: Study Review
- Municipal Development Plan (MDP)
- Hughes Lake Servicing Strategy
- Labour Market Study: Recommendations
- Business Incentive: Assessment and Options
- Stormwater Utility Model: Implementation
- Beautification and Entrance Landscaping Project: Proposal
- Road Structure Review
- Bear Creek: Slope Stability Study
- Sport Tourism Function: Business Case
- Cyber Security Strategy
- Enterprise Resource Planning System Implementation
- Land Inventory: Gap Analysis
- New Intermunicipal Development Plan (IDP)





## Delivering on the Housing Strategy

Housing availability and affordability remain central priorities of Council's 2022–2025 Strategic Plan.

While this work is ongoing, significant progress has already been achieved through partnerships, land transfers, supportive housing projects, and policy incentives designed to increase supply and diversify options across the community.

Major initiatives are already delivering results:

- More than 850 new housing units are advancing through the Municipal Fee Rebate Program and Large Multi-Family Development Grant.
- Over 80 new supportive housing units have been added at Cedar Point and Fletcher House.
- Multiple strategic land transfers are enabling hundreds of future units—including 160 new homes with Grande Spirit Foundation and a 55-unit expansion adjacent to CMHA's Willow Place.

Council's targeted policy changes and financial supports are fueling unprecedented momentum, with housing starts more than doubling year-over-year.

Together, these actions highlight Council's commitment to creating affordable, supportive, and sustainable housing solutions that meet today's needs and build lasting momentum for continued progress.





## Expanding Supportive Housing

### Cedar Point

63 new permanent supportive housing units paired with 42 affordable units are providing both stability and independence for residents.

### Fletcher House

A 42-unit mixed-model facility has been secured through a 10-year lease, adding 18 supportive housing and 24 independent living spaces.

### Sunrise House Youth Emergency Shelter

Council invested \$939K in funding and in-kind support for a new building, including 11 transitional bachelor suites, ensuring vulnerable youth have access to safe refuge while building independence.



## Policy and Incentive Measures

### Flexible Housing Options

Updates to secondary suite and backyard suite regulations increased opportunities for homeowners to add rental units.

### Development Incentives

Council boosted the Municipal Fee Rebate Program to \$1.6M and introduced a new 10-year rebate for large apartment projects. Since June 2024, the programs have attracted 149 applications, representing 853 potential units, including 532 large multi-family units.

### Momentum in Housing Starts

By July 2025, housing starts more than doubled year-over-year (262 vs. 122 in July 2024), reflecting both market confidence and Council's proactive measures.



## Strategic Land Transfers and Partnerships

### Grande Spirit Foundation

Council transferred 4 acres of land to enable construction of 160 new homes, including 48 affordable units. Construction is underway, with completion set for 2026.

### Rising Above Ministries

Council supported the expansion of an addiction recovery facility through a land sale and \$333K capital funding agreement. The new facility is anticipated to open in 2026, increasing beds to 36 for men and 19 for women — significantly expanding local recovery supports.

### Métis Local 1990

Transfer of land at 9702–99 Avenue strengthened the Elders Caring Shelter, securing safe, stable, low-income housing and long-term organizational stability.

### Canadian Mental Health Association (CMHA)

A symbolic \$1 land sale is enabling CMHA to expand Willow Place with a new six-storey, 55-unit building, directly addressing both housing and mental health needs.

Through bold partnerships, innovative policies, and a clear commitment to affordability, Council is reshaping Grande Prairie's housing landscape. These efforts not only respond to today's pressing needs but also lay the foundation for the next Council to carry this progress forward with confidence and momentum.

For additional details on various other projects and initiatives achieved over the course of Council's term, please view our Annual Reports: [cityofgp.com/city-government/budget-finance/financial-reports](https://cityofgp.com/city-government/budget-finance/financial-reports)



# STRATEGIC PRIORITY: QUALITY OF LIFE



Active Lifestyle



Fierce Community Pride



Safety

Projects and Initiatives	Next Step	Project Completion Target (Year)	Status	% Progress
Liveable Neighbourhood: Land Use Policy	MDP was adopted in Q1.	2024	✓	●
Winter City Strategy	Strategy to be presented in Q4.	2025	●	◐
Outdoor Space Enhancement	Several outdoor enhancements funded in 2024. Additional projects being evaluated for 2025 capital budget.	2024	✓	●
Covered Outdoor Spaces	Remained unfunded at the 2025 budget deliberations. Deferred until funded.		●	○
Neighbourhood Amenities	Neighbourhood amenities assessment complete. Implementation of new amenities ongoing.	2023	✓	●
Establish Grande Prairie Police Service	The fourth experienced officer class has completed training and are now operational. Recruitment for the third recruit class and the fifth experienced officer class underway with training scheduled at the end of Q3.	2026	●	◐
Recreation & Culture Strategy	Strategy is complete. Opportunities are being explored in preparation of the 2025 budget.	2024	✓	●



Completed



In Progress / On Track



On Hold / Delayed



Not Started



# STRATEGIC PRIORITY: QUALITY OF LIFE



Active Lifestyle



Fierce Community Pride



Safety

Projects and Initiatives	Next Step	Project Completion Target (Year)	Status	% Progress
Field House: Request	Maintain collaboration with local school divisions on gymnasium use, keeping the field house request as a standing Intermunicipal Collaboration Committee item, while leveraging updates to the S.C.O.R.E.S. agreement and the addition of the multisport dome to optimize available space.	2026		

## Advocacy Initiatives Related to Quality of Life\*

Medical First Response Funding	911 Levy
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\*For additional advocacy initiatives undertaken by the City, visit: [cityofgp.com/city-government/mayor-city-council/advocacy-priorities](https://cityofgp.com/city-government/mayor-city-council/advocacy-priorities)

## Guiding Documents

- |  |  |
|--|--|
| ■ <a href="#">Police Commission Bylaw C-1455</a>                   | ■ <a href="#">Municipal Development Plan Bylaw C-1237</a>                |
| ■ <a href="#">Grande Prairie Area Joint Recreation Master Plan</a> | ■ <a href="#">Neighbourhood Association Policy 217</a>                   |
| ■ <a href="#">Parks and Open Space Master Plan</a>                 | ■ <a href="#">City of Grande Prairie Recreation and Culture Strategy</a> |



Completed



In Progress / On Track



On Hold / Delayed



Not Started





# STRATEGIC PRIORITY: ENGAGING RELATIONSHIPS



Reputation Management



Brand, Marketing &  
Communication



Culture & Pride

Projects and Initiatives	Next Step	Project Completion Target (Year)	Status	% Progress
Explore Entertainment & Recreation District Concept	The feasibility study will be referred to 2026 budget deliberations.	2026		
Polytechnical Liaison: Training Needs Gap	Invest GP meets weekly with NWP, supporting the Work Integrated Learning Platform launch. Invest GP will continue to support NWP's advocacy efforts.	2024		
Branding & Image Strategy	Strategy is complete. Visual identity and brand refresh rollout will be phased.	2024		

## Advocacy Initiatives Related to Engaging Relationships\*

Northwestern Polytechnic Advocacy Support

\*For additional advocacy initiatives undertaken by the City, visit: [cityofgp.com/city-government/mayor-city-council/advocacy-priorities](https://cityofgp.com/city-government/mayor-city-council/advocacy-priorities)

## Guiding Documents

■ Crystal Centre Expansion Master Plan



Completed



In Progress / On Track



On Hold / Delayed



Not Started





# STRATEGIC PRIORITY: INCLUSIVE & CARING COMMUNITY



Multicultural



Youth to Seniors



Housing

Projects and Initiatives	Next Step	Project Completion Target (Year)	Status	% Progress
Housing Strategy	Continue advancing the Housing Strategy Initiative through advocacy and by seeking opportunities pertaining to affordable housing.	2026		
Accessibility, Mobility and Connectivity: Review	Report presented and approved.	2024		
Seniors Strategy	Aging Well Together Action Plan presented and approved in Q1 2025.	2025		
Coordinated Care Campus / Permanent Supportive Housing Project	Cedar Point Permanent Supportive Housing is fully operational with all floors occupied; focus now shifts to maintaining stable operations and resident support.	2025		
Coordinated System of Care: Action Plan	Referral pathways are updated.	2024		
Affordable Housing Action Plan	Assess actions from the affordable housing action plan.	2023		
Truth & Reconciliation: Report	Complete a framework for municipal action based on the Truth and Reconciliation Calls to Action.	2023		



Completed



In Progress / On Track



On Hold / Delayed



Not Started



# STRATEGIC PRIORITY: INCLUSIVE & CARING COMMUNITY



Multicultural



Youth to Seniors



Housing

## Advocacy Initiatives Related to Inclusive & Caring Community\*

Dedicated Regional Funding

Health Care Supports

Seniors Housing and Long-Term Care

\*For additional advocacy initiatives undertaken by the City, visit: [cityofgfp.com/city-government/mayor-city-council/advocacy-priorities](https://cityofgfp.com/city-government/mayor-city-council/advocacy-priorities)

## Guiding Documents

- [Municipal Development Plan Bylaw C-1237](#)
- [Grande Prairie Transportation Master Plan](#)
- [Homelessness Strategy for Grande Prairie](#)
- [Aging Well Together Priorities & Goals](#)
- [Social Sustainability Framework](#)
- [Affordable Housing Action Plan](#)
- [Design and Construction Standards](#)



Completed



In Progress / On Track



On Hold / Delayed



Not Started



# STRATEGIC PRIORITY: INNOVATIVE EFFICIENCIES & ECONOMIC READINESS



Strategic Growth



Innovation Development



Attraction

Projects and Initiatives	Next Step	Project Completion Target (Year)	Status	% Progress
Corporate Asset Maturity Strategy	Finalize policy implementation and system procurement to position the Corporate Asset Maturity Strategy for completion in 2026.	2026		
Benefit Driven Procurement (Social Procurement)	Analyze and assess the benefits and impacts of Benefit Driven Procurement.	2024		
New Intermunicipal Development Plan (IDP)	The new IDP has been adopted as Bylaws by both the City of Grande Prairie and the County of Grande Prairie.	2024		
Attraction/Retention of Health Care Professionals: Strategy	Report presented and approved.	2024		
Comparative Energy: Study Review	Review and analyze study, and prepare options for Council consideration.	2024		
Municipal Development Plan (MDP)	MDP was approved.	2024		
Hughes Lake Servicing Strategy	Assess and evaluate options for Hughes Lake and elsewhere, for Council consideration.	2023		
Labour Market Study: Recommendations	Complete and evaluate Labour Market Analysis and present options for Council consideration. With GP Chamber and Regional Partners. Polytechnical Liaison – Training needs gap.	2023		
Completed            In Progress / On Track            On Hold / Delayed            Not Started				



# STRATEGIC PRIORITY: INNOVATIVE EFFICIENCIES & ECONOMIC READINESS



Strategic Growth



Innovation Development



Attraction

Projects and Initiatives	Next Step	Project Completion Target (Year)	Status	% Progress
Business incentive: Assessment and Options	Council approved changes to existing grant programs and additional incentives were approved.	2024	✓	●
Stormwater Utility Model: Implementation	Utility models were presented and engagement sessions took place in Q1. Stormwater utility charge will not go forward at this time.	2024	✓	●
Beautification and Entrance Landscaping Projects: Proposal	Evaluate existing beautification programs such as annual flower and tree installations to determine efficacy of focus areas, and to determine what Parks-related improvements can be accomplished for entrance features, including organic rehabilitation.	2023	✓	●
Road Structure Review	Comprehensive review and assessment of pavement structure to obtain options to improve performance.	2023	✓	●
Bear Creek Corridor: Slope Stability Study	Presented to Council in Q3.	2024	✓	●
Tourism Strategy: City Expectations	New Executive Director and administration are fully integrated and onboarding is complete.	2025	✓	●
Sport Tourism Function: Business Case	Develop a business case for an enhancement of Sport Tourism.	2024	✓	●



Completed



In Progress / On Track



On Hold / Delayed



Not Started





# STRATEGIC PRIORITY: INNOVATIVE EFFICIENCIES & ECONOMIC READINESS



Strategic Growth



Innovation Development



Attraction

## Advocacy Initiatives Related to Innovative Efficiencies & Economic Readiness\*

Electricity Distribution and Transmission Costs: Reduction

Economic Corridors: Enhance Connectivity

\*For additional advocacy initiatives undertaken by the City, visit: [cityofgp.com/city-government/mayor-city-council/advocacy-priorities](https://cityofgp.com/city-government/mayor-city-council/advocacy-priorities)

## Guiding Documents

- [Industrial Attraction Strategy](#)
- [Intermunicipal Development Plan Bylaw C-1248](#)
- [Municipal Development Plan Bylaw C-1237](#)
- [Hughes Lake Area Structure Plan Bylaw C-1367](#)
- [Grande Prairie Transportation Master Plan](#)
- [Design and Construction Standards](#)
- [Storm Drainage Master Plan](#)
- [Parks and Open Space Master Plan](#)



Completed



In Progress / On Track



On Hold / Delayed



Not Started

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