
Strategic Priorities 2022–2026

Infrastructure and Asset Management

- Consolidate and analyze existing asset management data and info
- Investigate and acquire an appropriate asset management software program
- Develop and approve asset management financial policies and strategies
- Continue to reduce our reliance on Peace River Agreement funding for operations of the City
- Review service delivery models for the Dawson Creek Airport and Transit Service

Building and Strengthening Relationships

- Formalize opportunities to advance the objectives and commitments of Truth and Reconciliation Commission and the BC Declaration of Rights of Indigenous Peoples
- Advance opportunities to support and partner with First Nations, Peace River Regional District, government agencies, health authority, post-secondary, school district, and community groups and agencies

Tourism

- Advance the establishment of a Municipal and Regional District Tax for the accommodation sector
- Prioritize and support organized tournaments and events as a primary tourism product
- Develop a comprehensive tourism marketing strategy

Parks, Trails, and Recreation Facilities

- Develop a long-term vision with supporting strategies to optimize the use of space at the Ovintiv Event Centre
- Advance implementation of the City's trail network as guided by Official Community Plan, Transportation Master Plan and relevant planning documents

Vibrant Downtown

- Develop a downtown revitalization vision and concepts and identify associated strategies and policies to support implementation