



# Strategic PLAN

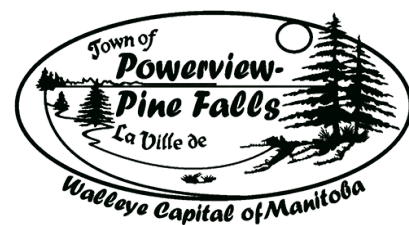
**2024-2026**

Adopted August 14, 2024

Prepared By:

**Community**  
Futures  Winnipeg River

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## Powerview-Pine Falls Strategic Plan

The Town of Powerview-Pine Falls stands as a testament to **resilience** and **adaptation**, embracing both its past and future with pride as they work towards sustainable development and community prosperity.

Council,  
Town of Powerview-Pine-falls

# A LETTER FROM COUNCIL

# PREFACE



It is my pleasure, on behalf the Town of Powerview-Pine Falls, to present the **2024-2026 Municipal Strategic Plan**. This plan is a living document and a blueprint for what we intend to achieve in service to our community in the coming years.

This Strategic Plan reflects the shared vision of our Council and Administration and is centered around enhancing the quality of life for our ratepayers and visitors. Additionally, this plan addresses the importance of enhancing high-quality public services, facilitating sustainable growth initiatives, and spearheading targeted economic development efforts to empower the community's growth and advancement.

This Strategic Plan for the Town of Powerview-Pine Falls is the result of countless hours of consultation, and the thoughtful exchange of ideas between members of council and municipal staff. A collaborative approach was taken within the planning process, and it resulted in a wide variety of ideas and opinions to consider. Every piece of information received was reviewed in a systematic manner that allowed the priorities and values to rise to the top.

Thank you for your continued support as we work together to realize the vision outlined in this plan and to shape a prosperous future for our municipality.

On behalf of Council and staff,

*Les Barclay*

**Mayor, Town of Powerview-Pine Falls**



## Powerview-Pine Falls, Manitoba

Powerview-Pine Falls, nestled in Manitoba, Canada, is celebrated as the Walleye Capital of Manitoba, drawing anglers from far and wide. Located along the Winnipeg River, this charming Town offers prime fishing sports amidst its stunning natural landscapes. Visitors can enjoy world-class fishing, a vast variety of recreational pleasures and historical enlightenment.

The Town of Powerview-Pine falls has a history deeply intertwined with its natural resources and industrial development. Originally established as a paper mill town in the 1920s under the Manitoba Pulp and Paper Company, Powerview-Pine Falls flourished as a hub of innovation and opportunity.

Through various transition in ownership, from Abitibi Paper Company to Pine Falls Paper group and eventually Tembec, the town witnessed industrial growth and prosperity. However, the closure of the mill in 2009 marked a pivotal moment in its history. Despite the challenges posed by the closure and subsequent demolition of the mill by 2012, the municipality has evolved.

The amalgamation of Powerview and Pine Falls forged a new identity for the town that offers something for everyone of all ages to enjoy. Now a proud bilingual, age-friendly town with beautiful green spaces and parks to admire and relax in. The arena is a central gathering place that is home of 3 hockey leagues, a curling club and lounge. Outdoor recreation is showcased in the Village Green that features an amazing playground, exercise area, and a court system that includes tennis, basketball and pickleball courts. Powerview-Pine Falls is a retirement community with a young energy and attitude!

*Where nature meets industry.*

# STRATEGIC PLANNING ROLES

## Council Roles

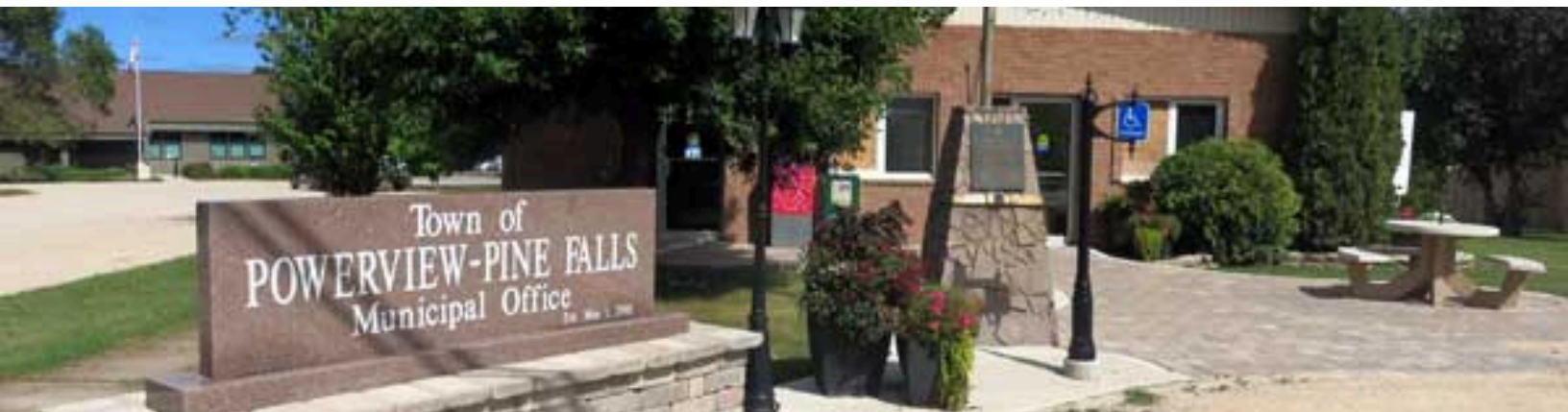
Town of Powerview-Pine Falls Council is responsible for the governance of the municipality by setting policy and determining the priorities for services, programs and infrastructure. Council balances the needs and expectations of residents in a financially responsible manner and is accountable to the community. Specific to the strategic plan, Council's roles are to:

- Set policies that align with the strategic plan;
- Ensure appropriate resources are provided to achieve Council's goals and strategies;
- Review progress and performance to track the success of the plan; and
- Review the strategic direction on a regular basis and ensure that the plan is responding to pressures in the local, regional, and global environment.

## Administration Roles

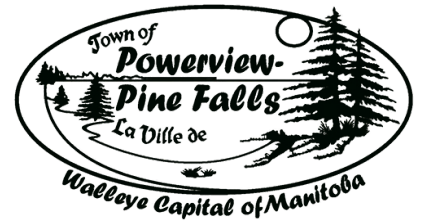
Town of Powerview-Pine Falls Administration is responsible for implementing the strategic direction of Council through solid business planning, resource management and service provision. Specific to the strategic plan, Administration's roles are to:

- Ensure current services and programs align with the strategic plan;
- Implement and maintain the service standards set by Council;
- Ensure the efficient use of Rural Municipality resources; and
- Develop and maintain administrative systems and processes, such as annual and long-term budgeting that support the implementation of the plan.



# PURPOSES OF A MUNICIPALITY

# MUNICIPAL ACT



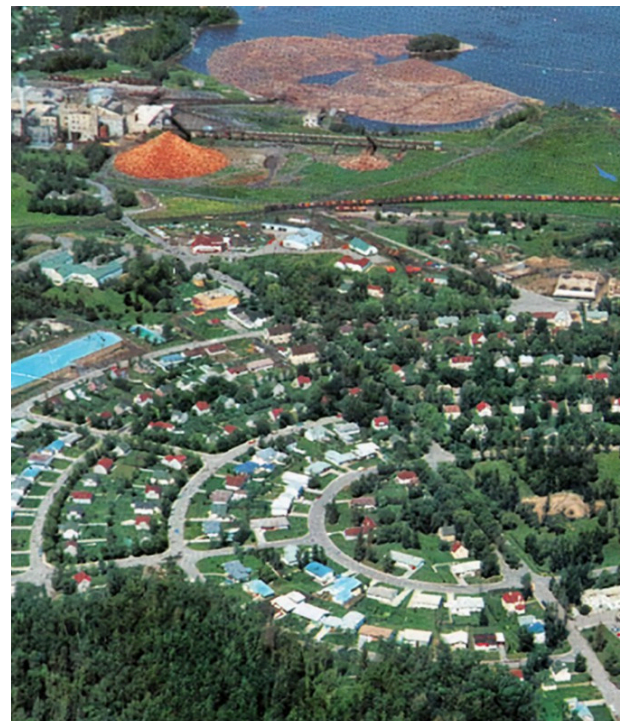
**According to the Municipal Act, the purposes of a municipality are:**

- (a) To provide good government
- (b) To provide services, facilities, or other things that, in the opinion of the council of the municipality, are necessary or desirable for all or a part of the municipality
- (c) To develop and maintain safe and viable communities

## OUR PURPOSE

# MISSION

The Town of Powerview-Pine Falls provides transparent governance, delivers quality municipal services, supports a safe environment, and strives to supply sound infrastructure for local citizens. Council is committed to ensuring a sustainable future for the Town, with a focus on community health and wellness; and promoting, developing, and guiding economic growth, recreation, and tourism.



## OUR SERVICES

# CORE FUNCTIONS

- **General Government Services**

*Council operations, strategic direction, capital planning, by-laws, policies, procedures, and administration.*

- **Fiscal Management**

*Financial management and accountability, taxation, capital expenditures, and annual audits.*

- **Protective Services**

*Fire services, police services, emergency measures, and by-law enforcement.*

- **Transportation Services**

*Roads, trails, drainage, signage, public transport, and sidewalks.*

- **Public Utilities**

*Infrastructure and services related to water and sewer.*

- **Environmental Development Services**

*Land use and development planning, Zoning Plan, by-law review, and staffing for Building Inspector.*

- **Economic Development Services**

*Business attraction and retention, infrastructure and development support, tourism, and local marketing.*

- **Recreation and Cultural Services**

*Social programs, services, events, facilities, parks, and green space.*

- **Public Health and Welfare**

*Supporting regional health and social programs, community organizations, and cemeteries.*

- **Environmental Health Services**

*Waste management, wastewater, and recycling.*

**Rich in history, the Town has developed a Pine Falls Walking Tour through the app - "On This Spot".**



# #PVPF

# Proud!

## GUIDING PRINCIPLES VALUES



**Proactive** and **fair** leadership



**Visionary** and **forward thinking** for our community's sustainable future



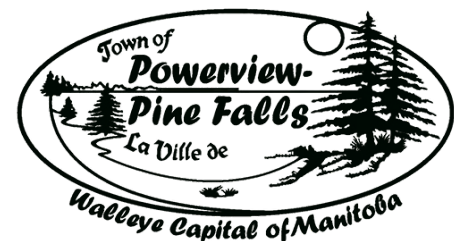
**Positive, respectful,** and **inviting** atmosphere



Fiscally responsible, open, and transparent government

## WHAT WE DESIRE FOR THE FUTURE VISION

The Town of Powerview-Pine Falls is an attractive, economically diverse community that embraces change, while proactively exploring opportunities for growth. Through effective planning and open communication/collaboration with our residents, businesses, partners, and neighbours, we will create a highly desired destination, where people of all ages are proud to live, work, visit, play, and retire .





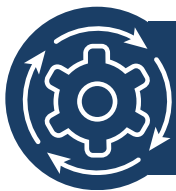
# KEY AREAS OF FOCUS

# PRIORITIES

Priorities reflect the important issues, opportunities, and key focus areas, that when addressed, will allow the organization to flourish. Priorities represent specific areas in which the organization must focus on to succeed, and are additional to the day-to-day operations.

**Priorities are not listed in order of importance as the numbers act as reference points.**

From 2024-2026, the Town of Powerview-Pine Falls will strategically focus efforts to achieve positive results around the following five priorities:



**Enhanced Government Operations and Services**



**Economic Development and Tourism**



**Local Housing, Safety and Comfort**



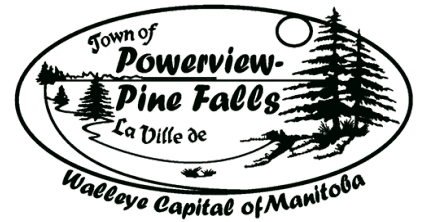
**Infrastructure Planning and Projects**



**Recreation Services**

# OUR DESIRED OUTCOMES

# GOALS



**Goals** are broad statements that describe outcomes the organization wants to accomplish. Goals stem from the mission and vision and can be long-term, short-term, or medium-term in nature. There are four types of goals - time-based; performance based; qualitative or quantitative; and outcome or process based.

**Strategies** are the methods or directions the organization will embark on to help reach the desired goals. It usually takes various strategies to reach a single goal.

Goals, or desired outcomes, are documented for each of the five priorities within the Strategic Plan. Strategies (methods and directions) are more fluid and will therefore be determined annually and incorporated into work plans and budgets for the municipality. The goals and strategies support the mission and core functions of the organization. Goals and strategies will be reviewed each year while selecting annual projects/activities and budget items, and monitored on an ongoing basis.



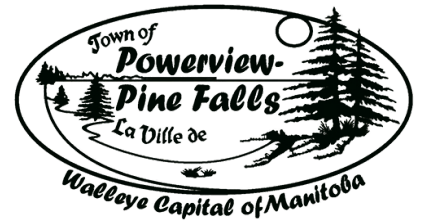
## 1. Enhanced Government Operations and Services

### Desired Outcomes/Goals

- *Residents take pride in their town and experience an improved standard of living.*
- *Residents know we care.*
- *Quality municipal services are consistently provided.*
- *Forward thinking and proactive government set realistic goals and plans for the sustainable future of the town.*
- *Residents trust in our fiscal responsibility and collaborative governance.*
- *Effective teamwork exists between Council and staff members.*
- *Municipal staff positions are filled and working effectively.*
- *Smooth transitions during changes in Council and staff ensure continuity.*
- *Essential community services such as bilingual education, healthcare, and recreation are readily available.*
- *Active collaboration with local agencies and neighboring communities continues to address common issues and opportunities.*
- *Municipal by-laws, policies, and plans are updated and maintained.*

# OUR DESIRED OUTCOMES

# GOALS



## 2. Economic Development and Tourism

### Desired Outcomes/Goals

- *Strong municipal leadership exists for future economic development.*
- *Active pursuit of economic development opportunities enhances local economic and social conditions including job opportunities, business growth, and community services.*
- *An Economic Development Officer is working in Powerview-Pine Falls.*
- *Business presence increases in the area, offering a wider range of products and services to meet community needs.*
- *A business is operating on the old mill site.*
- *Powerview-Pine Falls is a known and sought-after visitor destination.*
- *More short-term accommodations are available for visitors.*

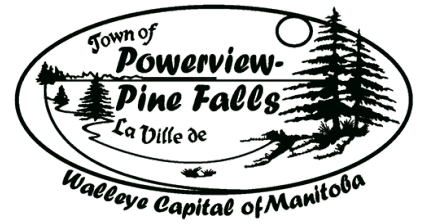


### 4P Festival - Paper, Power, Peas and Pickerel

The Town's signature event is over 40 years strong!  
Every September long week-end we celebrate the resources  
that make us PVPF proud.

# OUR DESIRED OUTCOMES

# GOALS



## 3. Local Housing, Safety, and Comfort

### Desired Outcomes/Goals

- *More housing is consistently being developed to align with community needs.*
- *Diverse housing options exist to meet resident needs, including condos, senior housing, rentals, and affordable housing.*
- *Residents feel safe and secure living in Powerview-Pine Falls.*
- *The town looks and feels well looked after.*

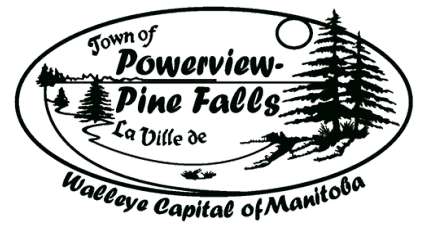


### Pine Falls Generating Station

Built from 1949-1952, the Pine Falls Generating Station consists of a powerhouse, spillway and dyke and is the last station on the Winnipeg River before Lake Winnipeg.

# OUR DESIRED OUTCOMES

# GOALS



## 4. Infrastructure Planning and Projects

### Desired Outcomes/Goals

- *Capital plans are in place for road improvements and water infrastructure.*
- *Asset management system is in place and used to determine priorities and timelines for capital repairs and replacements.*

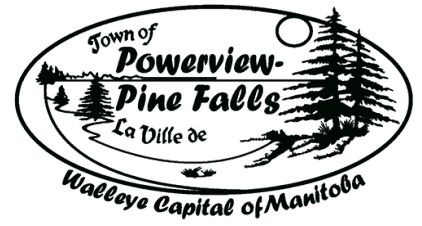


### Locomotive 30

Built in 1922, Locomotive 30 ran to and from the Paper Mill until 1963 and was the last steam engine operating daily in Western Manitoba.

# OUR DESIRED OUTCOMES

# GOALS



## 5. Recreation Services

### Desired Outcomes/Goals

- *Recreation services and facilities are viable.*
- *Arena is updated and operating smoothly.*
- *Strong relationships and collaboration exist between the Town, operators and user groups to effectively run the Arena.*
- *Edgewater Recreation acts as a link between applicable recreation groups and has more responsibility for recreation programs, services, local events, and the Arena.*
- *Youth are highly involved in recreation activities.*
- *More local residents volunteer to help with various events and services.*
- *Volunteers feel supported by the Town.*



### Pine Falls Golf Club

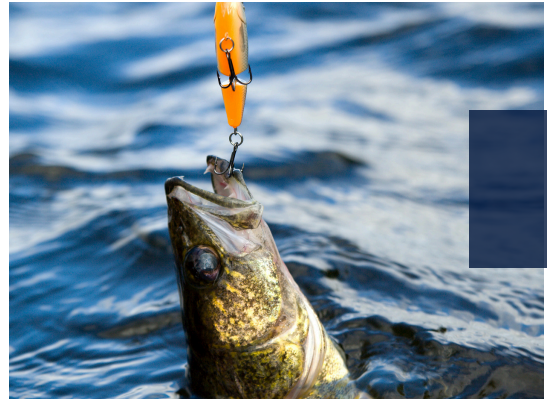
9-hole golf course with clubhouse and restaurant.



### Duck Lake Ski Club

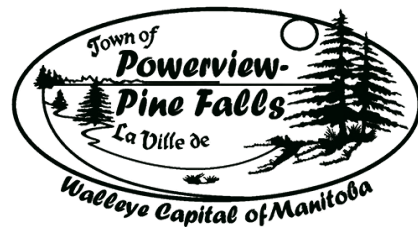
Cross-country ski trails and chalet and in the beauty of the boreal forest.

# CONCLUSION



## Powerview-Pine Falls Strategic Plan

Thank you for your continued support as we work together to realize the vision outlined in this plan and to shape a prosperous future for our municipality.



Council,  
Town of Powerview-Pine-falls



### Winnipeg River

Kayaking on the scenic and breathtaking Winnipeg River



### Fix Bayonets

Freedom of the Town was bestowed to the 31 Engineer Squadron of 38 Combat Engineer Regiment on the 14th of May 2022.