



TOWN OF RAYMOND 2026 - 2030
COUNCIL STRATEGIC PLAN



2025-2030 RAYMOND TOWN COUNCIL



Bryce Coppieters
Mayor



Brian Eakett
Councillor



Kate Kindt
Councillor



Neil Sieben
Councillor



Pamela Stewart
Councillor



Matt Evans
Councillor



Wayne Johnson
Councillor

MISSION

We are dedicated to intentionally building a welcoming and service-minded community where residents, businesses and families can thrive.

VISION

We will create a family-focused community, with the confidence to grow, innovate, and lead without sacrificing Raymond's small-town character.

VALUES

Let's Talk

We recognize that different values and perspectives are inevitable; our approach to conversations is with the understanding that everyone has something to contribute.

Raymond 1st

We consistently pursue the best interests of the community.

Dream Big

We create conditions for success by anticipating and adapting to changing and evolving needs and environments.

Buck Stops Here

We accept responsibility for and support efforts to achieve better outcomes. Transparency and citizen engagement ensure accountability.

Stronger Together

We strive to work together as individuals, organizations, municipalities, and communities to enhance our capacity.

STRATEGIC PRIORITIES



Responsible Growth

- Increase Non-Residential Assessment Share
- Attract Young Families
- Seniors Housing
- Support Private Development When Possible



Infrastructure Capacity & Renewal

- Roadways, Sidewalks & Pathways
- Utility Extension & Renewal
- Facility Renewal
- Asset Management Implementation



Quality of Life

- Ambulance & Stars Enhancement
- Recreation Amenity Expansion
- Sports Programs & Tourism



Environment

- Urban Forestry
- Beautification
- Water Management

CONSOLIDATED ASSESSMENT OUTLINE

1

Raymond Today: Identity, Reality, and Opportunity

- Raymond is a family-centred, values-driven small town that people actively choose.
- The community is confident in being different and sees its distinctiveness as a strength.
- Growth is occurring and is viewed as an opportunity to reinforce Raymond’s identity, not undermine it.
- Safety, accessibility, and strong personal connections remain foundational.
- Raymond positions itself as a high-quality alternative to larger centres, not a competitor to them.

Core Theme:

Raymond’s identity is not a constraint on growth—it is the foundation for sustainable growth and innovation.

2

Community Values, Culture, and a Willingness to Evolve

- Core values include family, service, integrity, accountability, and pride of place.
- Traditions and signature events play a central role in community cohesion.
- Residents are highly engaged and passionate, particularly when change is proposed.
- Council recognizes the need for meaningful community consultation in advance of major change, especially where decisions may affect community character or daily life.

Core Theme:

Raymond can honour its roots while still evolving, innovating, and being open to change.

CONSOLIDATED ASSESSMENT OUTLINE

3

Assets, Strengths, and Competitive Advantages

- People are Raymond’s greatest asset: engaged, capable, and invested.
- Recreation, youth programs, schools, and cultural offerings are exceptional for a community of this size.
- Proximity to Lethbridge supports workforce attraction and investment while maintaining independence.
- Alumni returning to raise families reflects long-term community confidence.

Core Theme:

Raymond already possesses the social and organizational capital needed to grow successfully.

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Challenges, Constraints, and Growth Enablers

- To reduce the impacts of inflation and future tax burdens, the Town must either expand the non-residential tax base or significantly increase the residential tax base through greater density; maintaining the status quo on both is not sustainable.
- Infrastructure capacity, particularly utilities, influences the pace and form of growth.
- Financial discipline remains critical, but is not viewed as a reason to avoid growth.
- Regional relationships and collaboration are recognized as tools to enable growth.

Core Theme:

Constraints shape how Raymond grows—not whether it grows.

CONSOLIDATED ASSESSMENT OUTLINE

5

Growth, Innovation, and Future Community Form

- Growth is supported when it strengthens the community and local economy.
- Council supports intentional density, housing diversity, and innovative housing forms, supported by early engagement.
- Young families remain a priority, with seniors housing viewed as a complementary need.
- Council is open to new development models, partnerships, and ideas aligned with community values.
- Large-scale commercial expansion should only proceed after extensive community consultation and a balanced assessment of what is best for the entire community.

Core Theme:

Raymond supports growth and innovation, provided decisions are deliberate, balanced, and community-serving.

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Challenges, Constraints, and Growth Enablers

- Economic growth should be primarily market-driven, with focused efforts to expand healthcare and professional services and to fill identified service gaps where feasible.
- Local entrepreneurship and private-sector partnerships are encouraged.
- Infrastructure investment is viewed as a growth enabler, not just a maintenance obligation.
- Council values visible, practical investments that clearly demonstrate value for taxpayers.
- Accessibility, safety, and efficiency improvements are seen as early, high-impact wins.

Core Theme:

Strategic investment and economic growth directly support long-term sustainability and quality of life.

CONSOLIDATED ASSESSMENT OUTLINE

7

Governance, Leadership, and Long-Term Vision

- Decisions should be grounded in statutory plans, policy, and long-term thinking.
- Integrity, transparency, and consistency are non-negotiable governance principles.
- Communication and public engagement must improve to support confidence in growth decisions.
- Public input is intended to inform better decisions, not stall progress.
- Council wants Raymond to be known as a community that leads, adapts, and takes smart, calculated risks.
- Long-term vision must extend beyond individual Council terms.

Core Theme:

Strong governance and clear leadership give Raymond the confidence to grow, innovate, and lead.

1-7

Cross-Cutting Strategic Themes

1. Pro-growth, values-aligned development
2. Innovation as a tool to strengthen community
3. Economic diversification to manage tax pressure
4. Calculated risk supported by sound governance
5. Community consultation that informs—not replaces—decision-making