

MD OF OPPORTUNITY

STRATEGIC PLAN 2022-2025



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OPPORTUNITY
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A Message From Council

On behalf of the Municipal District of Opportunity Council, we are pleased to present our 2022-2025 Strategic Plan (with additions to reflect our community rebranding efforts conducted in 2023).

This plan is a three-year roadmap for Council and staff as we make the strategic decisions necessary to propel our community forward; driven by the priorities of Sustainable Infrastructure, Corporate Excellence, Community Strength, Economic Prosperity, and Relationship Building with other Governments and Agencies.

It is our goal to have people feel connected within and to a place with a rich history and thriving culture. We will continue to build and nurture a competitive economy that celebrates entrepreneurship, provides opportunity, creates jobs, and showcases and enhances the attractiveness of all individual communities within the MD, as well as of the MD as a desired and unified destination for residents, visitors, and investors. As a community organization, our core goal is to deliver transparent and affordable local government services to all of our constituents with excellence.

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VISION

A thriving municipality that is providing a healthy, culturally diverse lifestyle which is sustainable with opportunities for growth and prosperity. A community where every person has an Opportunity Up.

MISSION

We provide our residents with a variety of high level, affordable services while encouraging economic growth and developing successful partnerships.

COMMUNITY STRATEGIC DIRECTION

As matters of fact...

- We are the only predominantly Indigenous MD in Alberta. As Indigenous tourism (sharing authentic, memorable and enriching Indigenous experiences) continues to outpace Canadian tourism activity overall, we would be wise to focus more time, attention and efforts into new Indigenous tourism offerings.
- We are a young and growing population boasting high income / earning potential and housing affordability.
- We have a four-pillar oil and gas, logging, tourism, and government economy, with oil & gas and government dominant, however we need to explore economic opportunities of the future to offset industry ebb and flow.
- While legacy building for the future of our children and grandchildren, we must also honour the past, our Indigenous heritage, and our desire to heal and lay the foundations for a more healthy future.
- As we work toward legacy building which celebrates and showcases the MD of Opportunity value proposition - not its reserves of oil, nor its lakes and natural beauty, but its cultural significance to the province. And we must do so in the spirit of equality and harmony.
- We must become self-reliant AND interdependent. We must forge a deeper, more positive relationship to the land, and to each other. WE are the solution we seek.

Economically...

- We are the answers we seek
- We need to invest in ourselves
- We are creative and can produce craft
- We are smart and only need a good Internet connection to make our services available to the world
- We need to nurture the entrepreneurial in us

Spiritually...

- We are independent
- We are together
- We have to make it our own, and on our own
- We are people who are resilient and self-sustaining
- We are independent and hearty souls
- We will self-empower ourselves - in self-determination and in entrepreneurship. From this foundation we enable our future...

THE STORY OF US...

We are a thriving municipality providing a healthy, culturally diverse lifestyle which is sustainable with opportunities for growth and prosperity.

Our children (and generations to come) will whisper in the winds and across the seasons, "Rise to our full potential." Nature and community is in our heart. Self-empowerment of an entrepreneurial future is in our soul; leveraging today's energy and forestry industries while pursuing Indigenous tourism, entrepreneurialism, craft wood products manufacturing, and the exploration of potential for critical minerals harvesting in a new energy future. Land is for the making - as sustenance, as economy, and in our role as caretakers of legacy. Investment in infrastructure, recreation facilities, entrepreneur development programming, and investment in our youth nurture the foundations of our new ways forward.

We are the only Indigenous-majority municipality in Alberta. Proudly. We are welcoming to all...and we are making our own way for ourselves, and for each other in our story to come.



CORE VALUES

Accountability

Being responsible to our ratepayers; transparency

Health

Promoting wellness of our residents and communities

Service

Providing affordable, quality services

Residents

Valuing our communities and their residents

Relationships

Placing importance on working together to achieve results

STRATEGIC PRIORITY AREAS AND GOALS

Residents

Goal:

- Support Treaty Land Entitlement negotiations for Peerless and Trout Lake First Nations and Bigstone Cree Nation
- Continued support of rate payers

Economy

Goal:

- Diversification of the economy

Strategy:

- Working committees with industry, neighbours and agencies
- Solidify our industrial partnerships

Budget

Goal:

- Budget so that the goals of council are achieved

Strategy:

- Submit more grant applications
- Lobby government to increase service provision in our region (healthcare, roads, education, grants)
- Complete our existing projects
- Community beautification

Branding and Marketing

Goal:

- Increased brand awareness of new MD of Opportunity brand (launched 2023), visual promotion, and cultural acknowledgement

#	CAPITAL BUDGET	2022	2023	2024	2025
1	CL - Multi Plex Construction (Seniors)	2,800,577			
2	WB - North Bridge - BF77255	1,201,122			
3	SL - Lagoon	4,564,216			
4	Keekenow Senior Facility	372,500			
5	WB - Arena Improvements	147,479			
6	CL Wellsite Pit - Gravel Crushing	100,000			
7	CL WTP Filter	194,280			
8	WB - Main Office - Renovation	97,124			
9	WB - Fireguard	1,170,820			
10	RE - Fireguard	988,737			
11	CL - Generator	50,000			
12	ALL - Street Lights (Excl. CL)	80,000			
13	RE - Community Hall - New	2,213,515			
14	WB - Fire Department - Concrete Pad	740,000			
15	SL W&S South End Phase	1,531,877			
16	RE - Arena - Apron Replacement/Concrete	85,000			
17	WB - Eagle Point Golf Course Expansion - 2018	264,632			
18	WB - Public Wrks Shop - Concrete Aprons/Sidewalks	248,220			
19	SL - Hall Air Conditioning/Kitchen Renovations	177,014			
20	WB - Spray Park	555,000			
21	CL - Spray Park	550,000			
22	WB - Eli Cardinal Park Improvements	150,000			
23	RE - Community Site Playground	150,000			
24	SL - Campground Improvements	50,000			
25	WB - Facility Maintenance Shop Concrete	50,000			
26	ALL - Christmas Decorations	200,000			
27	CL - Street Lights - SE30-72-21-4	25,000			
28	ALL - Fleet - Vehicle Purchases 2022	1,246,345			
29	ALL - Fleet - Equipment Purchases 2022	1,645,849			
30	WB - Desmarais Raw Pump House	59,000			
31	WB - Lab Lift Station Generator	100,000			
32	CL - Meeting Room/Washroom	63,500			
33	PL - Truckfill & Keypad Upgrade	20,200			
34	RE - Truckfill & Keypad Upgrade	20,200			
35	TL - Truckfill & Keypad Upgrade	20,200			
36	ALL - IT - Hardware Infrastructure 2022	50,000			
37	ALL - Security Camera/Surveillance Upgrade	200,000			
38	WB - Mud Bog Clearing	510,000			
39	ALL - FD Radio Communications Upgrade	263,000			
40	SL - Gasification	1,100,000			
41	CL - Transportation Roof	80,000			
42	WB - Lions Campground Dock	100,000			
43	WB - All-Lot Development	540,300			
44	WB - Animal Shelter Facility	150,000			
45	WB - WWW Sidewalk Project	50,000			