



2026

Village of Alliance Strategic Plan

A large yellow flower is at the top left. Below it are several smaller white and yellow flowers. A stylized tree with a blue trunk and yellow and blue leaves is positioned in the lower left. The background is a gradient from teal to yellow.

Alliance Agenda

01

Planning session & Council

02

Community Profile

03

Mission, Vision Statement & Values

04

2018 SWOT Analysis



Planning session

On **June 17th**, 2026, the Village of Alliance Council will meet to discuss their Strategic plan moving forward.

The session will begin with a review of the current Mission, Vision and Values Statement.

Then a closer look at the SWOT analysis of the community, organizations and a determination of increasing and decreasing pressures.

From these exercises, Council will produce a wish list, later paring it down to long-term and short-term goals



Temporary pictures, It's just an Idea.
If you like it we could take the official pictures for the Village Office.

Meet Your Team

Leslie Ganshirt
Mayor



Denise Nychporuk
Deputy Mayor



Steve Wyse
Councillor



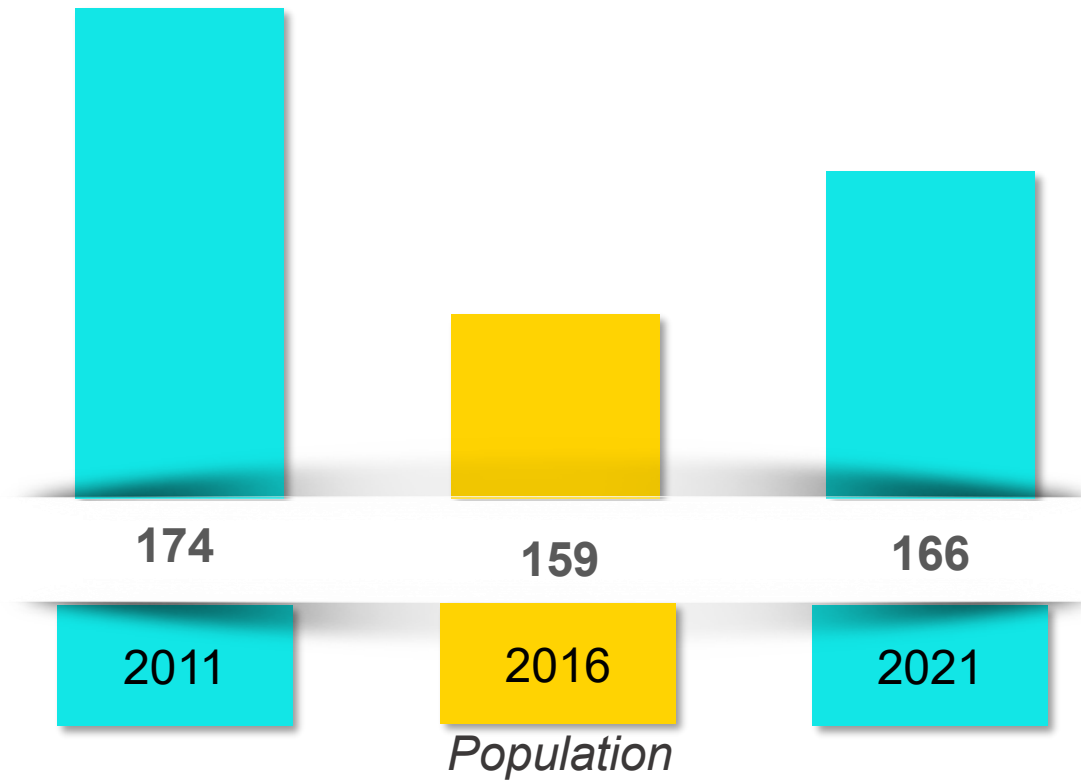
Carmen Frank
CAO

Village Employees



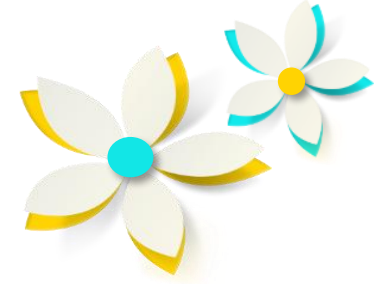


Community Profile



In the **2021 Census of Population** conducted by Statistics Canada, the Village of Alliance had a population of 166 living in 90 of its 100 total private dwellings, a change of 4.4% from its 2016 population of 159. With a land area of 0.62 km² (0.24 sq mi), it had a population density of 267.7/km² (693.4/sq mi) in 2021.

In the **2016 Census of Population** conducted by Statistics Canada, the Village of Alliance recorded a population of 154 living in 83 of its 107 total private dwellings, a change of -11.5% from its 2011 population of 174. With a land area of 0.51 km² (0.20 sq mi), it had a population density of 302.0/km² (782.1/sq mi) in 2016.



Mission Statement

“To guide our community with committed respectful leadership, honesty and integrity.”

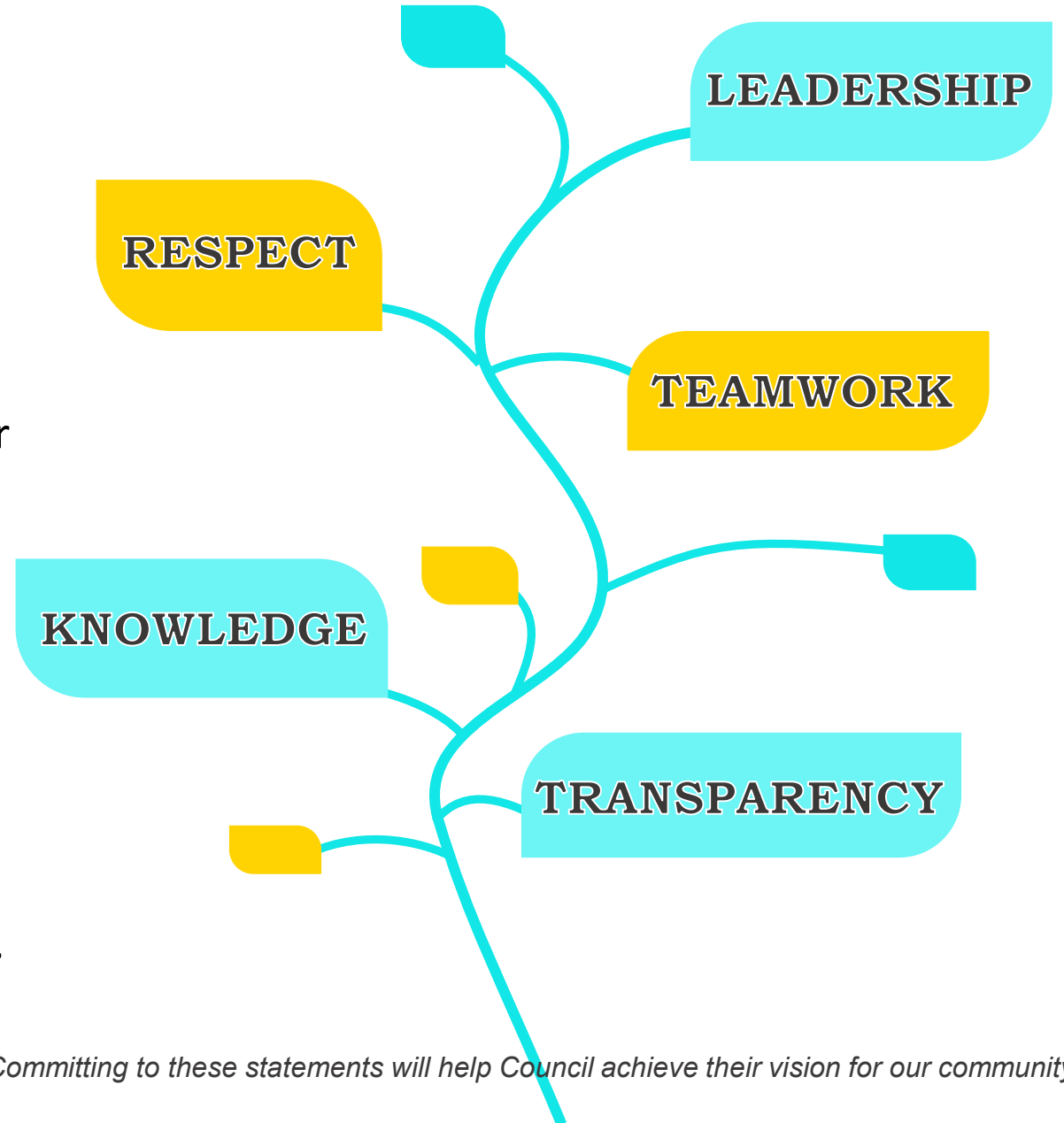
Vision Statement

“Alliance strives to be a community that gives our residents a home where they can lead a life that has a balance of economic opportunity, health, well-being and community spirit.”

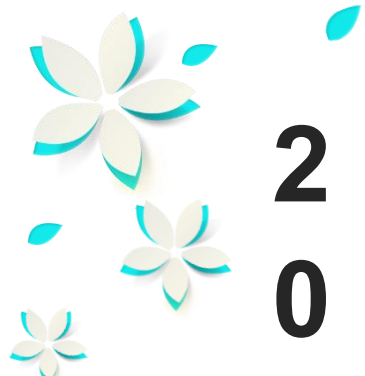


Value Tree

- ❖ **RESPECT** For each other
- ❖ **LEADERSHIP** - We take ownership of decisions made for the betterment of our people and our community
- ❖ **KNOWLEDGE** - Learning and sharing together.
- ❖ **TEAMWORK** - Achieving goals through collaborative efforts.
- ❖ **TRANSPARENCY** - Living up to our values.



Committing to these statements will help Council achieve their vision for our community.



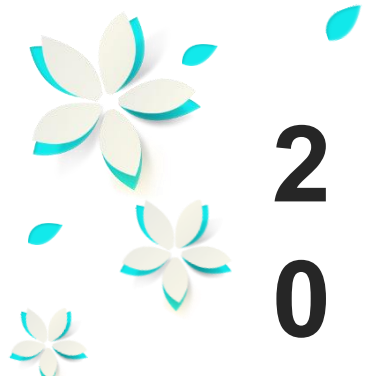
2018 - S W O T

STRENGTHS

- Administration
- Public works
- Elected council
- Overall good community
- Long-term businesses
- Location (highway 36 and the river valley)
- Arena
- Library
- Bank
- Local history
- Railway
- Good water and quality
- Industry (farming and oilfield)
- Seed cleaning plant and fertilizer plant
- Community pride
- Community strength
- Volunteer base
- Volunteer boards
- Business sponsorships
- Rural base
- Campground
- Sports grounds
- Ag Society
- Fire Dept.

WEAKNESSES

- Low tax base
- Lack of volunteers
- Old infrastructure
- Limited funds and resources
- No mental health facilities
- Lack of self-promotion (marketing)
- Low economic base
- No senior centre programming
- Lack of knowledge of available resources
- Seniors' transportation
- Ambulance
- Healthcare
- Location (end of the county)
- Isolated
- No commitment
- Not using quad/snowmobile trail systems
- No school
- Fire department capacity (railway)
- Abandoned homes



2018 - SWOT

OPPORTUNITIES

- Vacant buildings for development
- Vacant land for development
- Ski hill
- Tourism
- Promotion of arena/ag. grounds/trail systems
- Use of the Battle River for winter and summer activities
- Cal centre
- Land for hunting (goose)
- Bird sanctuary
- Experience rural life (fly, B&B, and hiking)
- Cost of land
- Rail spur
- Location (highway 36)
- Rail line
- Good access to transportation network
- Wildlife observation
- Local history
- Getting back to the roots – way of life
- Local guiding
- Tranquil and quiet community
- Bar

THREATS

- Amalgamation
- Proximity to regional neighbors
- Keeping up with legislative changes
- Uncontrollable changes in society
- SCADA system (costs)
- Lack of knowledge
- Aging population
- Shopping local
- Online sales
- Senior vulnerability
- Higher levels of government not supporting rural Alberta (e.g. healthcare, transportation, education, social services, policing)

As part of the Village of Alliance's Strategic Framework planning session, council and administration completed a SWOT analysis. The SWOT analysis will be incorporated into the community's Municipal Development Plan (MDP).

SWOT is a tool used to assess an organization and its environment. The tool highlights opportunities and pinpoints vulnerabilities.



Thank you!