

# STRATEGIC PRIORITIES CHART

DRAFT

## ECONOMIC DEVELOPMENT COMMITTEE PRIORITIES

### NOW

1. **IMPLEMENT BUSINESS RETENTION AND EXPANSION STRATEGIES –**  
Support application for Business Support Network grant funding through the provincial government to enhance business retention efforts
2. **ENCOURAGE INVESTMENT ATTRACTION ACROSS KEY SECTORS –**  
Develop “Starting a Business in Whitecourt” webpage with simplified steps, one clear point of contact, resources, and online fillable permit applications
3. **ENCOURAGE PARTNERSHIPS AND INITIATIVES THAT ADVANCE SKILLS ATTRACTION AND ENHANCE THE EDUCATION AND TRAINING LANDSCAPE –** Explore opportunities for a Regional Employer and Workforce Co-lab Initiative with site location in Whitecourt (SIP dependent)

### TIMELINE

- January 2022
- February 2022
- March 2022

### NEXT

- PARTICIPATE IN TRADE SHOW MARKETING AND PROMOTIONAL OPPORTUNITIES
- ENHANCE THE DOWNTOWN CORE AND SUPPORT REVITALIZATION EFFORTS

### ADVOCACY / PARTNERSHIPS

- *Explore partnerships to advance land development (i.e. local and existing partnerships; regional partnerships; indigenous partnerships).*
- *Advocate for the availability of a high standard of health services*
- *Regional Business Park Feasibility Study – Next Steps.*
- *Geothermal Detailed Site Evaluation*

## OPERATIONAL STRATEGIES (EDO / Staff / Organizations)

### ECONOMIC DEVELOPMENT OFFICER

1. **IMPLEMENT BUSINESS RETENTION AND EXPANSION STRATEGIES**
2. **ENCOURAGE INVESTMENT ATTRACTION ACROSS KEY SECTORS**
3. **ENCOURAGE PARTNERSHIP AND INITIATIVES THAT ADVANCE SKILLS ATTRACTION AND ENHANCE THE EDUCATION AND TRAINING LANDSCAPE**
  - COVID -19 Business Support Strategies
  - Whitecourt Tourism
  - Business Support Network
  - Northwest Alberta EV Network
  - CALP Advisory Committee
  - Geothermal – Next Steps
  - Career and Education Expo

### COMMITTEE

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2. **ENCOURAGE PARTNERSHIP AND INITIATIVES THAT ADVANCE SKILLS ATTRACTION AND ENHANCE THE EDUCATION AND TRAINING LANDSCAPE**
  - Career and Education Expo
  - Business Support Network

### PLANNING & DEVELOPMENT STAFF

1. Assisted Living Facility
2. Geothermal Feasibility Grant
3. Ambassador Program/Red Tape Reduction
4. 50 Year Growth Study
  - Economic Recovery Grant – Stream 2
  - Business Workshop Educational Campaign
  - Permit Application Update – Change of use

**CODES:** BOLD CAPITALS = NOW Priorities; CAPITALS = NEXT Priorities; *Italics* = Advocacy; Regular Title Case = Operational Strategies; Completed tasks = Blue