

# Smoky Lake Regional Community Development Committee Strategic Plan

# 2019



## Report Card

GOALS	Our Commitments	Our Achievements	Going Forward
<b>1. Improve the Region's Economic Development Capacity.</b>	1.2 Full time CEDO 1.3 Three year rolling action plan 1.5 Stakeholder Engagement 1.7 First Nation and Metis Partnerships	Full time CEDO hired July 2019. Strategic Planning process created for use in early 2020. Stakeholder policy and meeting presence created and approved. Connected to First Nations and Metis through Regional meetings and ongoing networking and sharing information.	Comply Economic Development Management System Conduct Strategic Plan review with 2020 goals and create 3 year rolling action plan.
<b>2. Diversify the Region's Economy.</b>	2.1 Regional opportunity identification, value add Agricultural, global trends 2.3 Economic opportunities to increase employment 2.8 Identify and eliminate business and economic development impediments 2.14 Encourage "buy local", develop business inventory	Opportunity Tracker established; inquiry response process created. Connecting with businesses to identify their challenges and acting through advocacy or program development to support. Collaboration with Chamber on Passport, Cookie Walk and social media promotions.	Develop Regional Chamber organization Create worker readiness (tourism) program Worker attraction program (tourism) Business, Trades and Resident information directories
<b>3. Promote the Region.</b>	3.5 Implement branding for Region 3.6 Tourism collaboration 3.8 Regional website current 3.10 Encourage outdoor recreation and adventure tourism products	Established promotion tactics – audience, materials, and communications policy updated. Event distribution process established: Facebook, Regional website, media outlets, community influencers.	Promotion partnerships with others in Region. Website move to County microsite; enhance content Regional Trail project Iron Horse Trail goods and services marketing strategy and implementation
<b>4. Attract New Residents to the Region.</b>	4.1 Marketing Plan 4.3 Ensure infrastructure in place to attract new residents 4.8 Support creation of youth employment 4.11 Develop and implement Regional "Welcome Package"	Supported Victoria Trail Agricultural Society on fitness facility Victoria Trail Running Event Playground development support	Resident, Investment and Tourist Guide and distribution plan. Engage with Portage College on Experiential learning opportunities
<b>5. Maintain the Region's Quality of Life.</b>	5.5 Work with Regional Health Authority 5.7 Encourage development of facilities for youth	Municipally led through Doctor Recruitment Committee and Rural Health Professions Action Plan (RhPAP).	Regional event promotion and support
<b>6. Protect the Region's Natural &amp; Historic Assets</b>	No objectives in 2019	Submitted grant application for Heritage Board Victoria District Economic Development Strategy development Heritage River designation support.	Victoria District Economic Development Strategy continuation.

## Schedule "D"

# Smoky Lake Regional Community Development Committee

# Strategic Plan

2007-2027

The RCDC Report Card highlights several, but not all, initiatives under each goal area of the Strategic Plan. For more details on RCDC or specific initiatives please contact the RCDC Community Economic Development Officer (CEDO)



## Annual Score

GOALS	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
1. Improve the Region's Economic Development Capacity.	1	2	4	1	4	1	2	6	5	4	3	16	13								
2. Diversify the Region's Economy.	0	0	2	1	4	2	3	4	2	2	4	8	8								
3. Promote the Region.	0	1	2	0	4	0	2	7	3	3	4	7	11								
4. Attract New Residents to the Region.	0	0	0	0	0	0	0	1	0	1	0	1	1								
5. Maintain the Region's Quality of Life.	0	0	2	1	3	0	5	2	1	1	6	8	2								
6. Protect the Region's Natural & Historic Assets	0	0	0	0	1	0	0	0	0	1	0	1	2								
<b>TOTAL SCORE</b>	<b>1</b>	<b>3</b>	<b>10</b>	<b>3</b>	<b>16</b>	<b>3</b>	<b>12</b>	<b>20</b>	<b>11</b>	<b>12</b>	<b>17</b>	<b>41</b>	<b>37</b>								

(Motions per Objective)