

STRATEGIC POSSIBILITIES

STRATEGIC TOPIC – <i>Expectations</i>	STRATEGIC POSSIBILITY	PROGRESS/STATUS
Economic Development Strategy New Businesses	Creating and marketing business opportunities i.e. identify what we have available and promoting it - determine process for marketing (contract or internal)	<ul style="list-style-type: none"> - Hired consultant, Municipal Experts - 2022 - Home Buyer Incentive Program – renewed 2023 - Website Refresh – 2023 <ul style="list-style-type: none"> ➤ Data revisited and updated. ➤ Add new layers for clients. GIS; Planning; Engineering; and Assessment info. - Met with Jennifer Hartigh, Regional ED Specialist Hwy 2 Central Corridor, Jobs, Economy, and Innovation <ul style="list-style-type: none"> ➤ Post Gov’t links to business website 2023
Residential Growth - Penhold Advantage	Why Penhold campaign i.e. connect with Chamber of Commerce; local realtors; builders; and Central Alberta Real Estate Board	<p>*2023 – applied for Northern and Regional Economic Development grant to hire consultant and assist with town’s website Funding for \$57,000 for upgrades. 50% cost to town. Mar 2023.</p>
Business Retention Business Expansion Business Attraction	Facilitate relationships with businesses and surrounding communities - review incentive opportunities/attractions for new businesses - develop marketing opportunities i.e. look for business attraction and community readiness documents	Videos/interviews/testimonials/drone footage - connected with local realtors, builders, Mayor presented at Central AB Real Estate Board mtg, Gasoline Alley Farmers Market – tried to get indoors and decline outdoor opportunity. - updated the Community Readiness Profile 2022 - updated the Socio-Economic Profile 2022 <ul style="list-style-type: none"> ➤ Business Appreciation – April 27th

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	<ul style="list-style-type: none"> - connect with home-based businesses 	<ul style="list-style-type: none"> ➤ working with new local businesses; customized support through web information and business needs identified. - outstanding; 2023 initiative
Recreation Growth	<ul style="list-style-type: none"> - Recreational agreements with RD County - Facility Use Agreement with Chinook's Edge 	<ul style="list-style-type: none"> - Recreational agreement reviewed/revamped and signed. <p style="text-align: center;">FULLY COMPLETED</p>
New Fire Hall	<ul style="list-style-type: none"> - Clarify needs analysis based on service level requirements: i.e. community growth, current building structure, location, response times - conceptual design - cost estimation - funding sources - partnerships 	<ul style="list-style-type: none"> - Conceptual building layout completed. - Site services and build ready completed. - Grant opportunities under review - Net zero funding is being investigated. - Partnership with AHS being investigated
Trail System	<p>Active Transportation Plan</p> <ul style="list-style-type: none"> - Assist in development of trails and street furnishings - Prioritizing of new and upgrading of trails and possible illumination 	<ul style="list-style-type: none"> - Review/updated Active Transportation Plan - Applied for funding - Secured funding Federal Gov't \$915,000 total \$1,550,000. - Approvals for work project spring 2023 - Construction work to begin 2023; completion in 2024. - Pumptrack developed 2021 – Funded \$ 100,000 Total Project \$ 310,000
Community Hub	<ul style="list-style-type: none"> - Hire consultant to draft area plan; Committee determine priorities - Finalize conceptual layout - Draft and put out tender documents - Explore partnerships with Red Deer County - Additional funding 	<ul style="list-style-type: none"> - Funding secured Fed. Govt \$ 490,000 Project total \$1,461,000. - Recreation area developed 2022/2023 - Completion date: est. June 23

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<p>New Public Works Building</p>	<ul style="list-style-type: none"> - Clarify needs analysis based on service level requirements: i.e. community growth, current building structure, location, response - conceptual design - cost estimation - funding sources / partnerships 	<ul style="list-style-type: none"> - Conceptual building layout completed. - Site services and build ready completed. - Grant opportunities under review - Net zero funding is being investigated. - Partnership with AHS being investigated
<p>Manager of Fire & Protective Services (Fire Chief)</p>	<ul style="list-style-type: none"> - draft terms of reference for position - post on town, AM, Fire Chiefs Association websites 	<ul style="list-style-type: none"> - hired in 2022. <p>FULLY COMPLETED</p>
<p>New School</p>	<ul style="list-style-type: none"> - liaison with Chinook’s Edge School Division for a new junior high school - continue to advocate need to our School Trustee - administration work on environmental assessment information and subdivision (when the time comes) 	<ul style="list-style-type: none"> - parcel site finalized - subdivision completed. - land title change requested – currently at Land Titles - services committed by Town est. costings \$ 30,000