

STRATEGIC PRIORITIES CHART

DRAFT 2025

ECONOMIC DEVELOPMENT & TOURISM PRIORITIES

NOW

1. **FOSTER BUSINESS RETENTION & EXPANSION** – Establish outreach plan to understand business needs and challenges.
2. **INCREASE INVESTMENT READINESS AND BUSINESS ATTRACTION** – Implement RFI template changes.
3. **EXPAND ON TOURISM DEVELOPMENT OPPORTUNITES** – Meet with Travel Alberta to follow up on Northern Rockies TDZ and next steps.
4. **ENHANCE TOURISM MARKETING AND PROMOTION** – Develop annual Whitecourt Tourism Visitor Guide

TIMELINE

- Jan 2025
- Jan 2025
- Jan 2025
- Jan 2025

ADVOCACY / PARTNERSHIPS

- *Support post-secondary options and collaboration with school divisions on identified synergies.*
- *Support health care recruitment and increased health care services.*
- *Enhanced connectivity and broadband development.*
- *Work with Woodlands County and the Province on project-based partnerships for tourism development.*

OPERATIONAL STRATEGIES (EDO / Staff / Organizations)

ECONOMIC DEVELOPMENT OFFICER

1. **FOSTER BUSINESS RETENTION & EXPANSION**
2. **INCREASE INVESTMENT READINESS AND BUSINESS ATTRACTION**
3. **ENHANCE TOURISM MARKETING AND PROMOTION**
 - SCOP Grant
 - AAIP Program – Rural Renewal and Entrepreneur Streams
 - Health Professionals Attraction & Retention Committee (HPARC)
 - Business Visits (Regional/Local)

ECONOMIC DEVELOPMENT COMMITTEE

1. **EXPAND ON TOURISM DEVELOPMENT OPPORTUNITES**
 - Tourism Operator Meetings
 - Summer Street Fest
 - Grant Programs

PLANNING & DEVELOPMENT STAFF

1. Off Site Levy Bylaw Review
2. Transportation Plan
3. Vitalization Plan - Update
 - Ambassador Program
 - Realtor Meetings
 - Online Licensing Software Integration

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