

What We Do

- ✓ Land use planning (Municipal Development Plan, Land Use Bylaw, Area Structure Plans)
- ✓ Land development services
- ✓ Transportation planning and design
- ✓ Development approvals and controls (development agreements, development permits, etc.)
- ✓ Promote the community to assist in the retention and attraction of business investment
- ✓ Provide support to local businesses in terms of employee attraction, retention and training
- ✓ Operate the Whitecourt Visitor Information Centre and Forest Interpretive Centre

Did You Know?

- The value of development permits issued in 2024 was over **\$75 million**.
- The Turn Indoor Golf and Lounge, Petals Plus, City Furniture, Lem Studio, and several other businesses opened their doors in Whitecourt in 2024.



2025 Projects and Priorities

Planning & Economic Development - 2025 Interim Figures

Revenues	\$ 3,545,516
Expenditures	\$ 4,810,748
Balance from Taxation	\$ 1,265,232

\$ 0.07 of each tax dollar is allocated to this function

Operating

- Complete the Off-Site Levy Bylaw review (conducted every 5 years).
- Complete the Transportation Master Plan that will provide a strategy for the orderly, timely, and economical development of roadway systems in Whitecourt to serve the future growth of the community.
- Continue the Tourism Enhancement, Tourism Product Development, Whitecourt Launch, Sports Hosting, and Vitalization Grant Programs.
- Continue to promote Whitecourt as a prime location for business and investment, fostering growth and development through targeted investment initiatives.
- Conduct Business Market Analysis Attraction & Retention Strategy. This comprehensive market analysis of the local business environment to identify consumer spending, service leakage, gaps in the market, and opportunities for business retention, expansion, and attraction.



Business Market Analysis Attraction & Retention Strategy

Whitecourt has received \$70,000 in grant funding from the Small Community Opportunity Program to conduct a comprehensive market analysis of the local business environment; identify consumer spending, service leakage, and gaps in the market; and, identify opportunities for business retention, expansion and attraction.

Background

Insights gained from the market analysis and business environment scan will assist with strategic planning by providing a foundation for setting goals, defining strategies, and developing action plans.

The gap analysis will provide a ready-made package to market to entrepreneurs who are looking at investing in Whitecourt.

Overview

Whitecourt is working with FBM Planning Ltd. to complete the project. The project is expected to be complete December 2025.

Deliverables

- Detailed business and industry database of employers, their workforce needs, anticipated future skills gaps, and current product and service offerings.
- Identification of opportunities for partnership with the agricultural sector, including consumer and producer direct links.
- A full report documenting the retail, commercial and industrial gaps, including benchmarking of comparative communities.
- An economic gap analysis indicating the leakage resulting from the loss of consumer spending.
- Targeted recruitment strategies or recommendations to attract retail and commercial businesses including the downtown core.
- Development of three business case proposals for attracting or expanding products and services relevant to Whitecourt.



Transportation Master Plan is Underway

What is a transportation master plan?

A Transportation Master Plan outlines a municipality's vision for its transportation network and provides a strategy for the development of the municipal roadway systems to serve the future expansion of the community.

Why is it important?

The purpose of a Transportation Master Plan is to ensure that the local transportation infrastructure is planned efficiently and effectively to service the long-term growth of the community. It provides direction for the development and maintenance of the transportation network, informs the municipality's long-term infrastructure and financial plans, and assists the municipality in making critical land use and site planning decisions.

- The Plan will support Whitecourt's health and economic growth by planning for safe, reliable, and efficient movement of goods and people.
- The Plan will guide decisions and investments in our roads and future transportation infrastructure.

Work Program Overview

- Existing Transportation Network Analysis – Underway
- Future Transportation Network Analysis – Summer 2025 (est.)
- Key Focus Area Reviews – Summer 2025 (est.)
- Cost Estimates and Implementation Recommendations – Fall 2025 (est.)

