






Smoky Lake Regional Community Development Committee Strategic Plan

2021

Report Card




GOALS	Our Commitments 	Our Achievements 	Going Forward 
<p>1. Improve the Region's Economic Development Capacity.</p>	<p>1.1 Ensure Regional Community Development Committee (RCDC) work towards the implementation of the Smoky Lake Region Strategic Plan.</p> <p>1.2 Retain a full-time economic and community development officer for the Region to lead the ongoing implementation of the Plan.</p> <p>1.3 Develop and adopt rolling three-year action plans to implement this Strategic Plan over the next 20 years.</p> <p>1.4 Assign the responsibility for monitoring and assessing the implementation of the Strategic Plan to the Economic Development Committee. Appoint community members to the Committee to assist in the evaluation. Report progress on an annual basis.</p> <p>1.5 Establish mechanisms to enable the Region's residents and businesses to provide input in the economic development process</p>	<ul style="list-style-type: none"> • RCDC Refresh due to Waskatenau leaving Committee • Committee changes due to municipal elections • Regular Rolling Action plan updates in CEDO reporting • Published 2020 report card on municipal websites 	<ul style="list-style-type: none"> • Project underway with four Councils on Regional Economic Development aspirations and execution
<p>2. Diversify the Region's Economy.</p>	<p>2.1 Undertake a regional opportunity identification exercise for business attraction, retention, and expansion. Identify and pursue value-added agricultural opportunities in the Region. Ensure the identified opportunities are relevant and respond to regional and global trends.</p> <p>2.8 Identify and eliminate impediments to economic development and business growth in the Region.</p> <p>2.10 Provide a forum for a series of ongoing business development and self-employment training seminars in the Region (e.g., seminars on best practices for employee attraction, retention, and training; development ag-tourism products; global trends in agriculture; direct marketing; e-commerce; securing business financing; etc.</p> <p>2.11 Support a youth entrepreneurship program in conjunction with local school districts, provincial learning institutions, and Community Futures.</p>	<ul style="list-style-type: none"> • Smoky Lake Tourism Initiative • COVID19 Response to Businesses • Youth engagement through Chamber Intern project • Social Media promotion of relevant webinars • Connect for Food initiative 	<ul style="list-style-type: none"> • Tourism Corporation and Strategy execution • Career Fair for Regional Schools • Attract conferences to Region • Connect for Food events and strategy

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3. Promote the Region.	3.1 Develop an integrated marketing plan to attract visitors, businesses and residents to the Region. 3.6 Continue collaboration on tourism initiatives with Kalyna Country, Alberta's Lakeland Tourism, Northeast Alberta Information HUB Ltd., Alberta's Iron Horse Trail, Metis Crossing, and Smoky Lake & District Chamber of Commerce. 3.10 Encourage the development of outdoor recreation and adventure tourism products within the Region.	<ul style="list-style-type: none"> • Updates to NE HUB content • Tourism collaboration with St. Paul and Elk Point • Smoky Lake Tourism Initiative 	<ul style="list-style-type: none"> • Tourism investments • Technology solutions to promotion challenges • Data analysis
4. Attract New Residents to the Region.		<ul style="list-style-type: none"> • Fielding real estate inquiries for all municipalities • Connecting potential residents to business opportunities 	<ul style="list-style-type: none"> • Housing project • Data analysis • Electric Vehicle Chargers
5. Maintain the Region's Quality of Life.		<ul style="list-style-type: none"> • Ukrainian Twinning Project • Smoky Lake Tourism Initiative • COVID19 response 	<ul style="list-style-type: none"> • Electric Vehicle Chargers • Technological solutions for need to know information • Broadband Strategy
6. Protect the Region's Natural & Historic Assets.	6.4 Support the development of tourism products to improve awareness and visitation of the Region's cultural and historic assets.	<ul style="list-style-type: none"> • Smoky Lake Tourism Initiative • Heritage Designations 	<ul style="list-style-type: none"> • Itinerary development • Engagement with Kalyna Country • Tourism strategy execution



Schedule "D"

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)

Smoky Lake Regional Community Development Committee

Strategic Plan 2007-2027

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	6	29						
2. Diversify the Region's Economy.	0	0	2	1	4	2	3	4	2	2	4	8	8	7	8						
3. Promote the Region.	0	1	2	0	4	0	2	7	3	3	4	7	11	8	6						
4. Attract New Residents to the Region.	0	0	0	0	0	0	0	1	0	1	0	1	1	1	0						
5. Maintain the Region's Quality of Life.	0	0	2	1	3	0	5	2	1	1	6	8	2	1	0						
6. Protect the Region's Natural & Historic Assets	0	0	0	0	1	0	0	0	0	1	0	1	2	0	0						
TOTAL SCORE	1	3	10	3	16	3	12	20	11	12	17	41	37	23	43						

(Motions per Objective)