Smoky Lake Regional Community Development Committee

Strategic Plan

Report Card

GOALS	Our Commitments	Our Achievements	Going Forward
1. Improve the Region's Economic Development Capacity.	1,1 Ensure the Joint Municipalities Committee works towards the implementation of the Smoky Lake Region Strategic Plan. 1.2 Full time CEDO 1.3 Three year rolling action plan	Decision to remove RCDC reporting from Joint Municipalities and remove mandate letter process to increase efficiencies. 3 Year Action plan created in February CEDO contract continuation	RCDC management system refresh. Performance measures and data gathering
2. Diversify the Region's Economy.	2.1 Undertake a Regional opportunity identification exercise for business attraction, retention, and expansion. 2.8 Identify and eliminate business and economic development impediments 2,13 Work with tourism partners to encourage networking within Region's tourism sector. 2.14 Encourage "buy local", develop business inventory	Pursuit of investment for former HAK school Cooperative and succession planning resources for businesses Business of the Week COVID support business outreach Smoky Lake Tourism Strategy and Business Plan Buy local social media campaigns (no in person projects) Regional Chamber of Commerce	Site Selection materials and campaign for investment attraction (drone video project) Business succession activities Public engagement on "best" businesses for our Region Business outreach Transportation study Grant application strategy
3. Promote the Region.	3.1 Develop an integrated marketing plan to attract visitors, business and residents to the Region. 3.9 Work with the Provincial government to ensure adequate signage is available along major transportation routes to increase visitation to Regional tourism and recreational sites. 3.10 Encourage outdoor recreation and adventure tourism products	Smoky Lake Tourism Business Plan Heritage Board grant applications Engagement with tourism and potential tourism operators for COVID supports and ongoing outreach Regional participation in 3rd party promotions to bring travellers to our Region (2020 Boat and Sportsman Show) Local food producer promotions	Transition tourism activities to Smoky Lake Tourism Corporation (if approved) Collaborate with tourism resources to develop businesses and attract visitors Ukrainian twinning projects
4. Attract New Residents to the Region.	4.1 Marketing Plan 4.7 Identify and communicate with former residents of the Region. Encourage people to "come home" to live or visit. 4.11 Develop and implement Regional "Welcome Package"	"Bring them Home" Social media campaign and ongoing Regional promotion via social media Regional Guide development for Welcome Package and other distribution Ukrainian Twinning initiative	Continue "Bring them Home" campaign Ukrainian twinning projects

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6. Protect the Region's Natural & Historic Assets	6.4 Support the development of tourism products to improve awareness and visitation of the Regions' cultural and historic assets.	Smoky Lake Tourism Strategy and Business Plan Regional support to Heritage initiatives (North Saskatchewan River, Heritage designations and grants)	Preservation strategy Photography project

Schedule "D"

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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							
2. Diversify the Region's Economy.	0	0	2	1	4	2	3	4	2	2	4	8	8	7							

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

(Motions per Objective)