



Kneehill County
Economic
Development Plan

Introduction:

My name is Tara Zeller, and I have been retained to conduct an Economic Development Plan for Kneehill County. Originally a Saskatchewan farm girl, I am now based in Grande Cache, Alberta. I have lived and worked in Saskatchewan, Nunavut, and Alberta and have had the privilege of working with incredible and diverse communities.

With over 15 years of experience in community & economic development and marketing & communications, I thrive on creating and promoting community and business development initiatives.



Background:

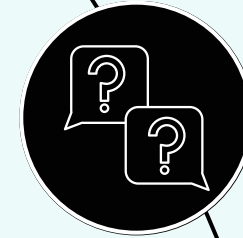
Earlier in 2023 an economic development overview was completed to provide clarity on where the county is right now in terms of economic development and investment readiness. Kneehill has many economic development assets already in place that will assist your efforts to move forward with determining economic development strategic goals. These documents contained numerous internal goals and external recommendations that can help you with a good starting point in determining your overall strategic direction.

Kneehill County assets referenced during the overview included:

- 2022-2025 Strategic Plan
- Municipal Development Plan
- Competitive Land Analysis
- Investment Readiness Review
- Economic Base Analysis and Sector Report
- Kneehill County Tourism & Recreation Master Plan

Project Timeline & Process:

The Economic Development Strategy will be **developed by and for the people who live in Kneehill County**. My job is to support the creation of the strategy, however Council, staff, residents, business owners and local organizations will help provide guidance and direction to the process through community engagement.



Community Consultations
September - November 2023



Analyze Results
November - December 2023



Develop Priorities & Action Plan
January 2024



Prepare Ec. Dev. Plan
February 2024



Final Presentation
March 2024

Community Engagement

A Business Retention & Expansion (BR + E) survey is currently being finalized

- This survey will help the County to better understand the future plans and needs of local businesses and how business owners/managers view the community as a place to do business.
- The information from the survey will be used to help plan future economic development activities focused on the top priorities of local businesses

Community Engagement

A Community Survey will be shared at the end of September and distributed through the County Newsletter as well as through social media

- Both paper and online surveys are available for residents to provide their input.
- Data from the survey will be used to determine values and support from the community

Community Engagement

I will be reaching out to local organizations for their input through emails and phone calls

I will be coming to Kneehill County at the end of Oct/early Nov for a site visit:

- County tour
- Meet staff
- Council consultations
- Possible community in-person consultations



COUNCIL ECONOMIC DEVELOPMENT SURVEY

QUESTIONS? WANT TO KNOW MORE?

If you have any questions, you can contact either:

Tara Zeller
Community & Economic Development Consultant
tarajzeller@gmail.com
780-827-1778

Jenna Kester
Economic Development Officer, Kneehill County
Jenna.Kester@kneehillcounty.com
403-443-5541

If you would like to go through this survey over the phone or virtually, please reach out to Tara and we can set a time to do so. If not, please fill this out and return to Jenna to by Oct. 20 and she will forward to me.

PLEASE ANSWER THE FOLLOWING QUESTIONS:

In your own words, what is your vision for Kneehill County 15 years from now?

Why do you want to see growth in local economic development in Kneehill County?
(choose as many as relevant to you)

- Better jobs
- Deepening sense of place/community identity
- Improving local quality of life
- Increase municipal revenue (lower tax burden)
- More local jobs

Prior to my site visit, I would appreciate some feedback from council to help guide my in-person engagement with you by completing a short council survey.



This is just a starting point to help plan for future discussions with council.

If you would prefer to go over this survey over the phone or virtually, please reach out to me and we can set a time to do so. If not, please fill this out and return to me by October 20th.



**Thank you for sharing your
feedback in the survey. I look
forward to working with you all!**