



Economic
Development
Planning

PREPARED BY:
TARA ZELLER

COMMUNITY ENGAGEMENT

Triage BR&E Survey

Community Survey

Council Survey

COUNCIL'S VISION FOR KNEEHILL COUNTY

- A vibrant community that has a variety of jobs available for our residents both young and experienced workforce. Also have a developed industrial area within the county boundaries and with that excellent schools that bring families to the area.
- That our County is connected by our love for the land, quality of living and economic prosperity while maintaining our rural way of life.
- A safe and vibrant community with ample recreational and cultural activities - this will help with employers encouraging folks to live here; Economic and job opportunities' to encourage young people to stay and want to return to raise families; Protection of high quality farmland; Rural way of life - caring for our neighbours, sense of belonging

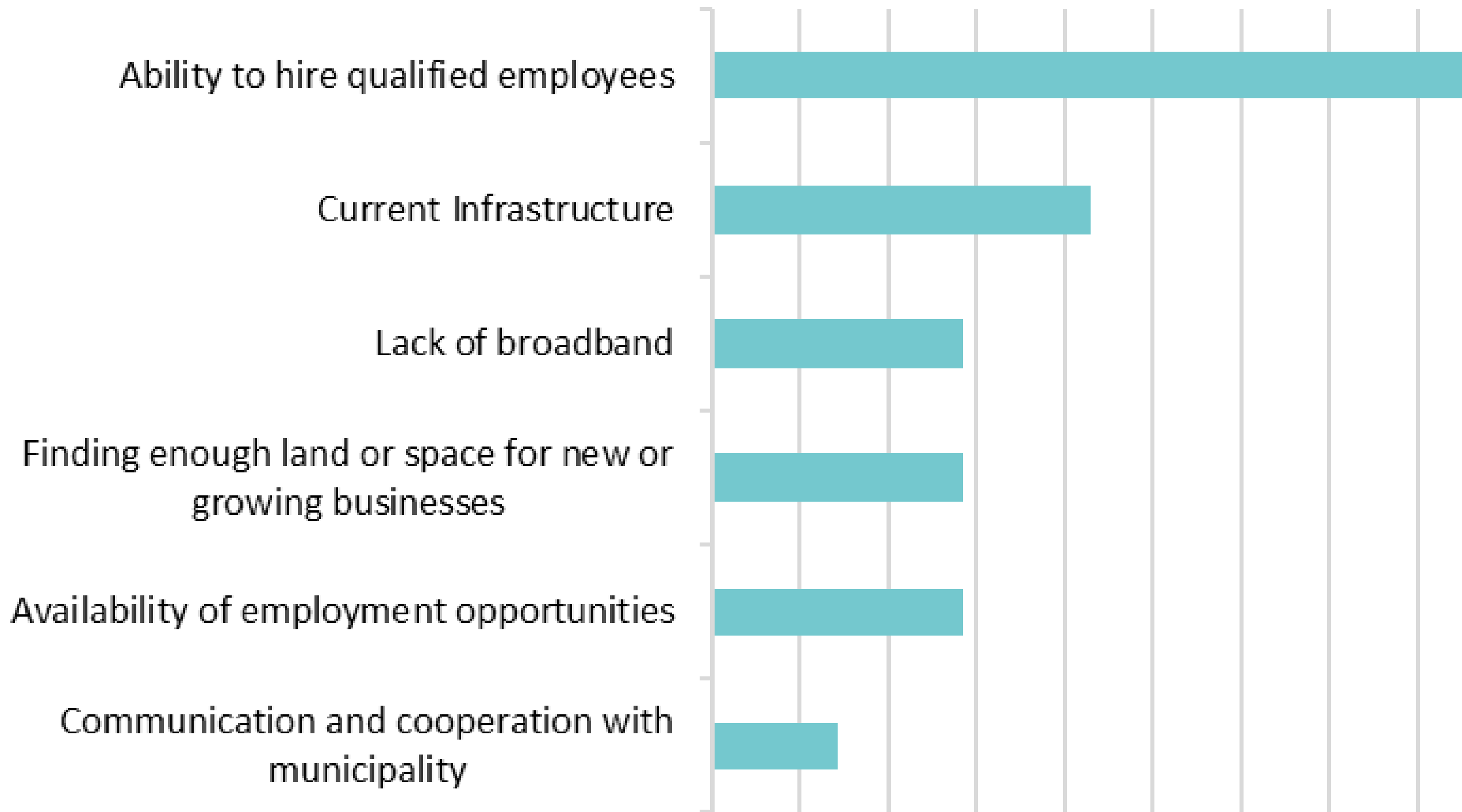
- To be a thriving county that is not relying on oil and gas for taxes like in the future
- 6000 population with above average standard of living
- 5 years from now Kneehill County:
 - will be recognized as a attractive and prosperous to live, to visit and to develop in; which will have residents of all ages choosing to live in Kneehill County
 - will be sustainable as a municipality
 - will be a participant in regionally sharing assets and in regionally determined strategies
 - residents will be aware of the opportunities, assets and services available within our region

- A more diversified agriculture production base - more small enterprises focused on farm to consumer sales and I would like to have stronger protections for our top quality agriculture land.
 - development of larger industry that processes locally produced agriculture and other products into value added consumer goods (this may require infrastructure investment, serviced development land)
 - additional recreational and tourism sites - things like trails, new parks/campgrounds - potentially the current gravel site and more tourism development around Horseshoe Canyon
 - greater retention of our young people and families through development of jobs and housing that suits their needs
 - tax base diversified and the addition of tax base that is not necessarily oil and gas driven

COMMUNITY VISION:

Summarizing the community survey responses, the suggested vision for Kneehill County's future should involve a **balance between economic growth, environmental sustainability, and community well-being.**

COUNCIL'S CHALLENGES FACING ECONOMIC DEVELOPMENT



OTHER:

- too close to the #2 corridor
- staffing dedicated to economic development and business retention in Kneehill County
- Expense of operating a business currently. Not only a County issue but Provincial-wide. Utility costs - shipping - all costs have risen

3 BIGGEST CHALLENGES, ISSUES OR CONCERNS FROM THE COMMUNITY SURVEY:

- 1 Finding enough land or space for new or growing businesses
- 2 Communication and cooperation with municipality
- 3 Availability of employment opportunities

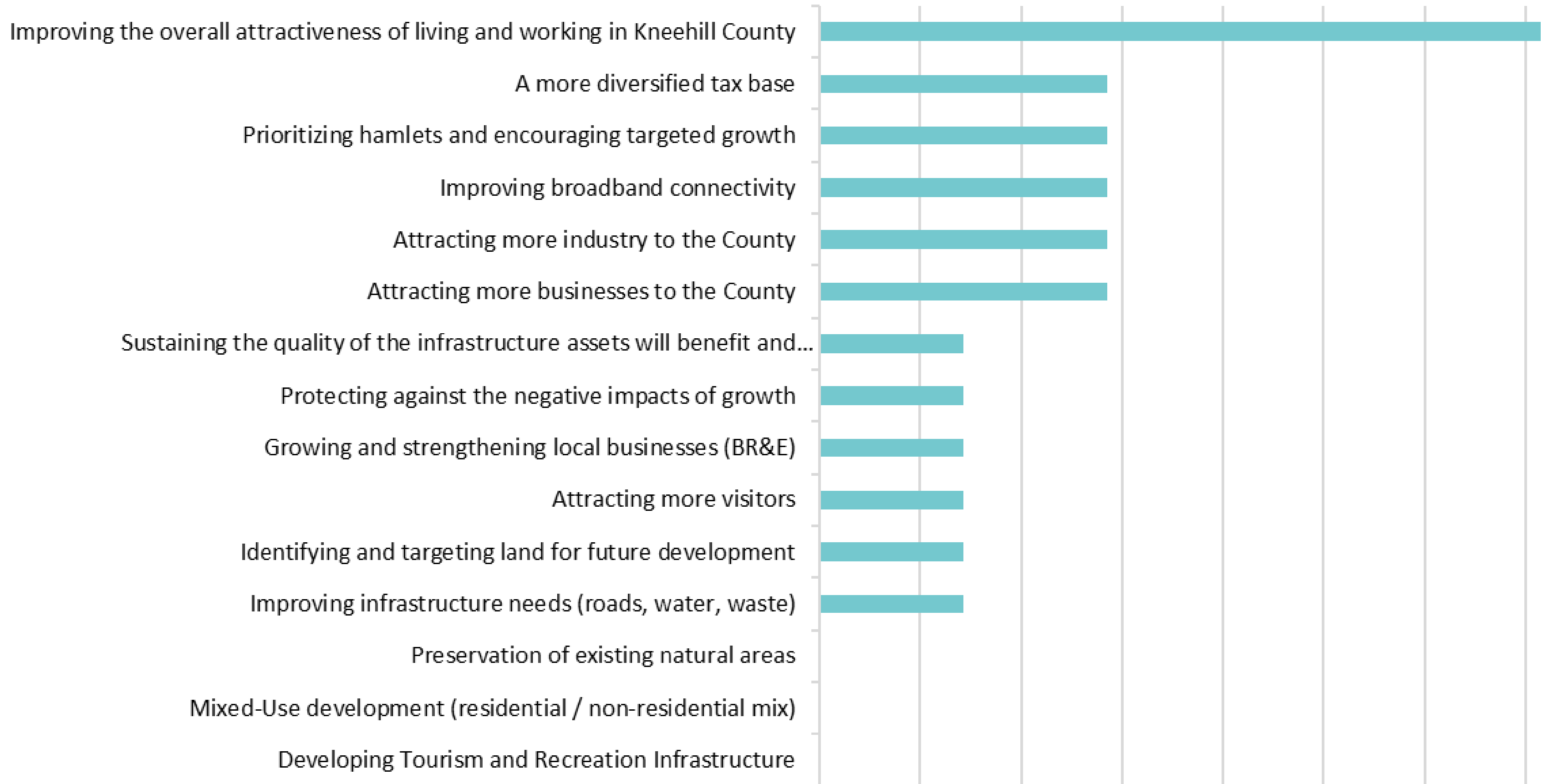


COMMUNICATION AND COOPERATION WITH MUNICIPALITY

Community saw this as the 2nd highest concern

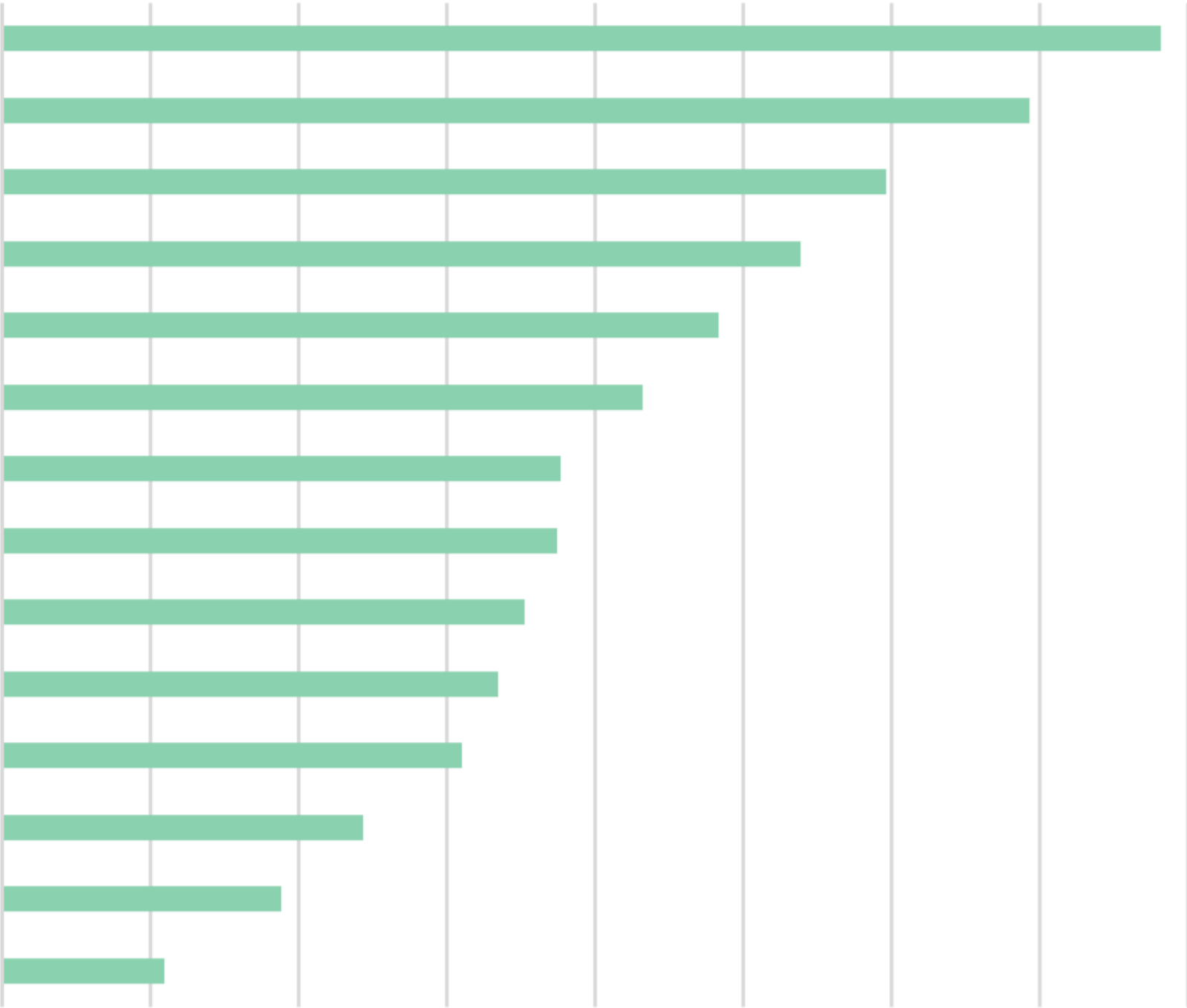
Council rated this their lowest concern

WHAT DOES SUPPORTING EC DEV INITIATIVES MEAN TO COUNCIL?



WHAT DOES SUPPORTING EC DEV INITIATIVES MEAN TO THE COMMUNITY?

- Developing Tourism and Recreation Infrastructure
- Improving infrastructure needs (roads, water, waste)
- Attracting more industry to the County
- Identifying and targeting land for future development
- Attracting more businesses to the County
- Prioritizing hamlets and encouraging targeted growth
- Improving the overall attractiveness of living and working in KC
- Mixed-Use development (residential / non-residential mix)
- Improving broadband connectivity
- Preservation of existing natural areas
- Attracting more visitors
- Growing and strengthening local businesses (BR&E)
- A more diversified tax base
- Protecting against the negative impacts of growth



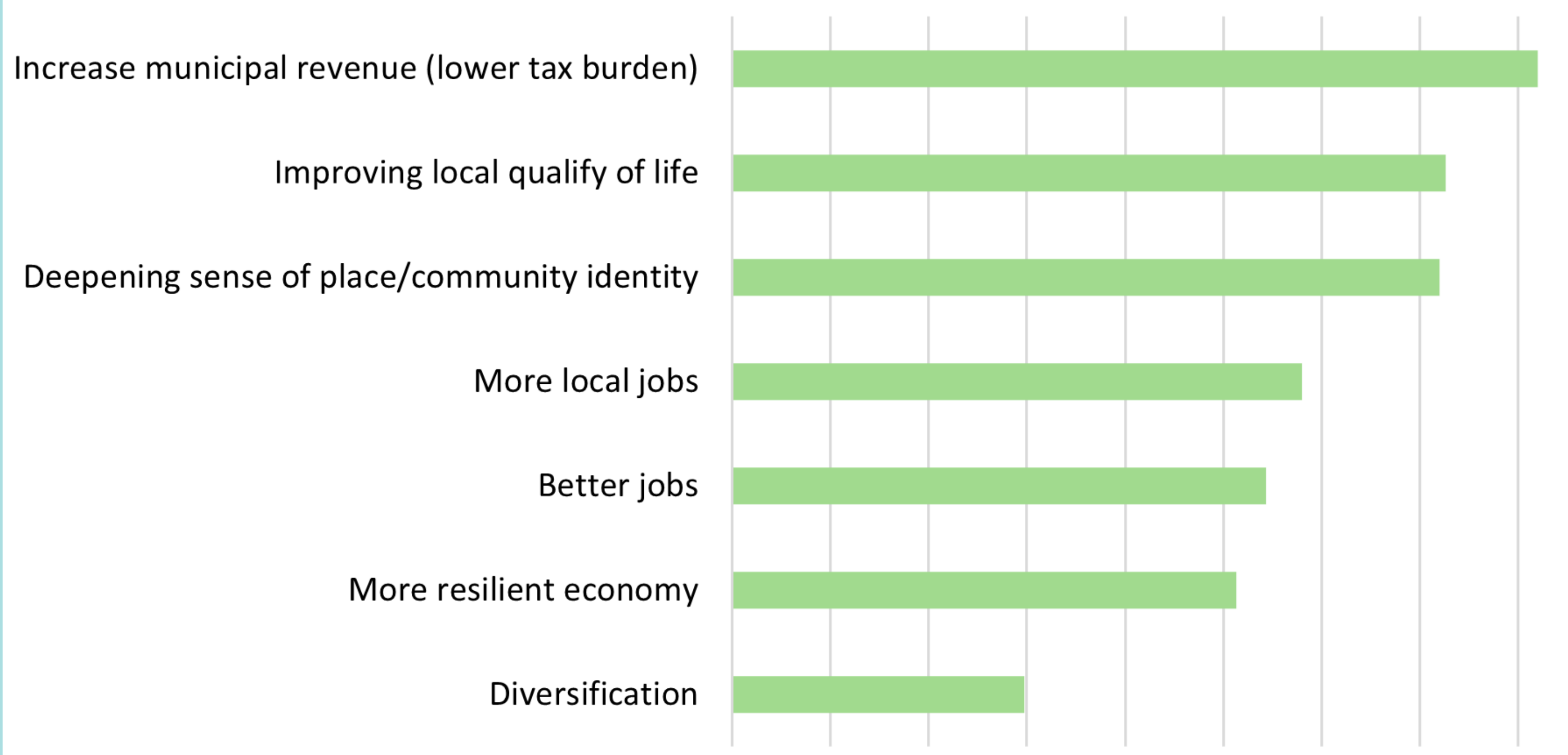


DEVELOPING TOURISM & REC INFRASTRUCTURE

Community saw this as the #1 supporting initiative

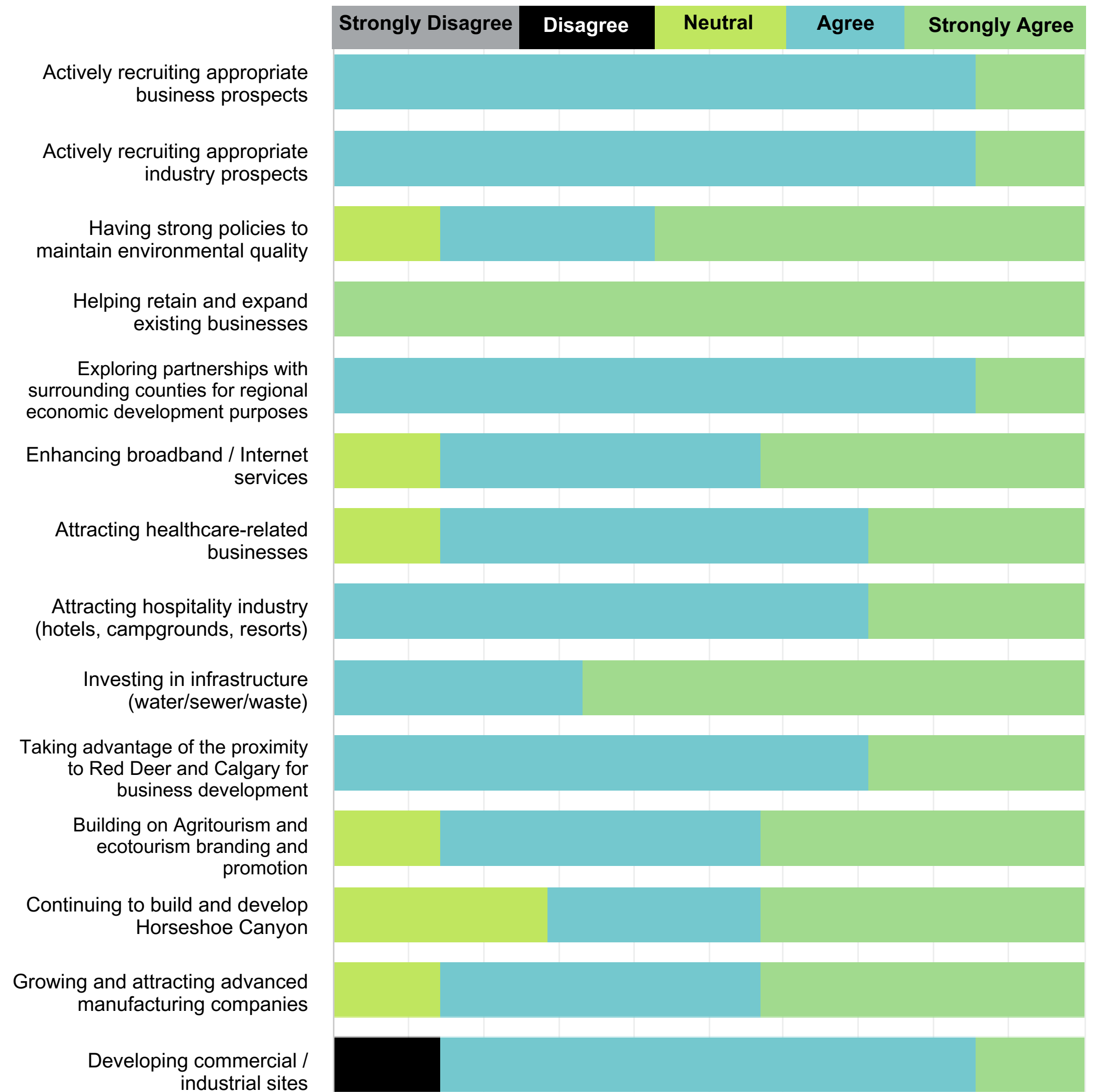
No one from Council chose this option

WHY THE COMMUNITY WANTS TO SEE GROWTH IN LOCAL ECONOMIC DEVELOPMENT



POTENTIAL ECONOMIC DEVELOPMENT PRIORITIES RATINGS FROM COUNCIL:

Although some people strongly disagreed or disagreed with each item, all priorities received a higher percentage of support from all community surveys.



OTHER IMPORTANT PRIORITIES FROM COUNCIL:

- lands classified 1,2,3 should not be used for development whenever possible
- Collaborating and connecting with Regional Development projects
- Participate in Regional Opportunities and CAEP
- Connecting forming partnerships with municipal neighbors when appropriate. (appropriate meaning; fair and beneficial to all parties)
- Keep our hospital in Three Hills - healthcare is an important component to attracting people to the area. Keeping residents here and a positive component to attracting business and employees is a well functioning healthcare system. Kneehill County work in collaboration with Province, AHS, and local doctors and healthcare workers - advocacy.

TOP PRIORITY FACTORS FOR THE BUSINESS COMMUNITY (BR&E)

- 1** Availability of funding programs for business and property improvement
- 2** Post secondary programming that aligns with business needs
- 3** Availability of adequate housing
- 4** Availability of skilled labour

BUSINESS RETENTION & EXPANSION CONCLUSIONS:

- Businesses operating within Kneehill County are generally content with the area as a place to conduct their operations, with an 83% satisfaction rate
- Businesses were most satisfied with zoning, existing road network, and the development/building permit process
- The County received a Net Promoter Score of +18%, indicating that there are more positive proponents of the community than negative
- The majority of businesses (73%) agreed that they know who to talk to at the County if they have a problem with their business or a business concern

WHAT THE COMMUNITY SAYS THEY CAN DO TO HELP IMPROVE THE LOCAL ECONOMY?

- Support local business
- Promote the county to attract more customers and generate revenue for local businesses
- Volunteer, participate in community activities, and promote local tourism

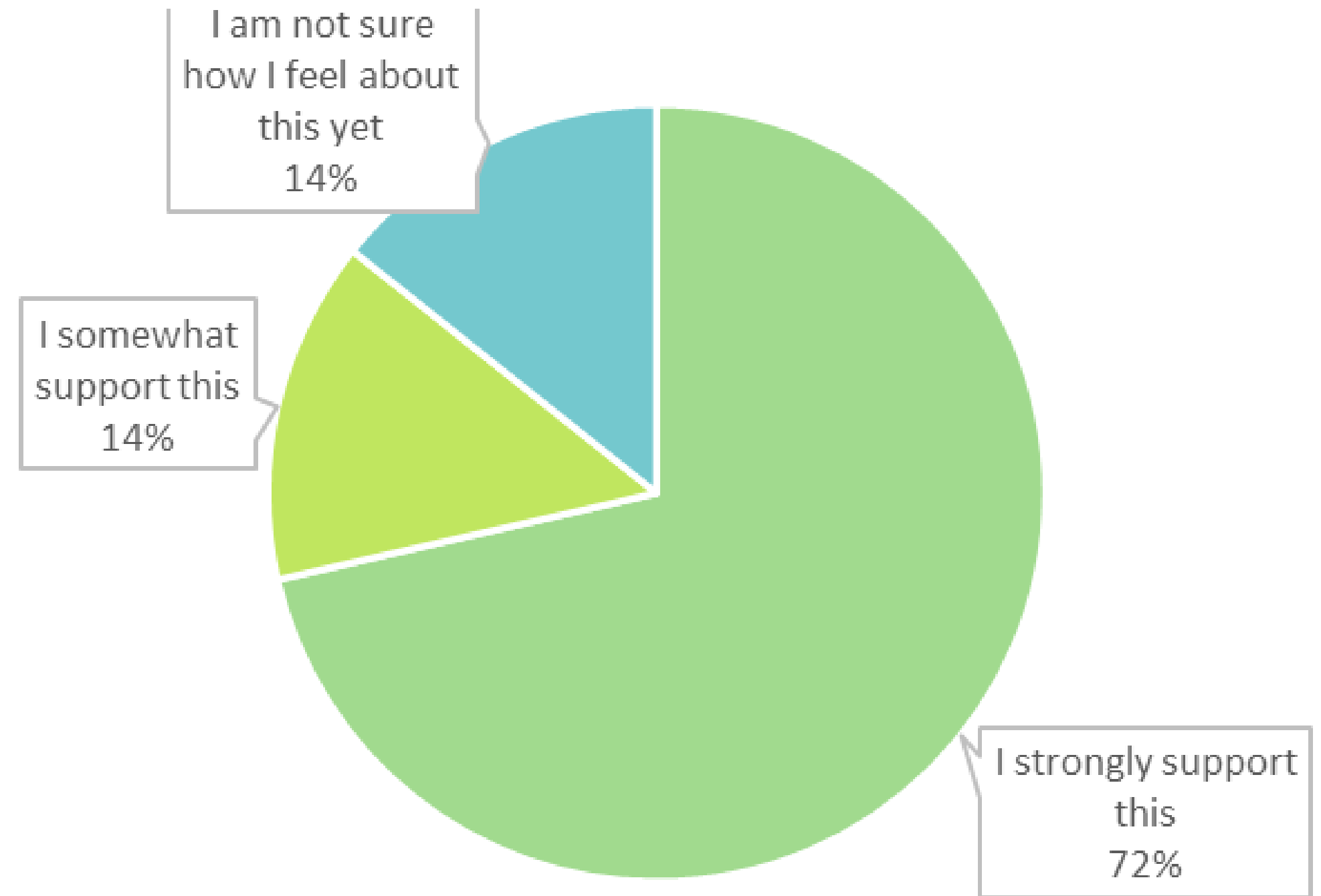
COUNCIL AGREED WITH THE SUGGESTED ECONOMIC DEVELOPMENT STRATEGIC PILLARS:

- 1** Branding & Marketing
- 2** Attract New Business
- 3** Improve Overall Attractiveness of Living and working in Kneehill County

INVESTING MUNICIPAL DOLLARS IN ECONOMIC DEVELOPMENT INITIATIVES TO ACHIEVE AN "ECONOMICALLY DIVERSE FUTURE"

MISSION STATEMENT:

A rural community that embraces its agricultural lifestyle and an economically diverse future



THOUGHTS?

WHAT ARE YOUR TOP PRIORITIES TO HELP
ACHIEVE YOUR VISION FOR KNEEHILL COUNTY?

CHOOSE YOUR TOP 5 PRIORITIES:

 **top 5 priorities**
scratch out 3 lowest priorities

Actively recruiting appropriate business prospects

Actively recruiting appropriate industry prospects

Having strong policies to maintain environmental quality

Helping retain and expand existing businesses

Exploring partnerships with surrounding counties for regional economic development purposes

Enhancing broadband / Internet services

Attracting healthcare-related businesses

Taking advantage of the proximity to Red Deer and Calgary for business development

Building on Agritourism & ecotourism branding & promotion

Continuing to build and develop Horseshoe Canyon

Growing & attracting advanced manufacturing companies

Developing commercial / industrial sites

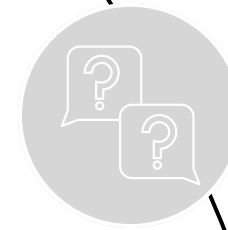
Attracting hospitality industry (hotels, campgrounds)

Investing in infrastructure (water/sewer/waste)

NEXT STEPS

Analyze Results:

- Council input
- Meet with staff
- Reach out to regional partner organizations (CAEP, Community Futures, Drumheller Tourism, etc)
- Compare with previous reports, strategies and other plans (including new MDP)



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