

Subject: **2024 Horseshoe Canyon Master Plan**

Meeting Date: Tuesday, August 20, 2024

Prepared By: Fallon Sherlock, Manager of Parks & Ag Services  
Wendy Gerbrandt, Economic Development Manager

Presented By: Fallon Sherlock, Manager of Parks & Ag Services  
Wendy Gerbrandt, Economic Development Manager

**STRATEGIC PLAN ALIGNMENT: (Check all that apply)**

	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
High Quality Infrastructure		Economic Resilience		Quality of Life		Effective Leadership		Level of Service	

**RELEVANT LEGISLATION:**

**Provincial (cite)-** Alberta Tourism Act

**Council Bylaw/Policy (cite)-** Municipal Development Plan; Land Use Bylaw; Trails & Pathways Policy;

**BACKGROUND/PROPOSAL:**

The final draft of the 2024 Horseshoe Canyon Master Plan (2024 HSCMP) brought forward today is a collaboration of the 2019 Master Plan, the 2021 Focus Group recommendations and Councils direction through the Committee of the Whole and Council Meeting discussions. Once approved by Council, the 2024 HSCMP will provide Administration and Industry with the direction needed to bring forward initiatives that support Councils vision for the site as well as Councils strategic plans for the County.

This presentation reviews the changes made to the final draft of the 2024 Horseshoe Canyon Master Plan from the feedback and direction that was given at the July 23 Council meeting.

**DISCUSSION/OPTIONS/BENEFITS/DISADVANTAGES/OTHER CONSIDERATIONS:**

**Updates and Changes**

Amendments made since the July 23 Council Meeting include:

- References to engagement with residents and community members throughout summary and introduction sections
- Additions to the outcomes including:
  - Positive Visitor Experience: Establishment of an asset that provides a source of pride and utilization for residents through involvement & consultation with the community.
  - Responsible Management: Involving adjacent landowners and the local community in the planning and development process.
- Guiding Principal addition: Community Involvement: Involve the local community through the planning and development process.
- Add “& Community Members” to Strategy 4. Rewording action 4.3 to “Seek partnerships with tourism organizations to enhance the visitor experience at Horseshoe Canyon while not harming the natural qualities of the site.”
- Moving Strategy 11 “Consult, engage, and develop an Area Structure Plan for further development.” From a Secondary Strategy to an Initial Strategy. Also added “Engage” as part of the strategy.
- Updating and fixing some grammatical and formatting errors.



**RFP Conclusion**

With the approved Horseshoe Canyon Master Plan, Administration will begin implementing strategies and actions by bringing specific projects to Council for consideration.

**FINANCIAL & STAFFING IMPLICATIONS:**

The resulting projects from the Master Plan can have varying degrees of financial and staffing impact. Any projects that align with the Master Plan will be brought to Council through the budgetary process.

**RECOMMENDED ENGAGEMENT:**

Directive Decision (Information Sharing, One-Way Communication)

Tools:	Public Notification	Other:	
--------	---------------------	--------	--

**ATTACHMENTS:**

2024 Horseshoe Canyon Master Plan

**COUNCIL OPTIONS:**

1. Council approves the 2024 Horseshoe Canyon Master Plan as presented.
2. Council approves the 2024 Horseshoe Canyon Master Plan as amended.
3. Council requests additional information to be brought to a subsequent meeting.

**RECOMMENDED MOTION:**

That Council Approves the 2024 Horseshoe Canyon Master Plan as presented.

**FOLLOW-UP ACTIONS:**

Administration brings potential projects in the 2025 Budget process.

**APPROVAL(S):**

Mike Haugen, Chief Administrative Officer

Approved-

