|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Logo, company name  Description automatically generated** | | **REGIONAL COMMUNITY DEVELOPMENT COMMITTEE (RCDC)**  **STRATEGIC PRIORITIES CHART APRIL 2021** | | |
| **RCDC PRIORITIES** | | | | |
| **NOW** | | | | **2007-2027 Strategic Plan Objective** |
| **REGIONAL GUIDE** | | | | 2.8, 2.14 |
| **VICTORIA DISTRICT ECONOMIC DEVELOPMENT STRATEGY** | | | | 3.10, 4.1 |
| **BUSINESS RETENTION AND ENHANCEMENT** | | | | 2.1, 3.1 |
| **TWINNING WITH UKRAINE** | | | | 3.7 |
| **NEXT**   * **FUTURE FACILITY PARTNERSHIPS** * **REGIONAL TRANSPORTATION STRATEGY FOR SENIORS AND MEDICALLY-AT- RISK** * **REGIONAL COMMUNITY DEVELOPMENT COMMITTEE (RCDC) REFRESH** | | | | **ADVOCACY**   * *Mental Health Services (RCDC Goal 5)* * *Broadband access (Goal 2)* * *Lending Barriers* * *REDA Funding* * *HAK II* |
| **RCDC STRATEGIC PLAN: 2021 Goals and Activities** | | | | | |
| **Goal 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** | | Retain full-time economic and community development officer for the Region to lead the ongoing implementation of the Plan. | | | |
| **1.3** | | Develop and adopt rolling three-year action plans to implement this Strategic Plan over the next 20 years. | | | |
| **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. | | | |
| **1.5** | | Establish mechanisms to enable the Region’s residents and businesses to provide input in the economic development process. | | | |
| **1.6** | | Strengthen collaboration with member communities of the Northeast Alberta Information HUB Ltd. and pursue other partnerships with surrounding communities. | | | |
| **1.7** | | Strengthen economic development partnerships with First Nations and Metis communities. | | | |
| **1.8** | | Provide municipal Councilors and managers with learning opportunities in the areas of economic development. | | | |
| **Goal 2: Diversify the Region’s Economy** | | | | | |
| **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. | | | |
| **2.8** | | Identify and eliminate impediments to economic development and business growth in the Region. | | | |
| **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. | | | |
| **2.11** | | Support a youth entrepreneurship program in conjunction with local school districts, provincial learning institutions, and Community Futures. | | | |
| **2.14** | | Encourage “buy local” campaigns. Develop an inventory of businesses in the Region. Encourage procurement practices that support these businesses. | | | |
| **Goal 3: Promote the Region** | | | | | |
| **3.1** | | Develop and integrated marketing plan to attract visitors, business and residents to the Region. | | | |
| **3.2** | | Develop and implement a communications plan to raise awareness of the Region’s quality of life and economic development opportunities. | | | |
| **3.5** | | Implement a branding program for the Region. | | | |
| **3.7** | | Promote the Region provincially and internationally. | | | |
| **3.10** | | Encourage the development of outdoor recreation and adventure tourism products within the Region. | | | |
| **Goal 4: Attract New Residents to the Region** | | | | | |
| **4.1** | | Develop and implement a marketing plan. Focus the plan on attracting residents to existing urban areas and waterfront properties. | | | |
| **4.10** | | Develop and implement a plan to encourage seasonal residents to consider living in the Region. | | | |
| **Goal 5: Maintain the Region’s Quality of Life** | | | | | |
| **5.1** | | Support cultural activities and organizations across the Region. Continue to lend support to community events and to encourage activities that promote appreciation for cultural diversity. | | | |
| **5.2** | | Develop a volunteer sector revitalization plan. | | | |
|  | | | | | |
| **KEY:** **NOW Priorities**: **BOLD GREEN NEXT Priorities: BLUE** *Italicized are Advocacy Issues*  Details of activities for each Goal/Objective in the 2021 Rolling Action Plan | | | | | |
|  | | | | | |
| **April 26, 2021** | | | | **RCDC Motion 71-21 Adopted** | |