

# Sundre Economic Development

Presentation to Town Council  
June 28, 2006

# Vision Statement

- We will endeavor to live, work and play in an environment where people care, businesses prosper, good and secure jobs are available for everyone and our youth have a future.

# Mission Statement

- We will provide a strong voice to promote community development, sustainable growth, prosperity and an enhanced quality of life in our community.

# Project Goal

Have a short and long term development strategy for Sundre in place, with a broad community involvement.

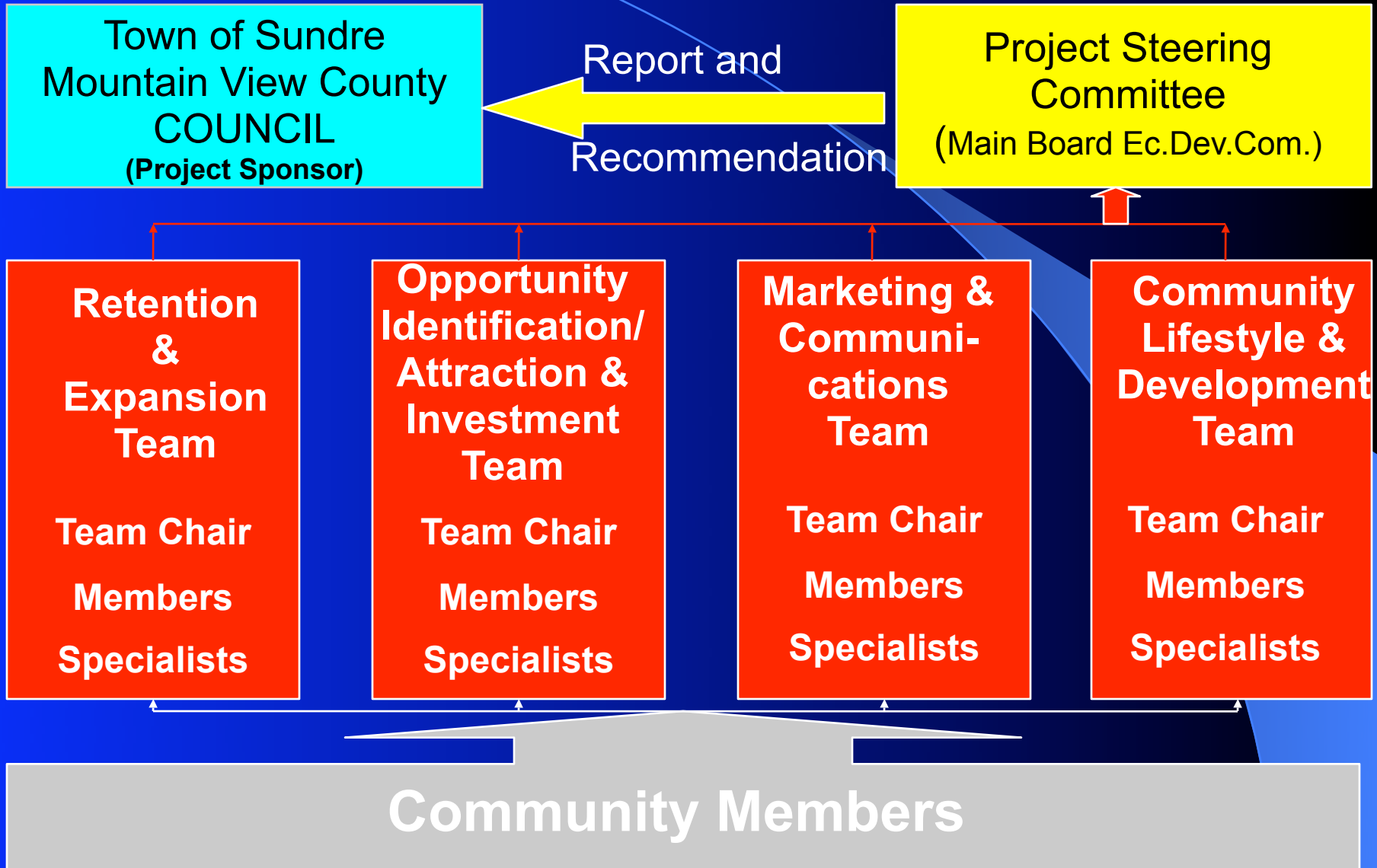
Resources including community infrastructure, capital assets of the community and human resources within the community are developed.

# Results of SWOT analysis May 2004

- The recommendation was to create committees for the following strategic groups:
  - a) Retention and Expansion
  - b) Opportunity Identification/Attraction and Investment
  - c) Community Lifestyle Development
  - d) Marketing and Communication

These groups were established in May 2004 and members of the Economic Development Committee were selected in June 2004.

# Project Organization



# Project Objectives

## ● **Retention & Expansion**

- Address the needs of the existing businesses within the community
- Retain and expand existing businesses
- Work with other community agencies in support of initiatives to help local businesses

## ● **Opportunity Identification/Attraction & Investment**

- Undertake an economic environment assessment of the region defining areas of interest for development
- Establish an action plan to move the information gathered from the assessment to the investing community
- Identify resources and partnerships to assist the committee to access and undertake its task.

# Project Objectives

## ● **Marketing & Communications**

- Develop and implement a marketing strategy for Sundre
- Promote immigration to our community
- Expand information sharing amongst Town Council, County Council and Community

## ● **Community Lifestyle & Development**

- Establish an action plan focusing on opportunities in the social context of the community
- Identify opportunities in support of recreational and cultural development

# Present Position

## ● Retention & Expansion

### Develop a strategy to support existing local businesses (SWOT Analysis Priority 48 points)

- **Address the needs of the existing businesses within the community**  
The team sent a business survey to 100 businesses in Sundre –  
29 businesses sent the survey back  
– see Survey Results and team recommendations
- **Retain and expand existing businesses**  
Inventory of existing businesses partially completed – other  
recommendations– see documentation
- **Work with other community agencies in support of initiatives to help local businesses**  
Greenwood Neighbourhood Place developed a Community Needs  
Assessment – results are important to define necessary initiatives from  
local businesses.

# Present Position

## ● Retention & Expansion

### Downtown revitalization

#### (SWOT Analysis Priority 28 points)

- Theme for Sundre – completed see Business Survey recommendations
- Change facades of buildings on Main Street – in progress – see Sundre Hotel and Mall east of IGA
- Other Business Plan tasks – see documentation and Town of Sundre Strategic Development Plan January 2005

### Investigate opportunities for jobs for youth in Sundre

#### (SWOT Analysis Priority 18 points)

See Town of Sundre Strategic Development Plan January 2005

# Present Position

## ● Opportunity Identification Attraction and Investment

Business development strategy Retail, Commercial and Industrial  
(SWOT Analysis Priority 45 points)

Develop a housing strategy – Seniors and high end  
(SWOT Analysis Priority 28 points)

Develop strategy for competing with other communities  
(SWOT Analysis Priority 16 points)

The team has spent several months exploring and discussing zoning, annexation and access in the Town of Sundre and the surrounding area. See documentation about

- Needs Assessment Recommendations
- Sundre and Area Zoning Analysis

# Present Position

## ● Marketing & Communications

### Develop and implement a marketing strategy for Sundre (SWOT Analysis Priority 49 points)

- **Find a theme for Sundre that community/businesses stand behind**  
Completed – Theme” Sundre a small town with a big back yard”
- **Create multimedia materials in support of initiatives in Economic Development**  
Partially completed – see Promo DVD and TV show
- **Support the Town’s presence of the World Wide Web**  
Completed – see new website [www.sundre.com](http://www.sundre.com) and ongoing changes on the web like new buy in opportunities for businesses on the web
- **Establish a marketing /promotion plan**  
Open – dependency to results of other teams and the Town Development Strategy

# Present Position

## ● Marketing & Communications

### Promote immigration to Community (SWOT Analysis Priority 14 points)

Target groups need to be identified and researched. This issue is open and dependent on the results of other teams and the Town Development Strategy Plan.

### Expand information sharing amongst Town council, County Council and community (SWOT Analysis Priority 24 points)

Partially completed – the Chamber Website is set up as information tool for Team Members – see documentation.

Other sources like the newspaper, use of town west and east signs, use of Tourist Information Booth are identified. Work on this issues is in progress.

# Present Position

## ● Community Lifestyle Development

### Activities and programs for Young People and Seniors in the Community

#### (SWOT Analysis Priority 38 points)

- Establish an action plan focusing on opportunities in the social context of the community

Ongoing through Greenwood Neighbourhood Place

- Identify opportunities in support of recreational and cultural development

Ongoing through Greenwood Neighbourhood Place – see GNP Needs Assessment – and see documentation

- Develop recreational areas for youth and seniors

See documentation re: Skate/Bike park, Soccer Field, BBQ area - Sub-committees were formed.

Community Centre – see documentation.

# Present Position

- **Community Lifestyle Development**

Investigate major event opportunities in community  
(SWOT Analysis Priority 22 points)

Partially completed - See documentation

Investigate possibility of upgrading/additional recreational facilities  
(SWOT Analysis Priority 17 points)

Established - Town of Sundre has recognized the need to look at new Arena facility. Sundre Community Centre will house Library, Playschool, and Greenwood Neighbourhood Place.

# Recommendation

Since the Economic Development Committee was established the Town of Sundre implemented a Planning Work Program and the Strategic Plan Development (see documentation) In addition Parkland Community Planning Services was hired to prepare a Municipal Development Plan for the Town of Sundre.

The Sundre Economic Development Committee recommends:

- to work together with and as a resource for Parkland Community Planning Services.
- to adopt the Volunteer Orientation Handbook and the Bylaw No. 830 as a guideline for future and existing Volunteers working together with the Town in regards of Economic Development.

# Our Commitment

- The adoption of the Volunteer Orientation Handbook and the ByLaw 830 is the base to be able to recruit more Team and Mainboard members for the Sundre Economic Development Committee. The work cannot be done without more members.
- Dependent on the support of the Town for the ECD Committee the members of the committee are committed to provide their experience in matters of promoting community development, sustainable growth, prosperity and an enhanced quality of life in our community.