

# **TOWN OF LACOMBE**

## **2001 ECONOMIC DEVELOPMENT PLAN**

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### **MISSION STATEMENT**

Economic Development must remain an important function for the Town of Lacombe. To remain a vital community in our own right we must continue to grow. To improve the fiscal capacity of the Town in the future, it is desirable to increase the non-residential taxable assessment base. A deliberate and organized effort from within the community, through the direction of the Economic Development Board, is therefore needed.

#### **Economic Development Board Objectives**

1. Offer activities and programs which would:
  - Assist those who are interested in developing and investing by providing information and encouragement and by assisting them in securing needed financial resources.
  - Identify business opportunities in the community and seek out those who might seize those opportunities.
  - Promote Lacombe at home and abroad.
2. Broaden the support for and involvement in economic development initiatives to encompass all sectors of the community including the Chamber of Commerce and other business organizations, key provincial and federal government services in the community and the municipal and other local governments.

#### **Economic Development Board Goals**

1. To facilitate the Boards objectives the goals are to focus on:
  - Light industrial development including oil, gas and petrochemical related businesses, value added opportunities for e-isting businesses and agricultural related processing and manufacturing.
  - Tourist attractions including special events and activities and the development of permanent attractions and facilities including a major agricultural interpretive centre.

#### **Economic Development Goals**

- Retail services with the objective of widening local shopping variety, enhancing the agricultural service sector and becoming a distinctive shopping destination with specialty shops and unique businesses.

## Specific Projects

- Actively work with oil, gas and petro chemical related businesses capitalizing particularly on planned developments by Nova Chemicals, Union Carbide and AMOCO.
- Look at the amenities our Town has to offer and ensure this data is available to human resources personnel at petro chemical plants and new arrivals
- Review, update, develop and circulate promotional and information materials which will contain a very distinct Lacombe theme.
- Aggressively pursue with the Chamber of Commerce ideas on developing a specific annual event in addition to other activities to promote tourism to Lacombe and revisit the Alberta Main Street Program.
- With other community organizations lead the development of a thematic community signage relating to points of interest, facilities, industrial sites, etc.
- Pursue agricultural related processing and manufacturing (particularly those aligned with and arising from the activities of government research facilities). Explore potential of the development of livestock markets and an agricultural retail outlet.
- Maintain and keep current the Economic Development Board involvement in the Central Alberta Business Information Project, Business Attraction Information System (BAIS) and Central Alberta Economic Partnership development initiatives
- Continue to meet and dialogue with our shareholder groups through such events as the monthly information meetings and ambassador programs.
- Create collaborative efforts with Realtors and land developers relating to the direction of growth of industrial, commercial and residential lands.
- Explore and work with the Maski-Pitoon Historical Society on an urban development centre with emphasis on the historical context
- Finalize the Boards Coat of Arms Millennium Project
- Aggressively work with Recreation Services to develop and assist in the implementation of a project that will commemorate Alberta's 100 Anniversary in 2005.
- Diligently pursue the West Area Commercial Development Project
- Continue to expedite 2000 outstanding and ongoing initiatives