



WHAT IS THIS PROJECT ABOUT?

Recognizing that Mackenzie's local economy has seen many changes over the decades, and that our last economic development plan is from 2007, we began developing a new Community Economic Development Plan earlier this year.

The goal of this project is to develop a roadmap for creating a diverse, vibrant local economy. Our new Community Economic Development Plan will clearly outline actions and strategies towards building an environmentally and financially sustainable local economy centred on diversity and inclusion.

HOW ARE WE DOING IT?

Our process has followed four main questions, as shown in the graphic. We've worked to answer these four questions by asking community members, our Advisory Committee (locals who represent a cross-section of economic development interests), the business community, staff, and Mayor and Council what they want to see happen in Mackenzie. This important input has shaped our Vision, Objectives, and Action ideas, all of which makes up our Draft Plan. Now we're looking for your input one more time to make sure our Draft Plan is on the right track!



WE'D LOVE YOUR INPUT ON OUR DRAFT PLAN (and you can win \$100!)

Answer a few short questions on:

- Which actions you're most excited about
- Whether we missed anything
- How you can help support local economy development

You'll be entered to win a \$100 gift card to a local Love Mackenzie business of your choice!



Go to bit.ly/MackenzieEcDevPlan or scan the QR code below.



COMMUNITY ECONOMIC DEVELOPMENT DRAFT PLAN-ON-A-PAGE

OUR VISION: WHERE WE WANT TO GO

Supported by a healthy environment, Mackenzie's economic base will continue to be resilient, diverse, and robust, providing sustainable employment for residents.

OBJECTIVES: WHAT WE WANT TO ACHIEVE

1. *Support a resilient economy*
2. *Promote good local jobs*
3. *Support and grow local business*
4. *Attract new, compatible economic activity*
5. *Nurture strategic partnerships*
6. *Enhance the District's fiscal health*
7. *Protect our environment*

ACTIONS: HOW WE'RE GOING TO GET THERE

ACTIONS: HOW WE'RE GOING TO GET THERE		ALREADY UNDERWAY	QUICK STARTS	SIMPLE	COMPLEX	FOUNDATIONAL	
QUALITY OF LIFE	INDUSTRY SUPPORTS	LOCAL BUSINESS AND ENTREPRENEURSHIP	LOCAL FOOD ECONOMY	RESIDENT ATTRACTION AND RETENTION	DOWNTOWN CORE REVITALIZATION	DISTRICT REVENUE GENERATION	COLLABORATION AND PARTNERSHIPS
Continue to foster collaboration between industry, major employers, and schools to match skills/ training with emerging industry needs.	Partner with local realtors to maintain and publicize a land inventory focusing on industrial land and including vacant downtown lots and buildings.	Update and maintain inventory of businesses operating in Mackenzie.	Create a local commissary kitchen by collaborating with local commercially-certified kitchens.	Continue seeking high speed internet for the whole community.	Continue to improve District-wide wayfinding and signage.	Provide development incentives to projects to meet strategic community needs (e.g., public parks, rec facilities, etc).	Host a Community to Community (C2C) forum with local First Nations and District of Mackenzie.
Continue developing and expanding local recreation and trail amenities.	Host regional technology and innovation meet-ups.	Continue to offer and facilitate access to programs that support local businesses, both new and existing.	Encourage small scale agriculture and agritourism (including food production and sales) on larger, semi-rural residential lots.	Distribute promotional materials to attract and welcome new residents, remote workers, and home-based businesses.	Explore interest in establishing a Business Improvement Area.	Continue strategic land sales.	Continue to pursue shared economic development opportunities and partnerships with neighbouring First Nations.
Improve and promote local recreation and trail amenities with simple interventions such as string lights along trails.	Work with the Province to promote and facilitate forestry innovation and emerging technology (e.g., value-added forestry products).	"Working with the District 101" - Promote District procurement process.	Explore shared agriculture amenities (e.g., a community green house).	Support diversifying our housing stock (age-friendly homes, larger rural lots, recreational properties, etc.).	Promote creative uses of gathering spaces and underutilized/ empty buildings and lots (e.g., food trucks, pop-up shops, gallery/ event spaces, makerspace).		Actively seek opportunities for partnerships with other levels of government, agencies and not-for-profits to promote economic development in Mackenzie.
Support more events and festivals that link with local businesses.	Seek opportunities for attracting public services (e.g., government offices, health and education facilities).	Support business-to-business opportunities (e.g., networking events; shared amenities, resources, and training; targeted business attraction).			Develop an improved, cohesive downtown Mackenzie look and feel.		
Expand upon recreation rentals; could be promoted as a business opportunity and offered additional marketing.	Continue to support airport development.	Encourage local procurement by large and small purchasers and organizations.			Encourage multi-modal transportation to and within the Downtown Core and provide supporting infrastructure (e.g., EV chargers, bike racks).		
Work with employers and organizations to create shared child care solutions.	Target and incentivize industrial development in emerging sectors and secondary industries, promoting Mackenzie's energy and land availability.	Conduct a feasibility study on the demand for additional and modern office and/ or co-working space within Mackenzie.					
	Support opportunities for natural resource development.						

