

2024 Strategic Work Plan

Peace River Economic Development Committee

Committee Champion: Deputy Mayor Shannon

Strategic Priorities

Timeline

1. Downtown Revitalization

To support continued private and public investment into the downtown core.

Champions: C. Gauvreau, N. Lavergne, and S. Shannon

Operational Action(s): **EDC 1, EDC 2, EDC 9**

2. Facilitate Entrepreneurship Opportunities

To identify new and existing local business opportunities to expand or enhance the community.

Champions: B. Giesbrecht, C. Gauvreau, and S. Shannon

Operational Action(s): **EDC 2, EDC 3, EDC 5, EDC 7, EDC 9, EDC 11 PD 2**

3. Enhance Tourism

To strengthen and support local and attract new tourism operators.

Champions: B. Giesbrecht, N. Lavergne, and S. Shannon

Operational Action(s): **EDC 4, EDC 5, EDC 6 TS 2, TS 7**

4. Change the Narrative

To improve the business climate in the town of Peace River through improved communication and promotion.

Champions: K. Tice, L. Gardner, and S. Shannon

Operational Action(s): **EDC 2, EDC 4, EDC 8, EDC 10, TS 1, PD 3**

5. Improve business-related information and processes and develop business programs.

To ensure the accuracy of and ease of business-related processes in the Town.

Champions: All Committee members and Town staff

Operational Action(s): **EDC 3, EDC 4, EDC 10, EDC 11, TS 3, TS 4, TS 5, TS 6, TS 7, PD 1, PD 2, PD 3**

Operational Actions For each Strategic Priority, there should be at least 1 Operational Action.

Economic Development Committee (EDC)

1. Partner with the Chamber on downtown beautification initiatives.
2. Develop a business connector group.
3. Develop a Peace River business profile.
4. Identify opportunities for business-specific signage along Highway 2 leading into town.
5. Explore Indigenous business and tourism attraction and expansion opportunities.
6. Explore strategies to engage with the film industry.
7. Continue running annual Job Fair.
8. Continue the promotion of local businesses through Small Business Week campaign.
9. Begin implementation of TPR Investment Attraction Strategy.
10. Liaise with new TPR EDO and help facilitate business relationships.
11. Investigate and pursue economic development training and educational opportunities.

Town Staff (TS)

1. Community Peace Officers enhance presence in downtown area and with individual businesses.
2. Update and reinstall directional signage, taken down during the Peace River bridge project.
3. Update business license processes.
4. Continue administering Rural Renewal Stream program.
5. Maintain annual local business directory.
6. Develop a Tournament Package.
7. Build new Town website and promote new features.

Planning and Development (PD)

1. Develop map of Town of Peace River business and industrial areas.
2. Promote Business Grants Program
3. Hold Planning processes workshop.