

Wheatland County Economic Development Board

Annual Council Presentation





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This past year of economic development, within Wheatland County, saw a lot of activity and visibility.



October 19, 2019

- The WC went live with a new website, social channels and a launch event
- Through collaboration with Council, the Board and staff, the brand was conceived, developed and chosen.
- A tactical brand, designed to focus on the promotion of Community and Development Services, activities and goals of investment attraction, visitation to the County and customer service for the development process and tourism.



The screenshot displays the Wheatland County website with the new branding. The header features the WC logo (a stylized 'WC' with a yellow and blue chevron above it) and the tagline 'infinite landscapes infinite possibilities'. A yellow banner at the top right reads 'COVID-19 Data, info & relaunch' with a subtext: 'Wheatland County is offering applicants an option for deferral of payment for Development Permit fees for business-related Development Permit applications. Find out more....' and a right-pointing arrow. The navigation menu includes 'Wheatland County Community & Development Services' and a hamburger menu icon. The main content area has a large image of a person's profile. Below the image, there is a paragraph about the brand development process, followed by a large WC logo with the tagline 'infinite landscapes infinite possibilities'. On the right side, there are four yellow buttons: 'WC Stories', 'Brand Book', 'WC Logo Guidelines', and 'Team Wheatland'.

COVID-19 Data, info & relaunch
Wheatland County is offering applicants an option for deferral of payment for Development Permit fees for business-related Development Permit applications. Find out more....

Wheatland County
Community & Development Services

Through a process involving the Wheatland County Council, Economic Development Board and the Community and Development Services department we developed the WC brand's foundation.

Developed as a marketing and stakeholder engagement brand we worked on the fundamentals to align the purpose, goals and message. As the first phase of the ambassador team "Team WC" we designed the brand to promote the processes of development for customer service design. We seek to optimize the flow of services where possible.

In relation to marketing Wheatland County, the WC is also branded to promote and market visitation and the economic development strategic plan. The use of social channels, website and other collateral will also showcase the


WC Stories
Brand Book
WC Logo Guidelines
Team Wheatland

The implementation model for economic development focus...the six channels.


- The model was created to define and to simply explain the new Economic Development Division.
- The channels have provided grounding for the brand and activities, focusing on the Economic Development Strategic Plan and the Community Development and Services Implementation Plan.
- As the pandemic arrived, a higher focus was given to business retention and expansion and investment attraction and visitation.




Milestones of mention from the Board

- New GM for Community & Development Services and hiring of the first EDO
 - WC tactical brand and its support and marketing tools with a public launch
 - Grow with Google partnership for business support
 - Local Intel website integration for property searches and “starting a business” support (these tools help support Lakes of Muirfield lot marketing)
 - CARES reallocation for CrowdRiff subscription
 - CP Holiday Train event development support
 - Collaboration with SRDL (Siksika)
 - First Terms of Reference update for Economic Development Board to allow for the expansion of the Board to include more economic sectors
 - Intent for second Terms of Reference update to expand Board support to economic development activities through working committees
 - Carseland tourism sign installed. Eight sold and installed business placards of Carseland businesses
 - Community Profile development
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Milestones of mention from the Board

- Site Selector Kit design before Community Profile design
 - Small Business Week 2020 sessions (Todd Hirsch returning, two Grow with Google workshops, Mi Business Solutions, Business Link and Community Futures partnering)
 - Infinite Possibilities weekly business collaboration conversation - Reeve, Council, Board, and staff, MP and MLA offices, Todd Hirsch and CEO and a VP at Travel Alberta presenting. Weekly insight from other supports included (Immigration and Labour, Community Futures, Chamber and others)
 - Development and deployment of two regional Business Surveys with Community Futures
 - WC website as a resource and support links for businesses through COVID (grants, PPE etc. before Alberta Biz Connect came online)
 - WC Mercantile in development for agriculture sector value-chain support (awaiting grant news for enhanced launch of initiative)
 - Expansion and collaboration of partnerships (e.g. AB Labour and Immigration and Jobs, Economy and Innovation, Travel Alberta, Open Farm Days (partnered on pilot of Open Farm Days – Winter), Strathmore, Drumheller, Kneehill and Calgary region EDOs)
 - Working on getting Rosebud community groups to collaborate through partnering and planning
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What's next?

- Migration of the Board from advisory to a working Board and with committees (working committees can support division in marketing and networking)
 - Focus on investment attraction and business retention and expansion
 - Working on the tone of **development, development, development**
 - Continue to market the assets of the region and visitation, but more about visitor spending at multiple businesses (building itineraries)
 - Use tourism hosting experience to host site selectors, developers and corporate retreats
 - Expand network, leverage existing and new partnerships
 - Develop a regional signage plan for wayfinding and welcome signs in phase development, with costs and a common look and feel.
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Thank you

Questions and comments?