



2020 – Strategic Plan on a Page

## **Our Story - Cactus Corridor**

We are as resilient as our name suggests, which is why we chose it. Since the first settlers arrived, we have overcome obstacles of nature, environment, and weather. Through each new challenge we have not only persevered, but we have grown stronger and more confident in our abilities. New people generation after generation have been inspired to join and grow with us. They have often been attracted by the vast expanses of land and the economic opportunities available to them and their families, but they also been attracted by good jobs provided by local industry. Again, we find the world is changing on us and posing new challenges, but we know we can persevere. Challenges are only dangerous if you refuse to adapt and change.

Today's challenges are no different than those we have faced in the past. Our roots are planted deep, and our opportunity to blossom is now. Our natural assets, our modern infrastructure, and our hard-working innovative people successfully position our region to attract industry and business looking for room to grow in a place already connected to the rest of the world by robust transportation networks and fiber. We know our history of innovative agriculture practices and energy production will build into a futuristic economy focused on new crops, new energy sources, and new markets. As well, our communities offer an unmatched quality of life. Our families have all the amenities they may seek, but also have room to breath. Our children are safe, free to roam, and live in quality housing, but our parents keep more money in their pockets. Our communities are neighbourhoods where you live, not subdivisions from which you commute.

Our economy will see new innovative investments in things like vertical agriculture and hydroponics, new crops like hemp and nutraceuticals, and new markets develop where citizens are desperate for safe food chains. We will see our service and transportation nodes grow to meet new demands in reaching new markets. We will also see our strong alternative energy sector grow to service those new innovations in food production, but they will also become an industry supplying power and innovative technological solutions to the rest of the world. And our population will grow, because of our quality of life, but also because of the modern careers in innovative industries that continue take advantage of our amazing assets. Yes, now is our time to build enduring prosperity because Cactus Corridor truly is the place where our future is growing together.

## Our Vision

Prosperous communities cooperating to leverage our resources and our resiliency into future growth and enduring prosperity.

## Our Purpose

To identify, pursue, and attract businesses and investments to match our resources and assets, and find new ways to support and foster growth of those businesses and industries already part of our regional economy.

## What We Value

- **Collaboration:** We continue to work collaboratively in a competitive world to successfully attract business and industry.
- **Economic Growth:** Our region recognizes that economic growth and innovation are important to the success of local business and industry, our communities, our economy, our people, and our future.
- **Innovation and Technology:** We can best leverage our natural and abundant assets into long-term economic prosperity by ensuring our growth strategy aligns with the opportunities created in a modern changing world.
- **Agriculture:** New technologies and growing global demand for safe food, combined with our ample resources means that agriculture is as important to our future as it has been to our past.
- **Our People:** Resiliency and innovation is the story of our communities and our people, and this is what will propel us into enduring prosperity in the years to come.

## Our Priorities and Objectives

- **Data Collection**
  - Business and industry focused asset inventory
  - Quality of life focused asset inventory
  - Entrepreneur focused asset inventory
- **Building the Asset Base**
  - Facilitate growth of local entrepreneurship – facilitate connecting entrepreneurs to mentorship, research, technology, financing and markets
  - Develop a labour force strategy – data about labour force skills, training, and availability is critically important to attract a new business or industry
  - Succession planning – recruitment (ages 18 – 40) for political, economic, and community leadership roles
- **Branding, Marketing and Connecting**
  - Known for our brand – safe, clean food grown together or a socially conscience food production region
  - External marketing campaign
    - targeted investment attraction strategy
    - targeted entrepreneur and professional attraction strategy
  - Internal marketing campaign
    - Communicate the story of the region to the region to drive cultural shift

