



Brand Story

A prairie lifestyle that lets you slow down and breathe. Wide-open spaces where you can inhale the scent of freshly cut hay, dotted with beautiful lakes surrounded by towering poplars. Here, the vast sky signals endless possibilities in a place where you reap your unique harvest while living a life you love.

Welcome to the Harvest Sky Region, where the simplicity of a prairie lifestyle combines with easy access to local urban conveniences and strong connectivity to nearby communities. With ample land and affordable living, there are limitless opportunities to transform your dreams into reality, while still leaving plenty of time to relax with friends and family or explore the great outdoors.

This is a community waiting for people excited to build a family or retirement lifestyle filled with camping, fishing, or hiking. Your neighbours are warm and welcoming, the kind of people who know your name and look out for each other. While offering excellent healthcare, education, and recreational amenities, the Harvest Sky Region has everything urban life delivers – but with the freedom you only experience when all you hear is the wheat field rustling in the breeze.



Strategic Plan

Our Purpose

Creating endless possibilities in the Harvest Sky Region.

Our Vision

We will be the destination of choice for investors, visitors and residents.

Our Values

Commitment – we value and rely on dedication from ourselves for the success of our region.

Authentic – we value openness, honesty and integrity in ourselves, our relationships and our work.

Passionate – we value determination and conviction in our people and the work we do for the communities we live in.

Leaders – we support, trust and respect people in our communities and have high expectations of everything we do.

Our Priorities and Objectives

Economic Development – We will work to support existing business and attract new investors, visitors and residents.

Economic Development Readiness – We will be at the forefront of regional development information.

Community Development – We will facilitate community development to support economic growth.

Strategic Plan Actions

Updated: November 1, 2021

Objective: Economic Development	
Action	Notes & Updates
Lead Generation and Business Attraction	<ul style="list-style-type: none"> • Work with outside consultants and contacts if needed
Regional Marketing Strategy	<ul style="list-style-type: none"> ✓ Consultant: Incite Solutions Inc • Update branding of regional partners • Community engagement event: postponed due to covid • Advertising to investors, residents and visitors
Seniors as an Industry (Retire to Hanna Strategy)	<ul style="list-style-type: none"> • In conjunction with marketing, work with consultant on plans aimed at active retirees & snowbirds • Find gaps in local capacity and actively search to fill gaps
Youngstown Affordable Living Marketing Program	<ul style="list-style-type: none"> • In conjunction with marketing, work with consultant on plans aimed at active retirees & snowbirds • Review snowbird land development project
Energy Industry Opportunities	<ul style="list-style-type: none"> • Need to investigate energy opportunities to pursue including: coal options; oil; gas; renewables; bio; waste; hydrogen
Harvest Sky - facilitate business (be in the business of generating business)	<ul style="list-style-type: none"> ✓ From 13 Ways plan - HS should shift from a governing entity to a 'for profit business' - be ready to make deals and take on risk • Examples - buy vacant store fronts and fix and flip (mixed commercial downtown); invest in retire to Hanna; buy derelict houses and upgrade; fund projects; partner with private sector • Demolition and Development project: in process
Tourism	<ul style="list-style-type: none"> • Tourism association and coordinator position • Need to promote tourism initiatives including: Hanna roundhouse; farm tourism; local attractions and parks; birding; Hanna Museum; golf course; back in time museum • Fox lake expansion and permanent RV sites (work with potential developer?)
Special Areas Engineering & Infrastructure Assessment of the Carolside-Deadfish Irrigation System	<ul style="list-style-type: none"> ✓ Consultant: Klohn Crippen Berger ✓ Moving onto phase 2 (SA's, AB Ag, CIB)
Special Areas Assessment & Evaluation of further Irrigation Opportunities	<ul style="list-style-type: none"> ✓ Consultant: Wood ✓ Moving onto phase 2 (SA's, AB Ag, CIB)
Agricultural Center	<ul style="list-style-type: none"> ✓ Consultant: Summit 72 • Opportunities: Livestock Hub; Riding & Event Center; Food Production; Other (education / research)
Educational Resource Project (3 Parts including an Education Center; Adult Education & Worker Transition; Skills Mapping)	<ul style="list-style-type: none"> ✓ Consultant: Stantec • Potential ideas: research center; youth resiliency strategy; academies – satellite schools; PLSD - international students; HLC; other school partnerships; adult education; retooling workforce • Potentially pivoting to dorms and other options

Objective: Economic Development Readiness	
Action	Notes & Updates
Economic Development Readiness: Water, Power, Logistics Assessments	<ul style="list-style-type: none"> ✓ Consultant: MPE ✓ Include all information on accessible, online layered maps on Cactus website
Economic Development Readiness: Land Inventory, Commercial Building and Businesses for Sale Assessment	<ul style="list-style-type: none"> ✓ Consultant: Randall Strategy • Include land availability with land use and zoning
Economic Development Readiness: Labour Force Assessment	<ul style="list-style-type: none"> ✓ Consultant: Applications Management
Economic Development Readiness: Choke point analysis and red tape reduction	<ul style="list-style-type: none"> ✓ Consultant: Vicinia Planning • Objective is to streamline processes & procedures in development (Hanna, Y-town, SA's and Palliser)
Economic Development Readiness: Development Incentive Program	<ul style="list-style-type: none"> ✓ Work with municipal partners to implement standard incentive policy across all municipalities • Hanna & Youngstown passed; SA's in progress
Economic Development Readiness: Business Attraction Info and Package	<ul style="list-style-type: none"> • Prepare a package with information including opportunities and flat-sheets for Harvest Sky website and distribution
Town of Hanna Business License Review and Proposal	<ul style="list-style-type: none"> • Reviewed current pricing and structure of Hanna business licenses • Idea to combine Chamber, Town and Hub business functions

Objective: Community Development	
Action	Notes & Updates
Hanna Community Development	<ul style="list-style-type: none"> ✓ Consultant: 818 Studio • Includes community vision; downtown revitalization; community-based transport (golf carts?); entrances and signage; highway development area – south side of highway 9 • Mixed use downtown (13 ways sec 9 page 15) • Coordinate with town infrastructure plan
Hanna Community Development Signage	<ul style="list-style-type: none"> ✓ Consultant: 818 Studio
Hanna Recreational Living Strategy	<ul style="list-style-type: none"> ✓ Consultant: 818 Studio • 13 ways ideas: winter carnival; fox lake skate path; x-country skiing; skate park expansion; nature walk and map; birding; upgrade soccer and ball fields; tournaments such as pickleball; golf course upgrades
Hanna Healthy Living Strategy	<ul style="list-style-type: none"> ✓ Consultant: Lombard North
Youngstown Solar Project	<ul style="list-style-type: none"> • Explore options for solar on Village owned facilities
Youngstown Community Development	<ul style="list-style-type: none"> ✓ Consultant: 818 Studio • Includes community vision; downtown revitalization; entrances and signage; upgrades to park & campground; hall & rec center upgrades; ice plant in rec center • Mixed use downtown (13 ways sec 9 page 15) • Coordinate with Village infrastructure plan • Signage: village office, rink, shop, water plant, sewer station
Demolition Project	<ul style="list-style-type: none"> • Have engaged with a demolition company to provide abatement, demolition and remediation services for 5 buildings in Hanna