



# Economic Development Newsletter

Invest here. Visit here. Live here.

## Welcome to the Harvest Sky Region!

Endless possibilities await investors, residents, and visitors.

We've had a few inquiries lately about using the Harvest Sky name for other businesses or organizations and all we can say is... great!

The name "Harvest Sky" isn't exclusive to the economic development corporation and isn't trademarked for our use only, it's a descriptive term that encompasses our region including Special Areas #2, Hanna and Youngstown. It identifies us as a region, especially to people that live outside the region. In fact the more it gets used, the more people will start to make the connection with us and the more it will show up in online searches, which helps everyone.



So if you are starting a new project, business or group, please feel free to use Harvest Sky as part of your name, brand or marketing, it helps promote everyone and brings attention to our communities.

### Project Updates

Many of the projects we've been working on for the past year are getting close to the end and will be entering the execution phase.

- **Red Tape Reduction & Labour Force Study:** both of these projects have wrapped up. Our partner municipalities have the red tape report and will be looking at ways to streamline development processes. And the Labour Force study, which includes a lot of local demographic information, is done and available on our website.
- **Educational Resource Centre:** we are expecting a final presentation of the education project in the next few weeks and will be working with local partners on moving to the execution phase of the project, which may include new development with a large impact on our communities. Stay tuned!

### Promoting the Brand

If anyone is going to tell our story, it should be our community and its people. We need your help in telling anyone who wants to visit or join us here, what makes the Harvest Sky Region special. Here's how:

- **Learn** – Visit [harvestsky.ca](http://harvestsky.ca) to learn more about our new brand.
- **Talk** – Incorporate the regional brand into your language when talking about the region.
- **Champion** – Tell others about how the Harvest Sky Region is an ideal place to live, own a business, or visit.
- **Use** – please use the Harvest Sky name in any business or promotional work you do; the more the merrier!

# What else have we been up to?

**Building Remediation:** With the demolition of the Seymour Hotel, 5 of 5 buildings have been taken down, paving the way for new development opportunities.

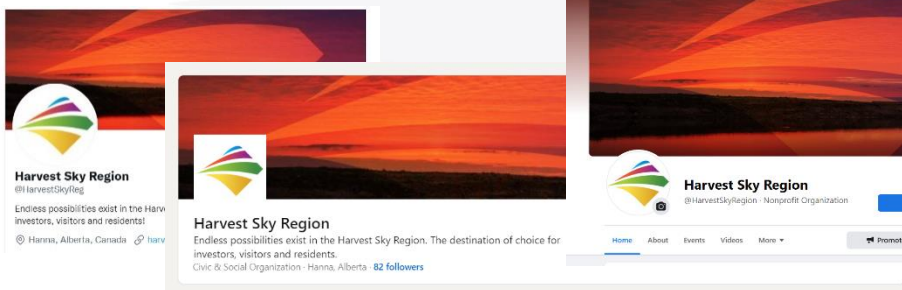


**Agricultural Center:** The business case is complete and the final report has been delivered. We are now in the process of planning a community town hall presentation of the project, to generate interest and see what the next steps are. **Watch for an announcement of an upcoming town hall in March.**

**Lead Generation and Investment Attraction:** the work we have completed over the past few years has built a solid base for economic development in the region. We've re-branded ourselves; completed land, labour and logistics assessments; implemented incentive policies and cleaned up old buildings.

Now that the work is done setting the table for development, we're embarking on marketing and attraction efforts to people and businesses outside the region. **Over the next year we will be working with specialists to target specific industries that we feel we can attract to the region, hopefully bringing investment and much needed jobs and economic diversity to our communities.** More to come!

**Social Media:** Follow us on Twitter, LinkedIn and Facebook:



**Want to promote your tourism business? We will have a booth at the **Edmonton Boat & Sportsman Show from March 17<sup>th</sup> to 20<sup>th</sup>**. If you want to send up materials to promote your business, give us a call and we can coordinate our efforts!**



**HARVEST SKY REGION**  
ECONOMIC DEVELOPMENT CORPORATION

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