

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: March 1, 2023

Objective: Economic Development	
Action	Notes
Regional Marketing	<ul style="list-style-type: none"> Ongoing advertising to attract investors, visitors and residents Incite marketing support continuing including website updates, partner materials (ie updates to Hanna brochures) and tourism initiatives Bluetrain providing social media support & content generation
Investment Attraction	<ul style="list-style-type: none"> Lead generation project consultant; targeting specific industries & opportunities such as value added Ag and energy production Special Areas industrial park support (video, fact sheet & presentation are complete)
Visitor Attraction	<ul style="list-style-type: none"> Tourism initiatives & itinerary production is ongoing Partner with other tourism organizations (SA's – map book, Travel Drumheller – travel guide, Travel AB – Badlands Tourism Zone) Development of tourism 'products': private operators, museums, golf course & roundhouse (caboose)
Resident Attraction	<ul style="list-style-type: none"> Marketing & residential development aimed at active retirees, snowbirds and 'work from home' families Use the Retire to Hanna and Youngstown Snowbird Land Development ideas Find gaps in local capacity and actively search to fill gaps Regional housing study complete, presentations are upcoming
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 residential development; buy derelict houses and upgrade; fund projects; partner with private sector
Special Areas 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)
Agricultural Centre	<ul style="list-style-type: none"> Providing assistance to new board Have completed an Economic Impact Assessment Architect has a draft concept prepared; federal grant has been applied for
Educational Resource Center	<ul style="list-style-type: none"> Report includes dorm space, common space, potential HLC space Working with PLSD on potential dorm options in conjunction with their international student program

Objective: Economic Development Readiness	
Action	Notes
Town of Hanna Business License Review and Proposal	<ul style="list-style-type: none"> Reviewed current pricing and structure of Hanna business licenses

Objective: Community Development	
Action	Notes
Hanna Community Development	<ul style="list-style-type: none"> Includes community vision; downtown revitalization; community-based transport (golf carts?); highway development area – south side of highway 9 Healthy living project: upgrades to existing facilities & possibilities for new facilities Recreational living project: review and upgrades to local campgrounds
Youngstown Community Development	<ul style="list-style-type: none"> Includes community vision; downtown revitalization; entrances; upgrades to park & campground
Youngstown Solar Project	<ul style="list-style-type: none"> Project is in execution phase
Community Signage Project	<ul style="list-style-type: none"> Assisting Hanna & Youngstown with new community signage (buildings, wayfinding, entrances)
Community Kitchen Project	<ul style="list-style-type: none"> Exploring options for a new commercial kitchen in Hanna (upgrade to existing facility) and upgrades to a kitchen in Youngstown

2021 / 2022 Completed Projects	
Project	Notes
Regional Marketing	<ul style="list-style-type: none"> • Rebranded to the Harvest Sky Region (website, logos, social media, videos) • Logos, branding and a new website for Youngstown • Website work for Special Areas • Touch ups for Hanna's new brand and website • Golf course rebranding • Hanna Learning Centre branding • Planning and materials for business, visitor and resident attraction campaigns • Extended advertising videos completed
Water, Power, Logistics Assessment	<ul style="list-style-type: none"> • Worked with a consultant to make an online map feature for infrastructure assets for the region
Labour Force Assessment	<ul style="list-style-type: none"> • Worked with a consultant to review the local labour force
Choke Point Analysis	<ul style="list-style-type: none"> • Worked with a consultant to analyze the development process for Special Areas, Hanna and Youngstown and provide recommendations for improving processes and coordination with Palliser Regional Planning
Development Incentive Programs	<ul style="list-style-type: none"> • Proposed and passed a development incentive policy for Hanna and Youngstown
Hanna Community Development	<ul style="list-style-type: none"> • Finalized community development plan with a consultant • Assisted Town with CCRF application for a portion of the community development work
Hanna Recreational Living Strategy	<ul style="list-style-type: none"> • Finalized plan with a consultant
Hanna Healthy Living Strategy	<ul style="list-style-type: none"> • Finalized plan with a consultant
Youngstown Community Development	<ul style="list-style-type: none"> • Finalized community development plan with a consultant
Special Areas Irrigation Studies	<ul style="list-style-type: none"> • Completed preliminary work on two irrigation studies for the Special Areas
Hanna Building Demolition	<ul style="list-style-type: none"> • Remediated 5 sites within the town
Business Attraction	<ul style="list-style-type: none"> • Partnered with the Business Hub, Hanna, Special Areas and Youngstown to promote and provide support for businesses coming to the region, such as wind power projects and retail businesses
Land Inventory, Commercial Building and Businesses for Sale Assessment	<ul style="list-style-type: none"> • Completed a land opportunity report and an updated real estate connection database to draw on.