

Regional Economic Development Plan

Town of Westlock, Village of Clyde, Westlock County



In February of 2021, the Town of Westlock, Village of Clyde, and Westlock County created a Regional Economic Development Advisory Committee (REDAC) to develop a regional economic development strategy. Toma Consulting Inc. completed a community consultation, analysis, and review of the economic development opportunities in the region. Below is a summary of the seven identified growth areas.

1. Agriculture, Agri-Business & Agricultural Technology



How can we do it?

- Host a greenhouse or foods workshop
- Host a craft brewery/distillery workshop
- Host a grain, oilseed, and new crop option workshop
- Host a climate solutions and futures workshop
- Create an agricultural technology program
- Create an annual agricultural conference
- Develop an external program support database
- Develop an agriculture technology program in coordination with the local high schools and an agricultural college or the Gateway Research Organization
- Develop a regional marketing strategy
- Promote fresh and local foods available in the region

Who can help us do it?

- Regional Economic Development Alliance
- Task Force on agricultural technology that includes high schools and colleges
- External supports to promote agricultural businesses

2. Airport



How can we do it?

- Create a new management model which may include an employee to oversee airport operations
- Create a business plan for revenue and growth, including tie down fees and fuel sales
- Develop a growth plan that addresses lot and hangar sales
- Become a Canadian Owners and Pilots Association (COPA) member and promote the airport through the organization
- Develop hangar rental space
- Create a regional marketing strategy for the airport

Who can help us do it?

- Regional Economic Development Alliance
- Airport Committee
- Committee created with Town and County representation
- Private developer

3. Healthcare



How can we do it?

- Examine the feasibility of a care home development in conjunction with a developer
- Create a feasibility study on the development of a medical centre
- Encourage the creation of a maternal health program
- Attract and retain skilled healthcare service workers
- Create a “health care hub” for joints and orthopedics

Who can help us do it?

- Regional Economic Development Alliance
- Task force with hospital and other medical professional representation
- Private developer

4. Land and Real Estate



How can we do it?

- Review servicing of the County Business Park
- Address the need for turning lanes at the County Business Park
- Assess a joint venture for land purchase and/or a utility corridor to service the County Business Park
- Complete a needs assessment to determine business growth and expansion plans
- Develop residential lots with homes for immediate possession in partnership with a developer
- Assess the feasibility of a truck stop on area highways
- Create a regional marketing strategy for real estate in the area

Who can help us do it?

- Regional Economic Development Alliance
- Local business
- Private land developer

5. Waste Management



How can we do it?

- Examine the creation of a municipally owned corporation

Who can help us do it?

- Regional Economic Development Alliance
- Task force

6. Manufacturing



How can we do it?

- Create a regional employee retention and growth strategy to attract and retain skilled labour
- Examine requirements for growth, such as trucking establishments, beverage production, cereal and oilseed supply chains, cannabis, hemp, and others
- Market the region to attract new businesses

Who can help us do it?

- Regional Economic Development Alliance
- Business community

7. Tourism



How can we do it?

- Create a regional marketing strategy for tourism opportunities in the area
- Host tourism workshop to spark ideas for growth
- Create a local culinary tourism initiative
- Create a regional vision for tourism growth in the area
- Investigate investment supports that may be available for tourism
- Host a training workshop on customer service for tourism providers
- Develop regional marketing material

Who can help us do it?

- Regional Economic Development Alliance
- Tourism operators
- Committee created with Town and County representation