



Innisfail Economic Development Strategic Plan 2020 with 13 Ways



The Town of Innisfail in February 2020 retained the services of 13 Ways to develop a strategic economic development with the intent of working toward and achieving organizational strategic priorities in economic development and tourism. The following deliverables, whose status is current as of September 2020, were identified as being necessary components of that undertaking:

Following extensive research and stakeholder engagement on the matter, a number of strategies and associated action items were developed — each with the intent of:

PROJECT GOALS

1. Promoting, fostering and facilitating a vibrant and successful local business environment;
2. Discovering, harnessing and leveraging the community's unique strengths and advantages; and
3. Supporting an entrepreneurial spirit that will enhance, diversify and enrich the local economy.

1 Enhance Main Street as a 'Gathering Place'

Business occurs when there is socialization, not the other way around. Ensuring that Mainstreet is a place residents and tourists want to spend their time will lead to maximized profits for the community's businesses and a healthy core ecosystem for the town.

- Purchase & Install Twinkle Lights
- Purchase & Install Interactive Seating
- Develop and Implement Frontage Standards & Guidelines

2 Develop a Supportive Business Environment

Thanks to COVID the need to live in a large centre with a downtown core is no longer a part of our society. People want to live in a neighbourhood. Providing tools for people to work from Innisfail will attract people and families from larger communities and help grow the existing businesses within the town.

- Establish a Board of Trade
- Invest in a Co-Working Visitor Centre

3 Package & Promote the Community's Strengths, Assets & Advantages

Innisfail is the 'best kept secret'. It is time to utilize the digital tools available to showcase the community.

- Redevelop Municipal Website
- Refresh/Update Existing Branding
- Work with Economic Development Entity for consistent communications strategy



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VALUES



Beauty

An attractive community we can all take pride in



Service

Ensuring quality services to match/meet/exceed citizens' needs



Economics

Supporting/developing our entrepreneurs and/through small business growth opportunities



Heart

A destination downtown with vibrant events and activities that showcase the history and inclusivity of the community



Connection

Connecting individuals and neighbourhoods with a timeless community feel

MISSION

"Creating an inclusive, entrepreneurial and beautiful community with a connection to the region and each other"

VISION

"Pride in our community's diversity, beauty and economic opportunity"

STORY

With its origins as a popular stopping point along a well-used travel route, the Town of Innisfail is now home to some 8,000 residents who continue to benefit from the community's convenient central location. Businesses small and large contribute to vibrant retail, commercial and industrial sectors, while regional tourism attracts visitors in the thousands every year. Now a destination in itself, the community in recent years has seen its businesses recognized as being among the fastest growing in the entire province and country.

With a collection of impressive recreational amenities, lifestyle opportunities in the community abound. Whether it's through taking advantage of one of them, or by making the most of the town's diverse and scenic terrain, Innisfailians (as the town's residents are colloquially known) are almost always busy doing something. Thankfully, there's a bit of something for everyone — and an abundance of reasons to call Innisfail home.