Economic Diversification Committee

2022-2023 Work Plan

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parkland county

1 Committee Overview

1.1 Purpose

Parkland County's Long Term Strategic Plan 2040 and Beyond identifies Strategic Economic Diversification as a Strategic Priority Area. The purpose of this Committee is to consider matters relating to Agriculture and Economic Diversity, their alignment with the Strategic Goals set out in the Strategic Plan, and advise Council of its recommendations.

2 Scope

The Committee has an advisory role with no decision making authority.

2.1 Success Criteria and Key Outcomes

The Committee will be deemed a success if:

Success Criteria	Key Outcome
Committee support and services	Sufficient financial and administrative support and services available
Members are engaged	Members attend meetings prepared to participate and provide feedback.
Work plan expectations met	Accomplishing and reporting work plan deliverables
Deliver on time	On schedule and on budget
Advice and recommendation uptake	75% of committee advice and recommendations adopted by Council
Stakeholder satisfaction	Overall deliverable satisfaction identified during annual stakeholder survey

2.2 Stakeholders

Name/Department	Role
Council	Approve committee work plan annually
Chief Administrative Officer (CAO)	Advise Council on work plan development
Executive Committee	Recommend annual committee deliverables
General Managers	Advise committee on achieving work plan
Parkland County employees	Administratively support the committee
Parkland County residents & businesses	Provide stakeholder feedback on deliverables
Provincial Government	Liaise with committee as necessary

2.3 Support Team

Name	Role	Business Area
Marc Ficht	Executive Sponsor	Economic Diversification
Alex Chhada	Administrative Support	Economic Diversification

2.4 Deliverables

Item	Description
BUILD OUT OF INDUSTRIAL / COMMERCIAL AREAS	Apply member expertise to develop advice and recommendations on Statutory Requirement, Strategic Plan and Policy Statements.
VALUE ADDED AGRICULTURE STRATEGY	Review and provide input to the objectives and strategies in the Draft strategy.
TOURISM STRATEGIES	Review progress on the Draft strategies.
HAMLET DEVELOPMENT - WABAMUN PRIORITY FOCUS	Review and provide input regarding the future development of Wabamun as it transitions into Parkland County.

2.5 Milestones

Item	Description	Estimated timeline
Interim Report	Report Committee activities to Governance & Priorities Committee	End of Q2
Final Report	Provide Committee advice and recommendations to Governance & Priorities Committee	End of Q4

2.6 Reporting and Tools

The Committee will report through the Governance & Priorities Committee 2 to 3 times per year.

3 Resources/Reference Documents

What other projects are underway that could affect this project?

- Build out of Acheson Industrial Area
- Land Use Bylaw & Municipal Development Plan refresh
- Broadband Strategy
- County-wide focus on micro and small businesses
- Alternative energy initiative exploration
- Hamlet Revitalization Strategy

4 Risks

Description	Probability	Impact	Mitigation Factors
Council's expectations about the deliverable are not met	M	H	Interim and final reporting to Council of committee
CAO's expectations are not met	M	H	Build risk-based thinking and behavior
Resistance from stakeholders and committee members	M	H	Thorough stakeholder engagement and committee expertise

5 Resource Requirements

5.1 Staff

Name	Role	Time Commitment (Approximate)Hours)
Marc Ficht	Executive Sponsor	100
Alex Chhada	Administrative Support	100

5.2 Budget

Budget approval by Council with sufficient funds to administer member meeting per Diems, incidentals for hosting the meetings, along with training and conferences.

6 Approval

Name: _____

Title:

Date _____

Name: _____

Title:

Date _____

Name: _____

Title:

Date _____