



PINCHER CREEK

‘Community Economic Development Strategy’

Update - November 2020

Community Economic Development Strategy

Project Objective

To develop strategies and action plans that best utilize community assets and advantages to support the existing business community and encourage new business investment.

InnoVisions Process

A relevant, yet innovative strategic
Community Economic Development Plan



Where are we at?

STEP 1



OCT. 2019

Evidence-based research

Strategic Planning Session – Council & Staff

Secondary research - document review

Community leader interviews

STEP 2



NOV. 2019

Collaborative Community Engagement

One-on-one business interviews

Business Community Round table #1

Business one-on-one interviews continue (Dec. 2019 to Feb. 2020)

Business Community Round table #2.

Over 100 businesses and individuals engaged

'What we Heard' summary presented to Council (March, 2020)

STEP 3



MAR. 2020

Opportunity Identification

Draft preliminary strategies to align with community assets

- Business Visitation Program
- Pro-Business Incentives
- Rethink Main Street
- Community Investment Marketplace
- Resident Growth Plan

Completion of a Tourism Assets Inventory

NAICS coding of the Pincher Creek business categories

Pincher Creek Demographics Snapshot

What can we do for the local Pincher Creek
Businesses?

**SMALL BUSINESSES
ARE THE BACKBONE
OF OUR ECONOMY**





Business & Economic
**RESPONSE & RECOVERY
FOR OUR BUSINESSES**

PINCHER CREEK
& DISTRICT
CHAMBER OF COMMERCE



BUSINESS RECOVERY SUPPORT PROGRAM
#LOVELOCALPC

Business Recovery Support Program (BRSP) Overview

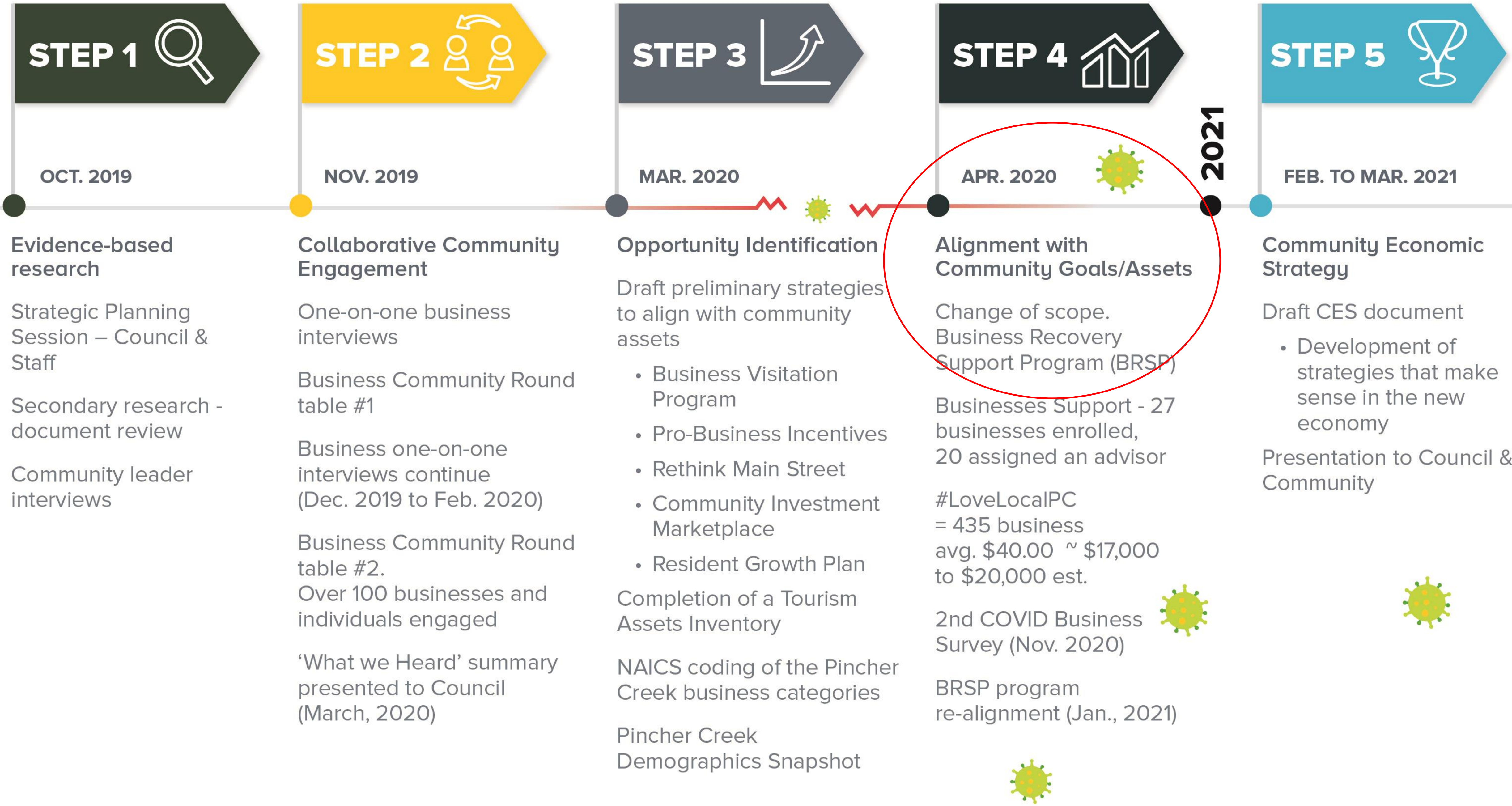
S
upport.

The Goal



The Town, in partnership with the Chamber of Commerce, to provide a unified approach to

SUPPORT *Town and MD businesses in recovery.*



STEP 1



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STEP 4



APR. 2020

Alignment with Community Goals/Assets

Change of scope. Business Recovery Support Program (BRSP)

Businesses Support - 27 businesses enrolled, 20 assigned an advisor

#LoveLocalPC = 435 business avg. \$40.00 ~ \$17,000 to \$20,000 est.

2nd COVID Business Survey (Nov. 2020)

BRSP program re-alignment (Jan., 2021)

2021

STEP 5



FEB. TO MAR. 2021

Community Economic Strategy


Draft CES document

- Development of strategies that make sense in the new economy

Presentation to Council & Community


Pincher Creek Gaps vs Opportunities

& Business Needs




Data Gaps

ANALYSIS CHALLENGES




Motherhood Statements

PERCEPTION VS. REALITY



Downtown Vitality

CAN'T RECREATE THE PAST SO WHAT IS THE FUTURE?



Response To Community

WANTS VS. NEEDS




Vacant Properties

OPTIONS FOR ASSISTANCE



Housing Options

BUILD IT AND THEY WILL COME



Production versus Service

ECONOMY OPTIONS

Key Findings

May 2020 – Survey

Nov. 2020 – Survey/BRSP

Feb. 2020 – Survey/BRSP

Where are we going?



February, 2021.
Draft Final Community Economic Development Strategy and corresponding action plan.

March, 2021. Presentation to Council and Community.