

Appendix A
Strathmore Strategic
Economic Plan, 13 Ways, June
20, 2020

Strathmore Strategic Economic Plan

DRAFT - Plan on a Page

Our Story

At the turn of the last century, a world class demonstration farm was created at Station 16 on the CPR route west, later to become Strathmore. Orchards, vegetables, flowers, grains, and exotic plants were grown to prove the fertility of the land and the potential of the West. As we grew by immigration and the promise that came with agriculture and the railway, our community was called Omahksikokii by our most important partner, the Siksika Nation. It means 'Big Corner' in Blackfoot, and remains as symbolic of our future as it is part of our past. A legacy of hope and an innovative aspirational mindset remain to this day.

People are drawn to our community for the incredible quality of life, but also because we have a reputation for being compassionate, generous, and conscientious. With virtually limitless land, water, and sun, ample and diverse school, health services, and new investments in our healthy neighbourhoods, we know we will continue to grow. However, we will never confuse good fortune with good planning. Our natural assets have given us great success, but we choose to develop our future as deliberately as we were founded over a century ago. We will band together in new partnerships to foster our success over the next century.

The world has changed, but the promise on which Strathmore was built remains. Our future will grow from its roots. People from all over the world come here, students come here, researchers come here, agriculture innovators and entrepreneurs come here, and those wanting to live in quality conscientious neighbourhoods come here. We have combined innovation, technology, agriculture, and entrepreneurship together, which is why this is where food innovations are developed, perfected, and turned into best practices and successful businesses. Our families, our businesses, and our agriculture industries are proud to be Grown by . . . Strathmore.

Our Vision

Healthy neighbourhoods grown by innovative sustainable agribusiness growth, meaningful partnerships, and diverse populations.

Our Purpose

Foster deep and lasting partnerships that bring innovation, technology, agribusiness, entrepreneurship, and education together to grow our prosperity and our quality of life.

Slogan

Strathmore - Grown by . . .

- Nature
- Education
- Relationships
- Volunteers
- Entrepreneurs

What We Value

Healthy Quality Neighbourhoods

Sustainable Horticulture

Innovative Agribusiness

Entrepreneurialism

Collaboration/Partnerships

Our Priorities and Objectives

A regional post-secondary institution is central, bringing all stakeholder together in growing innovative agribusiness (urban horticulture, diverse crops, new markets, and value added), entrepreneurialism in the community and the municipal corporation, cultural diversity, environmental sustainability, and healthy quality neighbourhoods.

Actions

- Entice Investment in Full Spectrum Housing
- Plan Transportation Nodes
- Invest in Neighbourhood and Community Pathways
- Build Relationships for Regional Cooperation
- Expand Partnerships for Urban Agriculture Entrepreneurship
- Downtown/Core Investments
- Marketing to Build Cultural Diversity
- ***Think About Revenue Generation Ideas**

Milestones

- Create a Community (Core) Master Plan
- House to House and Neighbourhood to Neighbourhood Community Irrigation Network
- Invest/Reinvest in Agribusiness and Sustainable Food Production Focus and Own the New Language
- Innovation Town Campus - one main community hub
- New Partnerships – School Boards (1), Colleges (2), Private Companies (3), SIKSIKA (4), Ag Society (5), Western Irrigation District (6), Developers (7)
- Neighbourhood Wide and Downtown Internet/Fiber
- Aesthetics and Activities - new camping opportunities, music and cultural events downtown, color and trees/lights, year-round events,
- Developers Buying into Community Campus Concept
- Transportation Connectivity Between Neighbourhoods
- Urban Orchards and Diverse Agribusiness
- Indie Food and Restaurant Growth