

ACTIONS: HOW WE'RE GOING TO GET THERE

			ALREADY UNDERWAY	QUICK WINS	SIMPLE	COMPLEX	FOUNDATIONAL
INDUSTRY SUPPORTS	LOCAL BUSINESS AND ENTREPRENEURSHIP	QUALITY OF LIFE	LOCAL FOOD ECONOMY	RESIDENT ATTRACTION AND RETENTION	DOWNTOWN CORE REVITALIZATION	DISTRICT REVENUE GENERATION	COLLABORATION AND PARTNERSHIPS
Partner with local realtors to maintain and publicize a land inventory focusing on industrial land and including vacant downtown lots and buildings.	Update and maintain inventory of businesses operating in Mackenzie.	Continue to foster collaboration between industry, major employers, and schools to match skills/ training with emerging industry needs.	Encourage a local commissary kitchen by collaborating with local commercially-certified kitchens.	Continue seeking high speed internet for the whole community.	Continue to improve District-wide wayfinding and signage.	Provide development incentives to projects to meet strategic community needs (e.g., public parks, rec facilities, etc).	Host a Community to Community (C2C) forum with local First Nations and District of Mackenzie.
Host regional technology and innovation meet-ups.	Continue to offer and facilitate access to programs that support local businesses, both new and existing.		Encourage small scale agriculture and agritourism (including food production and sales) on larger, semi-rural residential lots.	Distribute promotional materials to attract and welcome new residents, remote workers, and home-based businesses.	Explore interest in establishing a Business Improvement Area.		
Work with the Province to promote and facilitate forestry innovation and emerging technology (e.g., value-added forestry products).	"Working with the District 101" - Promote District procurement process.	Continue developing and expanding local recreation and trail amenities.	Explore shared agriculture amenities (e.g., a community green house).	Support diversifying our housing stock (age-friendly homes, larger rural lots, recreational properties, etc.).	Promote creative uses of gathering spaces and underutilized/ empty buildings and lots (e.g., food trucks, pop-up shops, gallery/ event spaces, makerspace).	Continue strategic land sales.	Continue to pursue shared economic development opportunities and partnerships with neighbouring First Nations.
Seek opportunities for attracting public services (e.g., government offices, health and education facilities).	Support business-to-business opportunities (e.g., networking events; shared amenities, resources, and training; targeted business attraction).	Improve and promote local recreation and trail amenities with simple interventions such as string lights along trails.			Develop an improved, cohesive downtown Mackenzie look and feel.		
Continue to support airport development.	Encourage local procurement by large and small purchasers and organizations.	Support more events and festivals that link with local businesses.			Encourage multi-modal transportation to and within the Downtown Core and provide supporting infrastructure (e.g., EV chargers, bike racks).		Actively seek opportunities for partnerships with other levels of government, agencies and not-for-profits to promote economic development in Mackenzie.
Target and incentivize industrial development in emerging sectors and secondary industries, promoting Mackenzie's energy and land availability.	Conduct a feasibility study on the demand for additional and modern office and/ or co-working space within Mackenzie.	Expand upon recreation rentals; could be promoted as a business opportunity and offered additional marketing.					
Support opportunities for natural resource development.		Work with employers and organizations to create shared child care solutions.					