

# Making An Investment: Planning, Timing & Champions

Practical Politics &  
Lobbying Workshop  
October 1, 2011



# Economic Development in Woodlands

- 1998 – Economic Development Committee
  - Setting direction & priorities
  - Realistic timelines
- 1999 – Hiring An EDO
  - Dedicated to setting direction to action
- 2001 – Formation of the CDC
  - Vehicle for action
  - Must be appropriately resourced (\$)
- 2010 – Present
  - Long-Term Results



# Recipe for Community Development Success

- Commanding the Things You **CAN** Control
- Being Prepared to Manage the Things You **CANNOT** Control
- Champions
- Luck & Timing – Sometimes the Stars Align



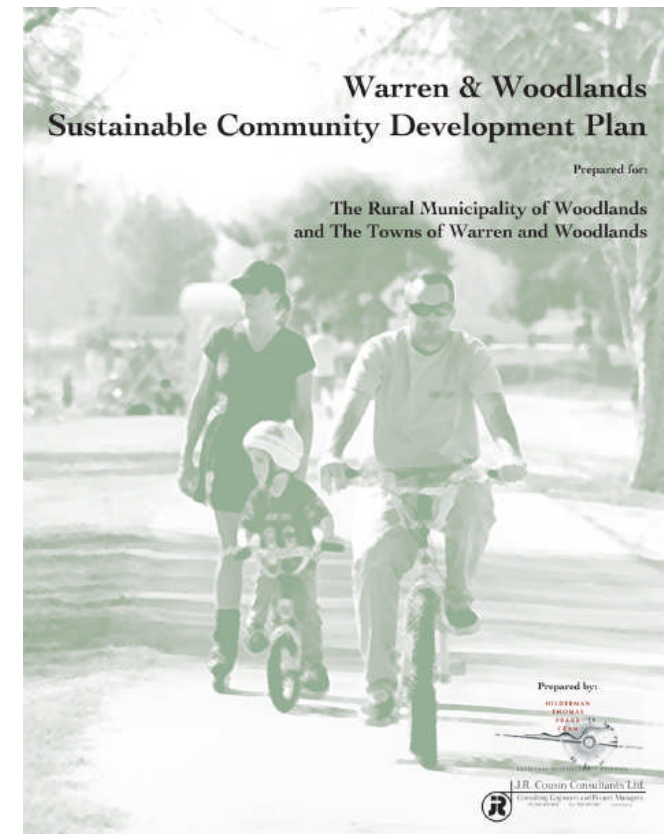
# The Things We Can Control

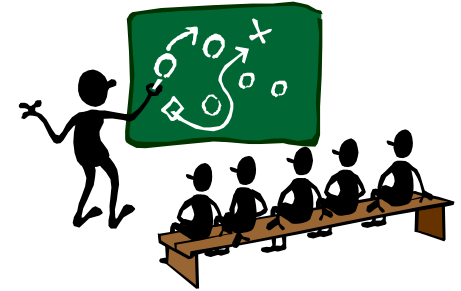
- Vision For Community
- Communicating Your Vision
- Investing In Your Tool Box
- Commitment & Perseverance



# Vision

- Assessing the situation – how do we become development ready
- Process
  - Timeframe
  - Comprehensive plan – hard & soft services
  - Involvement by community (CHAMPIONS)
  - Involvement by regulatory bodies
  - Technical support
- Implementation Strategy
- Measurements





# Communicating Your Vision

- Staff
- Community at large
- Regulatory Bodies
- Elected Officials
- On-Going Updates
  - Municipal website
  - Press Releases to Local Media

The screenshot shows the website for the Rural Municipality of Woodlands. The header includes the logo and navigation links: Home, Our Municipality, Living Here, Doing Business, and Visiting Us. The main content area features a large image of a snowy landscape, a section titled 'Welcome to the RM of Woodlands' with a sub-heading 'A Place to Put Down Roots', and a 'Quick Links' section. The 'Quick Links' section includes links for Council Minutes, Land Use Planning Info, Waiver Request Form & Business Licencing Program, and By-Laws. The 'Coming Soon to Our Site' section lists upcoming events: February 11, 2011 Amateur Talent Night; February 16, 2011 Garbage Pick-Up; and February 19, 2011 Snowmobile Power Derby. The footer contains contact information, a logo, and copyright details.

# Investing in Your Tool Box

- Project Funding
- Economic Development Staff
- Relationship & Network Building
- Capacity Building Opportunities
  - Council & staff
  - Community
- Strategic Investment On Major Projects



# Commitment & Perseverance

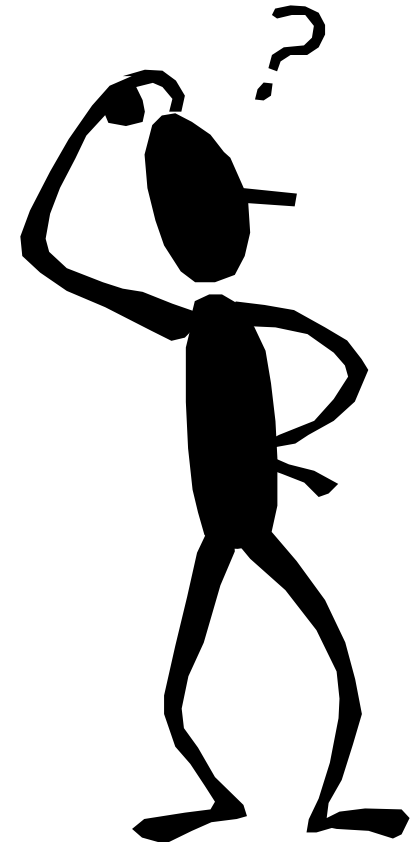
- THERE IS NO SILVER BULLET!
- Sustained investment
- Celebrate small victories
- Giving the plan TEETH
  - Land Use Planning By-laws
  - Administration Policy





# The Things We CANNOT Control

- Political & Economic Climate
- Environmental Factors
- Happenings Beyond Our Borders



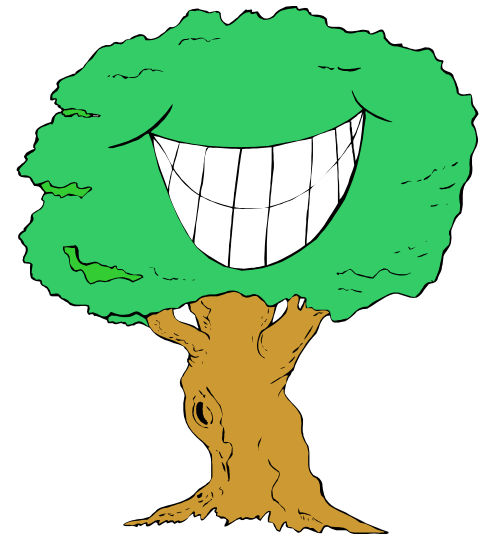
# Political & Economic Climate

- Government Priorities (Flavour of the Day)
  - Green & Technology Initiatives
  - “Agriculture as the Solution”
  - Social Enterprise
- Economic Challenges
  - “Don’t squander the recession!”



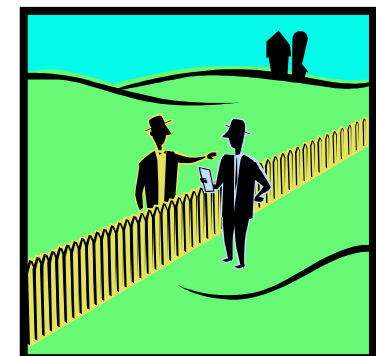
# Environmental Factors

- Mother Nature's Trump Card
- Know Your Industries & Economic Drivers
- Excess Moisture Economic Stimulus Program



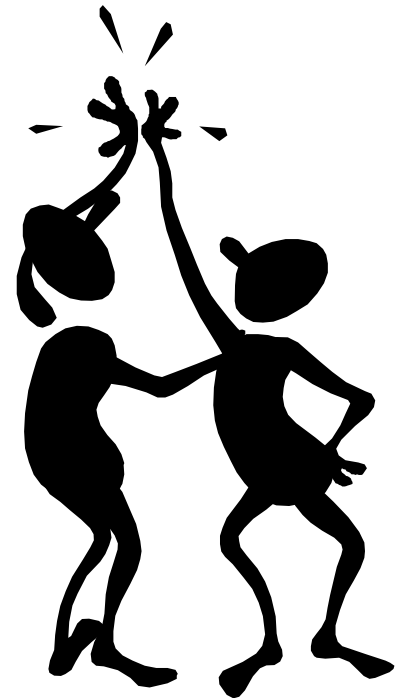
# Happenings Beyond Our Boundaries

- Neighbouring Municipalities' Plans
  - Compliment vs. compete
- Opportunities for Regional Partnership
  - Joint lobbying
  - Joint service-delivery boards



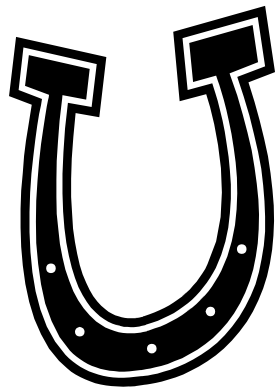
# Importance of Relationships: Creating Win-Win Situations

- Around the Council Table & Municipal Office
- Around the Community
- Around the Legislature & Hill
- With Neighbouring Councils
- With Regulatory Agencies
- With the Media



# Making Your Own Luck

- Live the Plan
- Right Place At the Right Time
  - Able to respond to the opportunity



# Reality Checks

- Champions prepared to lead
- Managed/calculated risk
  - In-action is not the cure for fear of failure
- Measuring success





# Lessons Learned...

- Process is as important as the outcome
- Prepare to invest in planning
- Relationships are key
- Stakeholder & regulator involvement is a must
- Consider implementation at each planning step – how will you give your plan teeth
- Implementation is a slow & steady game with continued investment & persistence
- What you do in the next five years will define the next fifty!



# Questions & Contact Info

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Wood  Lands

*A Place to Put Down Roots*