

Central Alberta Regional Economic Growth Strategy



About CAEP

The Central Alberta Economic Partnership has been providing excellence in regional economic development collaboration programs and services since 1998.

We are a member-based, board governed non-profit corporation. CAEP operates with the generous contributions of our volunteer working groups and members, and the financial support of the Government of Alberta and our municipal and partner members.

The Strategic Plan

This Regional Economic Growth Strategy was supported with funding from Alberta's Community and Regional Economic Supports Program and with the participation of CAEP member and non-member municipalities, business, industry, and agency representatives.

While serving as CAEP's strategic plan, this Regional Growth Strategy is different from a typical strategic plan. It is intended to move the entire region forward as a unified entity. This intention was the preeminent direction from CAEP's board consolidated through their planning process which included participation and input from our many stakeholders. Aligning with its mandate, CAEP's strategic plan is therefore not simply an organizational plan but rather a regional economic growth strategy for Central Alberta Region.

This plan identifies strategies to develop and sustain an environment conducive to economic growth that CAEP and its members can implement and benefit from by working together.

The Opportunity

More and more local governments are facing increasing costs, reduced revenues, and greater expectations from citizens. Regional cooperation is a proactive approach to maximize benefits and minimize the costs of economic development. Progress on this Regional Growth Strategy will be reviewed annually by CAEP's board and the plan's strategies may be adjusted as required. With this as our guiding document, the Central Alberta Economic Partnership members endeavor to become the region of choice in Alberta.



Regional Economic Growth Strategy



Vision:

Beyond ordinary, Central Alberta is a business friendly, diverse, and welcoming region that provides optimal opportunity for all.

Mission:

Convenes business, communities, and people to foster local success and advance Central Alberta's regional competitive advantage.

2022-2027 Strategic Plan Goals

Regional cooperation is a proactive approach to maximize benefits and minimize the costs of economic development. By working together and sharing implementation, these strategies develop and sustain an environment conducive to economic growth that benefit CAEP members. The Central Alberta Economic Partnership members endeavor to become the region of choice in Alberta.

Central Alberta is the place to be. Be Central.

1. Labour Market Sustainability & Growth

Economic development across the region is nurtured by supporting local job creators to become employers-of-choice.

Strategies:

- 1.1 Provide educational and networking opportunities
- 1.2 Facilitate the attraction of skilled workforce

2. Regional Orientation & Advancement

Member communities are prepared for attracting investors, business, employees, visitors, and residents to the region.

Strategies:

- 2.1 Foster increased collaboration with Indigenous nations and treaties
- 2.2 Encourage investment-ready processes and practices
- 2.3 Establish a brand for all CAEP Members use to position the region
- 2.4 Facilitate target industry cluster development for regional benefit
- 2.5 Advocate to advance regional competitiveness

3. Organizational Excellence

Continuous organizational improvement to foster valuable opportunities for all.

Strategies:

- 3.1 Consult with members on annual priorities
- 3.2 Assess opportunities and practices to encourage innovation & efficiency

