

**Regional Economic Growth Plan
Table Format**

ECONOMIC GROWTH CATEGORY 1 - INDUSTRY DEVELOPMENT			
GOAL #1: Attract Large-Scale Industry to the Region			
<i>Action #1: Hire one employee dedicated to researching and cultivating industry opportunities</i>			
Responsible Party	Budget	Time Frame	Measures of Success
Town of Fairview MD of Fairview	Medium(60K+)	ASAP	<ul style="list-style-type: none"> - Development of Industry Attraction Strategy - Development of an Investor Marketing Package to promote the Fairview region - Within 1 year, identify at least 4 potential industry opportunities - Within 1 year, identify at least 1 industry opportunity with strong potential
GOAL #2: Assess Fairview's Readiness for Large-Scale Industry			
<i>Action #1: Conduct an Investment Readiness analysis</i>			
Responsible Party	Budget	Time Frame	Measures of Success
Town of Fairview Ec. Dev. Committee	Low	6 months	<ul style="list-style-type: none"> - Investment Readiness report complete - Identification of any Investment Readiness gaps
GOAL #3: Develop Innovative Tax Incentives for New Industry Ventures			
<i>Action #1: Develop an innovative tax structure for new industry ventures as part of an Industry Attraction Strategy</i>			
Responsible Party	Budget	Time Frame	Measures of Success
Town of Fairview MD of Fairview Ec. Dev. Committee	Low	6 months	<ul style="list-style-type: none"> - Tax structure is developed and included in Industry Attraction Package - 1 new business takes advantage of the tax incentive

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ECONOMIC GROWTH CATEGORY 2 - TOURISM DEVELOPMENT			
GOAL #1: Develop an Active Visitor Information Centre			
<i>Action #1: Relocate and Set Up the Visitor Information Centre in the Recreation Centre</i>			
Responsible Party	Budget	Time Frame	Measures of Success
Town of Fairview Fairview Chamber	Low	6 months	- New inviting signage along Highway 2 - Visitor Information Center is open and operating by June 2021
GOAL #2: Market Fairview as a Preferred Event Location			
<i>Action #1: Gather information to promote Fairview as a preferred location for conventions and conferences</i>			
Responsible Party	Budget	Time Frame	Measures of Success
Ec. Dev. Committee	Low	6 months	- A comprehensive list of facilities, accommodations and groups interested in hosting events is compiled by June 2021 - A comprehensive list of people interested in providing services to hosted events by June 2021
<i>Action #2: Develop and distribute a promotional package</i>			
Responsible Party	Budget	Time Frame	Measures of Success
Town of Fairview MD of Fairview Fairview Chamber	Medium	18 months	- Development of promotional package(brochures, videos, website) - Number of promotional packages sent out - Increase in the number of large events hosted in the Fairview region
GOAL #3: Develop New Tourism Events			
<i>Action #1: Explore, research and investigate culinary tourism potential</i>			
Responsible Party	Budget	Time Frame	Measures of Success
Town of Fairview MD of Fairview Fairview Chamber Ec. Dev. Committee	Low	18 months	- Develop, plan, market and host Fairview's first Culinary Tourism Event by June 2022

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ECONOMIC GROWTH CATEGORY 3 - VACANT LAND/BUILDINGS DEVELOPMENT			
GOAL #1: Develop "Railway Avenue Adventure Park"			
<i>Action #1: Purchase the greenspace land from CN Rail</i>			
Responsible Party	Budget	Time Frame	Measures of Success
Town of Fairview	Approx. 110K	3 months	- Land purchase complete and owned by Town of Fairview by April 2021
<i>Action #2: Work with planning group (MMSA) to create a vision for the property</i>			
Responsible Party	Budget	Time Frame	Measures of Success
Town of Fairview Business Owners NFP's	Low	6 months	- Vision for property is developed by July 2021
<i>Action #3: Develop "Railway Avenue Adventure Park" grounds as per vision</i>			
Responsible Party	Budget	Time Frame	Measures of Success
Town of Fairview NFP's	High	18 months	- Park is ready for first event by Summer 2022
GOAL #2: Re-invent 102 Avenue into "Waterhole Avenue"			
<i>Action #1: Create and implement a Waterhole Avenue vision</i>			
Responsible Party	Budget	Time Frame	Measures of Success
Town of Fairview Business Owners NFP's	Low	18 months	- Murals painted on building walls within 12 months - 1 new business opens on the north side of Waterhole Avenue that fits the Waterhole Avenue concept within 18 months

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ECONOMIC GROWTH CATEGORY 4 - BUSINESS DEVELOPMENT			
GOAL #1: Encourage and Support New Business Start-Ups			
<i>Action #1: Develop Fairview Entrepreneurship Centre</i>			
Responsible Party	Budget	Time Frame	Measures of Success
Ec. Dev. Committee Fairview Chamber	Low	6 months	- Fairview Entrepreneurship Centre is open and operating - The number of entrepreneurs using the Centre
<i>Action #2: Provide Workshops and Training Opportunities for Young Entrepreneurs</i>			
Responsible Party	Budget	Time Frame	Measures of Success
Ec. Dev. Committee Fairview Chamber	Low	6 months	- The number of workshops held within 6 months - The number of attendees per workshop
GOAL #2: Promote Investment Partnerships			
<i>Action #1: Develop an investment network that connects local investors with local entrepreneurs</i>			
Responsible Party	Budget	Time Frame	Measures of Success
Ec. Dev. Committee Fairview Chamber	Low	18 months	- Comprehensive list of potential local investors and venture capital partners - 1 connection between an investor and entrepreneur and results in a new business opening in the Fairview region within 18 months
GOAL #3: Host Biennial Business Conference			
<i>Action #1: Plan/Develop/Host a Regional Business Conference</i>			
Responsible Party	Budget	Time Frame	Measures of Success
Fairview Chamber	Medium	18 months	- Fairview Business Conference takes place in Spring 2022 - Number of guests that attend the Fairview Business Conference

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ECONOMIC GROWTH CATEGORY 5 - NOT-FOR-PROFIT ORGANIZATIONS DEVELOPMENT			
GOAL #1: Strengthen and Support Not-For-Profit Groups			
<i>Action #1: Provide resources and workshops for Not-For-Profit groups</i>			
Responsible Party	Budget	Time Frame	Measures of Success
Town of Fairview Fairview Chamber Ec. Dev. Committee	Low	12 months	<ul style="list-style-type: none"> - At least 4 training workshops scheduled and hosted within 12 months - Number of Not-For-Profit organizations that participate - Evaluation of training workshops
GOAL #2: Encourage Youth Aged 18+ to Volunteer			
<i>Action #1: Start a Rotaract Club in partnership with the Fairview Rotary Club</i>			
Responsible Party	Budget	Time Frame	Measures of Success
Rotary Club Public Members	Low	6 months	<ul style="list-style-type: none"> - Rotaract Club is active - Rotaract Club has completed one project in the Fairview region
GOAL #3: Encourage Youth 15 to 18 Years Old to Volunteer			
<i>Action #1: Collaborate with local school boards to develop a High School Credit program for volunteering</i>			
Responsible Party	Budget	Time Frame	Measures of Success
Ec. Dev. Committee School Districts	Low	18 months	<ul style="list-style-type: none"> - High School Credits for Volunteering Program is in place - At least 5 students participate in the program

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ECONOMIC GROWTH CATEGORY 6 - COMMUNITY SPIRIT DEVELOPMENT			
GOAL #1: Enhance and Strengthen the Fairview Brand			
<i>Action #1: Market Fairview as a Community of Choice</i>			
Responsible Party	Budget	Time Frame	Measures of Success
Town of Fairview MD of Fairview Ec. Dev. Committee Fairview Chamber	Low	12 months	- Content is created - videography, brochures - Marketing Plan is developed and content is being distributed
GOAL #2: Increase Community Connectedness			
<i>Action #1: Plan/Develop/Host Regional Block Party Day</i>			
Responsible Party	Budget	Time Frame	Measures of Success
FCSS	Low	9 months	- Block Party Day takes place by September 2021 - Number of neighbourhoods that participated in the Block Party
<i>Action #2: Plan/Develop/Host Front Yards in Bloom Contests</i>			
Responsible Party	Budget	Time Frame	Measures of Success
FCSS	Low	12 months	- Front Yards in Bloom Summer Contest is completed by Aug. 2, 2021 - Front Yards in Bloom Winter Contest is completed by Feb. 28, 2022
GOAL #3: Enhance and Support the Golden Age Center			
<i>Action #1: Re-brand the Golden Age Centre and modernize existing building or move to another building</i>			
Responsible Party	Budget	Time Frame	Measures of Success
Golden Age Society Lions Club Rotary Club	High	12 months	- Plans are in the works to modernize or move the "Golden Age Centre"