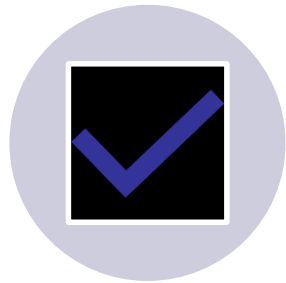


Multi-Purpose Agricultural Facility Financial Model and Economic Impact

Priorities Committee Meeting
September 15, 2020

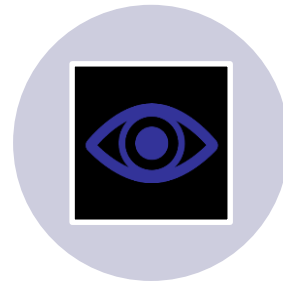
Outline



VISION AND
PURPOSE



STRATEGIC
ALIGNMENT



ACTIVITIES
AND USE



FINANCIAL
MODEL



ECONOMIC
IMPACT

Facility vision

A destination where residents from across the County can enjoy agricultural, community and social events.



Multi-purpose agricultural facility

Project purpose

The facility and site will:

- Enable residents to be more healthy, active, vibrant, and creative through participation in community events of all kind
- Help the County become a champion for advancing diverse agricultural business
- Display our agricultural heritage
- Create a heightened sense of community throughout the County
- Be open to the general public
- Be multi-purpose in nature, meeting the needs of agricultural groups, hosting special events, and enabling other non-traditional agricultural activities to occur

Strategic Plan

By meeting the guiding principles of this project, it will further the County's vision to become Canada's most liveable community.

Goal 1: Build strong communities to support the diverse needs of residents.

Goal 3: Cultivate economic diversification, within the petrochemical industry and beyond, through a business-friendly environment.

Goal 6: Provide facilities and services that are available and accessible to residents.

Goal 1

- Create opportunities for residents to lead healthy, active, vibrant lives
- Create unique spaces for agri-recreation
- Bring residents together to pursue their passion

Goal 3

- Bookable event space for local business, agricultural or other
- Host events from conferences to livestock sales

Goal 6

- Numerous available, accessible, and affordable spaces
- Provide quality amenities to encourage the interaction of community, recreation, and business uses

Strategic Alignment

- Recreation Strategy [2019]
 - provide opportunities for residents who currently cannot pursue their passion locally
 - will create space for all residents to discover and explore new opportunities
 - through open space activities
 - attractive, affordable amenities
 - meets the needs for identified required amenities:
 - trails
 - campground
 - day-use space



Strategic Alignment



- Tourism Strategy [2020]
 - The MPAF will assist in enhancing the tourism experience in Strathcona County, generating community economic benefit and acting as a Market Ready Tourism Product
 - nature-based offerings
 - authentic agritourism activities
 - immersive cultural experiences
 - engaging events
 - sport tourism
 - It will assist in furthering the focus areas specific to:
 - destination development
 - product development
 - marketing and promotional development

Strategic Alignment

- Agriculture Master Plan [2015]
 - “The Multi-Purpose Agricultural Facility could serve as a central facility capable of service to a wide range of interests”
- Social Framework [2017]
 - This facility will support the vision of the social framework
 - Together we create a supported, safe and connected community
 - Supports the outcomes of
 - affordability
 - access to programs and services
- Other
 - Regional Agricultural Master Plan [currently being developed by the EMRB]
 - Municipal Development Plan [2016]
 - Beaver Hills Tourism Opportunity Assessment [2013]
 - Trails Strategy [2012]
 - Recreation Master Plan- Josephburg [2012]
 - Recreation Master Plan – Ardrossan [2009]
 - Open Space and Recreation Facility Strategy [2008]

ACTIVITIES AND USE

Camping area



Main indoor arena



Multi-purpose field



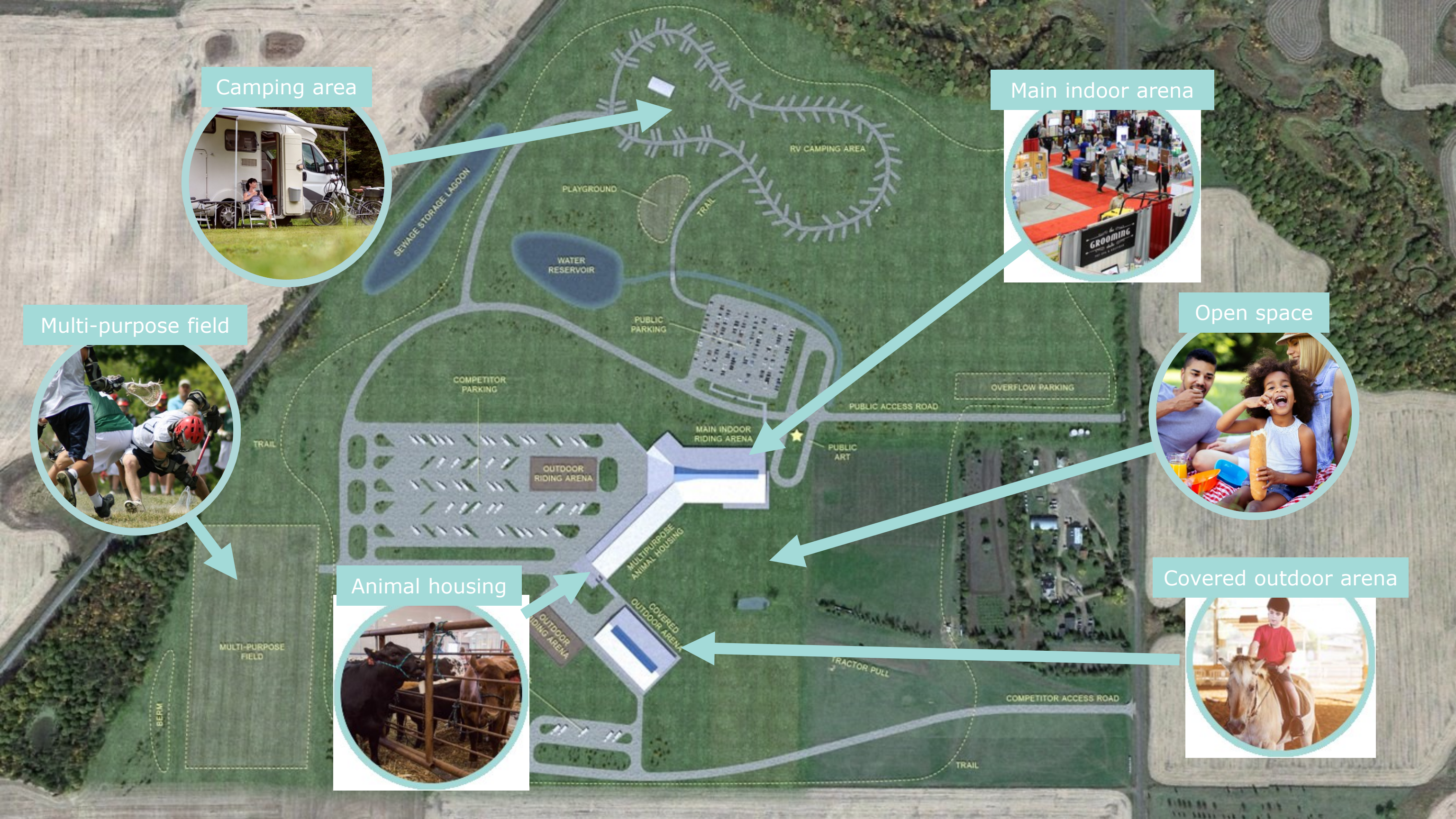
Open space



Animal housing



Covered outdoor arena



Video

