

THIS is CROSSFIELD

Economic Development Strategy
2018 - 2028

CROSS DEVELOP

Simultaneously advance multiple goals by leveraging strengths and building capacity through collaborative projects

VISION

A full service municipality where residents can live, learn, work, shop, recreate, retire, and meet all their lifestyle needs without having to leave the community.

MISSION

ACCELERATE BALANCED GROWTH

STRATEGIC LENS

How can this **cross-develop multiple goals?**

STRATEGY

Accelerate balanced growth by cross-developing opportunities

Cross-promotional Marketing

Communicate a consistent, exciting brand through a variety of mediums, telling a compelling story to generate interest from businesses and potential residents

Community Economic Development Corporation

Expand the economic development capacity of Crossfield by leveraging public assets to partner with local investors in the creation of a Community Economic Development Corporation.

Transportation Infrastructure

Leverage Crossfield's location and transportation infrastructure to accelerate industrial growth while promoting sustainable, managed commercial and residential growth.

Crossfield Cluster

Cross-develop leading local sectors including plastics and construction to build innovative local supply and value chains around existing major businesses.

Youth Future

Support youth in exploring local economic opportunities and career pathways.

Crossfield Pulse

Survey local businesses, residents and institutions on their economic vitality to gather market intelligence and identify emerging business opportunities.

Open for Business

Establish a baseline of investment readiness by compiling, organizing and communicating community information and shaping Crossfield's investment narrative.

Downtown Business Incubator

Develop a Downtown Commercial Incubator to lead economic development in collaboration with private sector partners, investors, business services providers, community organizations and post secondary institutions.

Regional Partnerships

Cross-develop economic development opportunities in collaboration with regional partners.

Chamber Support

Support the growth and prosperity of the Chamber of Commerce through capacity building and partnership on shared economic development priorities.

Downtown Redevelopment

Redevelop the downtown creating a vibrant commercial district anchored by a public square.

SUCCESS FACTORS

1. **Knowledge** - Cross-examine facts
2. **Engagement** - Cross-pollinate ideas
3. **Communication** - Cross-promote opportunities
4. **Capacity** - Cross-channel resources
5. **Leadership** - Cross-develop community

OUTCOMES



RESIDENTIAL GROWTH

Attract and retain residents that contribute to the economic vitality of the community in partnership with employers, community organizations, developers and government agencies.



INDUSTRIAL GROWTH

Leverage transportation infrastructure, workforce and access to affordable industrial land to grow the industrial base through cluster development in partnership with leading employers, institutions and government agencies.



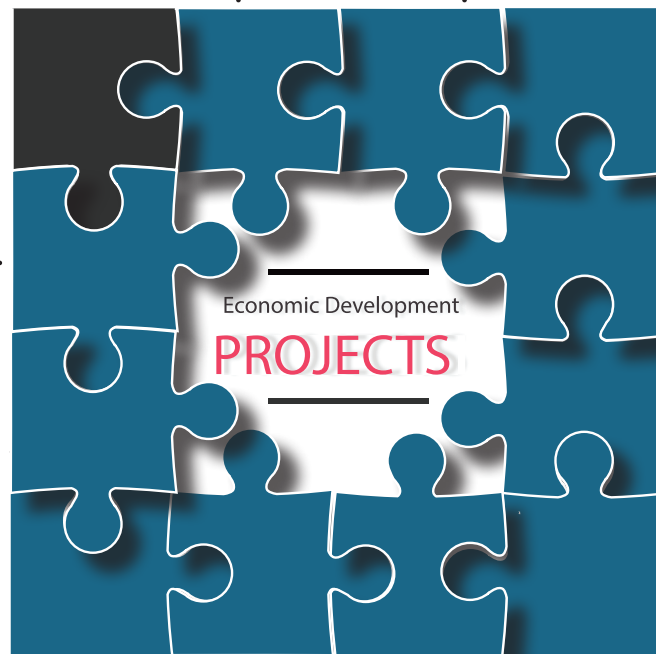
COMMERCIAL GROWTH

Support entrepreneurs and businesses to access local markets through research, education, events and incubation services to grow commercial base.



INSTITUTIONAL GROWTH

Mobilize community capacity building through institutional development that supports the current and emerging needs of the community and economic stakeholders.



1. **ACCELERATE** through strategic public investment in ec. dev priorities
2. **BALANCED GROWTH** that improves the quality of life of residents
3. **CROSS-DEVELOP** by leveraging strengths and building capacity
4. **OPPORTUNITIES** that shape the future and character of the community