



# STRATEGIC PLAN

## **Our Story**

The history of Hanna has been indelibly linked to the history and evolution of the industry that has driven the economy of this region for over a century – agriculture. Farms have been getting larger and more technically focused for generations, which has put strains on the viability of our community for decades, just as it has for so many others. New changes pose new challenges and risk for communities like ours, but those changes are also creating marvelous new opportunities for our community. We intend to adapt to those changes and take full advantage.

We have unsurpassed fiber internet connectivity, a fully modernized school, quality affordable housing, and enviable recreation facilities. We have a strong economy with deep roots in agriculture, farmers and ranchers constantly preparing for the future, and a community embracing change and opportunity. Many generations are now looking for authentic and welcoming communities in which to live. They are looking for real neighbourhoods where people and nature are integrated, but they also want modern communities that allow them to stay connected to the rest of the world. We have all we need to be that community, but we must connect all our assets and then market our community effectively.

Agriculture has always been the root and backbone of this region, and it will be again, if we embrace the changes and opportunities modern agricultural innovations presents. By embedding innovative and technologically advanced agriculture in our authentic, affordable, and high-quality modern community, and linking to our quality education and recreation assets we can appeal to those new generations. Our community is where technology and agriculture meet to create a high quality of life and a growing economy full of opportunities in education and entrepreneurialism for the generations to come.

**Hanna – Quality of Life, Technology, Agriculture, Education**

## **Our Vision**

A community cultivating an unparalleled quality of life through technology, agriculture, and lifelong learning.

## **Our Purpose**

To intentionally design an innovative agricultural community for families to live well throughout the region.

## What We Value

**Agriculture:** We celebrate the history of agriculture, but also embrace its evolution and the growth opportunities it creates for our community in a modern world.

**Education:** We endeavour to practically connect our entire education system from Kindergarten to Post-Secondary to community building initiatives and economic opportunities at every turn.

**Technology:** Our priority of adapting, adopting and incorporating technology into every aspect of our community and economy is not only necessary, but possible, with our unsurpassed fibre internet connectivity.

**Business:** Our entire community works harmoniously in growing vibrant economic opportunities and marketing our community's wonderful quality of life.

**Collaboration:** We shall work together as individuals, community organizations, municipalities and communities to enhance our capacity for growth, create prosperity, and market our quality of life.

This is the plan and priorities beyond basic infrastructure that always must take precedence.

## Our Priorities and Objectives

The Town of Hanna needs to create a Community Master Plan . . . what it will become . . . so its resources and investments are done with a focus to deliberately creating the community.

### Growth Focused

- Marketing Strategy
  - Online Presence
  - Urban/Modern Agriculture
  - Education Connection
  - Progressive Rebrand
  - Picture Renderings
- Bylaws
  - End bottlenecks & stops
- Heritage Trade School
  - Education Specialization
  - Agriculture Linkage
  - Livestock Hub Linkage
- Retire to Hanna
  - Housing Development
  - Activity Growth
  - Marketing Package

### Infrastructure Focused

- Mainstreet Theme and Aesthetics
  - Agriculture, not Western
    - › Trees, Streetlights, Sidewalks, Flowers
    - › Wayfinding Signage, Music
- Livestock Hub Facility
  - Phased Growth Plan
- Recreation Facilities
  - Skate Park/Ball Diamond
    - › Funding Options
    - › Locations
    - › Partners
- Repurpose Old Buildings (TV Reno Show)
  - Heritage Trade School
    - › paint, inspect, electrical, reno, crafts

### Quality of Life Focused

- Youth Engagement Plan
  - Leadership, Entrepreneurship, Volunteerism
- Activities Growth Plan
  - Block Parties
  - Food Trucks
  - Live Music
  - Entertainment
  - Street-wide Liquor License
  - Farmer/Community Market
- Beautification Initiatives
  - Mainstreet
  - West-End
- Community Volunteer Summit
  - Focus/Purpose, Engagement, Marketing

