



# Economic Development Strategy Framework – Progress Update

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# Presentation Agenda

1. What We Have Heard
2. Priority Areas
3. Strategic Themes and Potential Programs
4. Reporting Cadence
5. Next Steps

# What We Have Heard

- Value Proposition - Why live in Chestermere?
- Support for existing businesses
- Preserve residential character while also increasing commercial land supply
- Expand retail & office spaces/Business Retention and Expansion
- Create regional service node that serves nearby communities
- Revenue generation & tax base diversification
- Define culture & brand identity
- Engage non-profits
- Shop local
- Strengthen Chamber of Commerce
- Enable live-work space
- Professional campuses (health, tech, trades)
- Attract big-box commercial
- Sports/Tourism to support local businesses
- Explore Municipal Land Bank
- Fast-track approvals for commercial development
- Create jobs
- Intermunicipal collaboration
- Plan for 17<sup>th</sup> Ave Corridor
- Growth and Marketing Strategy

# Priority Areas

## Business & Growth

- Support existing businesses (BR&E)
- Attach big-box & destination retail
- Create office / professional spaces
- Professional Campuses
- Enable live-in work developments
- Strengthen Chamber of Commerce
- Regional Node

## Land & Infrastructure

- Identify more lands for development
- Explore Municipal Land Bank
- Fast-track commercial approvals
- Increase servicing support
- Live-Work Spaces
- Growth Strategy
- 17 Ave Corridor Enhancement

## Regional & Tourism

- Create regional service node
- Sports tourism
- More events & visitors
- 17<sup>th</sup> Ave Corridor focus
- Shop local initiatives - Regional

## Identity & Culture

- Define Chestermere's brand
- "Why live here?" value proposition
- Shop local initiatives - Chestermere
- Preserve residential character
- Engage Non-Profits
- Intermunicipal Collaboration

# Strategic Themes



## Business Retention & Growth

Keep and grow what we have



## Investment Attraction

Bring new businesses to town



## Land & Development Readiness

Make it easy to build here



## Tourism & Events

Draw visitors year-round



## Brand & Identity

Tell our story clearly



# Business Retention & Growth

## 100 in 100 Program

Visit 100 businesses in first 100 days – listen, document needs, identify expansion opportunities

## Expansion Fast-Track

Prioritize permit processing for existing businesses looking to grow

## Chamber Partnership

Co-fund a part-time Business Liaison position to maintain ongoing relationships

## Local Procurement Initiative

Connect City contracts with local vendors, where possible

### **New Idea: Business Ambassador Program**

Recruit successful local business owners to mentor newcomers and advocate for Chestermere at regional events



# Investment Attraction

## Regional Node Strategy

Position Chestermere as the service hub for Strathmore, Langdon, and Eastern Rocky View

## Professional/Medical Campus Recruitment

Host “Discover Chestermere” Day for healthcare professionals – tour sites, meet community

## Big-Box Retail Outreach

Prepare trade area data packages showing regional catchment of 80,000+ people

## Calgary Gateway Partnership

Joint development planning with City of Calgary on North Gateway Corridor

### **New Idea: Investment Incentive Toolkit**

Develop tax increment financing (TIF) options, development fee deferrals, or infrastructure cost-sharing for strategic projects



# Land & Development Readiness

## Shovel-Ready Site Inventory

Identify and market serviced and zoned sites

## Municipal Land Bank Study

Feasibility analysis for City-owned development corporation and a Land Administration team

## Development Concierge

Single Point of Contact (SPOC) for commercial developers – guide them from inquiry to occupancy – Hold Hands and Make It Happen Approach

## Zoning Flexibility Review

Update bylaws to enable live-work, mixed-use, and professional campus developments

### **New Idea: Developer Pre-Qualification Program**

Create a "trusted developer" list with streamlined approvals for those meeting City standards — reduces risk, speeds timelines



# Tourism & Events

## Sports Tourism Package

Create bid-ready proposals for regional tournaments – baseball, soccer, hockey

## Four-Season Events Calendar

Expand beyond summer – add Fall festival, Winter Lights, Spring markets

## Lake Experience Enhancement

Improve waterfront amenities, add food vendors and street markets, create food vending bylaw, extend hours of activation

## Shop Local at Events

QR code campaigns, pop-up markets, local business spotlights at every City event – Introduce Chestermere Cash/Money

### **New Idea: "Chestermere Weekends" Campaign**

Partner with Calgary hotels and tourism boards to market Chestermere as a weekend escape — lake activities, dining, relaxation



# Brand & Identity

## Core Brand Platform

"Southern Alberta's Lakeside City for Business" – fast, friendly, family-focused

## Sub-Brand Architecture

Invest Chestermere | Visit Chestermere | Shop Chestermere – consistent look, distinct purposes

## Value Proposition Statement

Answer "Why Chestermere?" with clear messaging for residents, businesses, and visitors

## Digital Presence Upgrade

Launch dedicated Invest Chestermere microsite with site data, success stories, contact forms

### **New Idea: Community Storytelling Series**

Monthly video profiles of local entrepreneurs — "Made in Chestermere" — share on social media, at events, with prospects



# Priority Development Corridor

**17<sup>th</sup> Avenue SE / Chestermere Blvd**  
Retail & Office

**North Gateway Node**  
Mixed-Use Regional

**Bridgeport Area**  
Medical & Professional

**John Peake Park & Lakeshore**  
Tourism & Events



# Keeping Council Informed

## Communication Priorities

### Monthly

Operational updates – business visits, leads, permit activity

### Quarterly

Outcomes dashboard – jobs created, investment value, sq. ft. developed

### Semi-Annual

Market trends report – regional insights, competitive positioning

## Administration Presence

- ✓ Dedicated seat at Regional Partnership Economic Tables
- ✓ Active participation in Alberta Economic Development Network
- ✓ Quarterly investor-facing webinars and Site Tours



# Next Steps

Confirm strategic priorities	Today
Finalize budget allocation	April 2026
Launch 90-day action plan	Upon Hiring Ec Dev Officer
First quarterly report to Council	Q3-Q4

**Building Chestermere's Economic Future - Together**



**Questions?**