



Manager's Report

Department: Planning and Economic Development

Submitted by: Martino V. Director of Planning and Economic Development

Date: 3/31/2025

DIRECTOR OF PLANNING AND ECONOMIC DEVELOPMENT, MARTINO VERHAEGHE

In alignment with the 2022-2026 Strategic Plan, some of the key activities this month include:

- Final review, revision, and presentation of Hamlet of Debolt Area Structure Plan
- Final review, revision, and presentation of Hamlet of Ridgevalley and Crooked Creek Area Structure Plans
- Revisions and Final presentation of Land Use Bylaw to project Steering Committee
- Two (2) Regular Council meetings, Municipal Planning Commission and Land Use Bylaw Steering Committee meetings
- In-house staff training in relation to Subdivision Planning and Legislation
- Professional support regarding acquisition of Sturgeon Heights Cemetery Land Titles
- Historical review of Grande Cache Airport documentation, Asset obligations, future festival planning requirements and site inspections
- Participation in review of vacant Planning Job Descriptions and interviewee selection
- Policy Review of Policy 4023 - Road Allowance Licences and draft report
- Policy Review of Policy 6002 – Development Enforcement Policy and draft report
- FRIAA Grant meeting with Regional Fire Chief, Discussion on requirements for DML submission to allow fire guards in Nose Creek
- Bearisto Applications and multiple file progress meeting
- Remotely in Hamlet of Grande Cache offices March 17-21
- Grande Cache Aerodrome meeting
- April 9 Municipal Planning Commission report review

MANAGER PLANNING AND DEVELOPMENT, RENAE DEMOLITOR

Of the Eighteen (18) Development Permit applications received in March, seven (7) had an estimated project cost exceeding \$500,000:

D25-028 / NE-10-65-05-W6M / PEACE COUNTRY LAND LTD / OIL AND GAS FACILITY AND COMPRESSOR / \$ 3,928,000.00 / WARD 8

D25-033 / SE-8-71-23-W5M / BROCK DEWEY A & CHERYL / DWELLING UNIT, MODULAR / \$ 540,000.00 / WARD 5

D25-036 / SE-30-63-06-W6M / INTEGRITY LAND INC / RESERVOIR- DUGOUT / \$ 5,000,000.00 / WARD 2

D25-037 / NW-18-62-02-W6M / INTEGRITY LAND INC / RESERVOIR- DUGOUT / \$ 8,000,000.00 / WARD 2

D25-039 / NW-7-62-2-W6M / INTEGRITY LAND INC / WORK CAMP / \$ 2,500,000.00 / WARD 7
D25-040 / SE-06-63-02-W6M / INTEGRITY LAND INC / WORK CAMP / \$ 3,000,000.00 / WARD 7

D25-041 / NW-07-69-024-W5M / PEMBINA PIPELINE CORPORATION / ACCESSORY BUILDING (MCC BUILDING / \$ 592,500.00 / WARD 7

Applications received for March include:

Type	Applications
Business Licenses:	7
Development Permits:	18
Land Use Amendments:	0
Subdivisions:	3
Approaches:	2

The March Municipal Planning Commission meeting administration presented one file to MPC, D25-003 Variance for a Home Occupation, Major for a taxi service in Grande Cache.

Development permit approvals issued included a single detached dwelling on Boyd's property in line with the approved DC-2 Bylaw D25-019, a Home Occupation, Major for a taxi service in Grande Cache D25-003 and an approval for an accessory building (shop) D25-022. Several inquiries were received this month regarding subdividing properties and parcel consolidations, development permit applications, caveats on title and outstanding items on Developer's Agreement.

A time extension has been applied for by Greenleaf under S24-001 and the RFD is currently in eScribe pending April 8 Council hearing. File Review and RFD preparations for S24-007, S24-009 and S25-001 are underway for MPC hearing April 9.

GIS have been busy with a number of projects this month including, exporting Traffic Count data, revised 2025 proposed gravelling summaries, updates for Asset Management, newly added 2025

Dust Control data, creation of a Forest Protection Area (Office Overview) Map, Address points updates for Elections data, review of the iHunter map sale contract, monthly Land titles changes, printing copies of the new Office Overview Map for 2025 and creation of a Smartsheet for all staff to request various map types, and printing of development and subdivision application maps for RFDs to Council and MPC. GIS staff also reviewed all spring addressing locations, for 14 new signs and 5 lot signs to add, with 28 non-resided properties for sign removal.

Administration attended the RFD Review Committee Meeting and met with Asset Management to formulate project plans to move forward nine (9) asset projects in the department.

- **Governance – Provide good governance. Ensure our policies address changing and growing community needs:**

Land Use Bylaw (LUB) Update

Planning & Development continued review & editing of the draft Land Use Bylaw, and associated mapping in line with the direction provided by the What We Heard document and the Land Use Bylaw Steering Committee. Land Use Bylaw draft changes include draft Solar and Wind Energy regulations, Minor Utilites, Automotive use simplification, Kennels/Breeding Establishment regulation in adherence to the Animal Control Bylaw, the addition of Notification to Adjacent neighbours, Shooting Ranges, Tourism Centres, and a cleanup of parking tables, definitions, grammar, formatting and punctuation. The Land Use Bylaw draft was presented to the Land Use Bylaw Steering Committee at the monthly meeting in March for their review and direction on next steps.

Area Structure Plans

Ridgevalley & DeBolt ASPs were presented to Council this month for third reading. The Grovedale ASP public engagement plan has been drafted with the intention of hosting open houses mid-May.

- **Governance – Improve intermunicipal government relations. Provide open dialogue between municipalities within the region:**

Administration concluded RDS900017 a road disposition in within the boundaries of the Town of Fox Creek, working in collaboration with Greenview I&E and the Town of Fox Creek, in accordance with comments received from Alberta Transportation and Economic Corridors.

Administration discussed the Wetlands data with Yellowhead County Development Officer in relation to best practices at their request, ensuring they were following similar practices as surrounding municipalities in relation to the GIS wetlands layer, and discussed RALs and the Undeveloped RAL Agreement best practices with the Land Management Specialist from Athabasca County.

- **Governance – Improve intermunicipal government relations. Build relationships with industry focused organizations:**

Administration attended a meeting with Beairsto & Associates Engineering to discuss the course of action for ongoing and upcoming projects including the Thielmann subdivision application (oversized for A-1) requiring a Land Use Bylaw Amendment to proceed, King Subdivision approval requirements for endorsement, Williamson upcoming subdivision application and new projects with the potential to be applied for in 2025.

Staff attended an open house in Little Smoky hosted by Universal Kraft on solar energy proposals to the AUC located in the Little Smoky area.

- **Governance - Increase staff success. Provide current staff growth opportunities when appropriate & Incorporate staff succession planning:**

Administration attended courses through ALUP through the University of Alberta and completed AMHSA and e-compliance training as assigned. In March, staff attended Greenview U at the GRM. Staff conducted JHSC – Safety committee inspections in Valleyview at Admin, Recreation, and Operations sites. The Development Officer, Crown Lands position was filled internally in March. Staff have been covering the Development Technician role while a vacancy exists. A posting for the position of Development Officer and Development Technician are currently being advertised, with the hopes to fill these positions shortly.

- **Governance - Provide quality municipal services:**

Administration conducted five (5) site visits for application files under review in March. Three for subdivision applications, one (1) development permit and one (1) for a letter of compliance application and RPR review.

- **Environment – Create a balance between development and natural resources. Use and promote innovative and sustainable technology to further development:**

Staff reviewed the proposed permits for two Peat Extraction applications D24-173 & D24-174, conducted research on Solar and Wind regulations and best practices, drafted Solar and Wind regulations for the draft Land Use Bylaw and attended an open house in Little Smoky hosted by Universal Kraft on solar energy proposals to the AUC located in the Little Smoky area.

MANAGER OF COMMUNICATIONS AND MARKETING, STACEY SEVILLA
Communications Highlights

The Communications Department continues to produce regular external communications for ratepayers and the public. The Communications department also works closely with all other departments to create, launch, and promote new services and programs.

Please note that the list below highlights Communications department activities but is not exhaustive.

Projects completed or underway:

Governance - Increase staff success. *Provide current staff growth opportunities when appropriate:*

- Assisted with advertising of March Greenview U –A New Year Starts with Taking Care of You
- Prepared March Greenview Wellness Challenge Poster
- Communications Manager obtained Wildfire Information Officer Certification with Alberta Wildfire in Hinton, AB
- Marketing Coordinator completed an Intermediate Adobe InDesign course with the University of Alberta in publication layout and best practices
- Marketing Officer participated in webinar - Micolearning Made Easy: Creating Short, Impactful Training Videos with Animaker
- Created poster for internal 2025 Annual Leadership Training

Governance – Improve intermunicipal government relations

- Agri-tech Conference coverage in collaboration with the City of Grande Prairie and County of Grande Prairie
- Updated Greenview Economic Development Profile for Energy conference in Houston, TX
- Covered Council’s Ministers Meetings at RMA in Edmonton

Economy – Create a diverse economy. *Increase tourism attractions:*

- Rogers Media digital advertising creative is produced and currently running (includes video and digital media for March campaign with expanded reach and targeted geographic locations)
- 2025 Post Media (National Post) print and digital Tourism advertising campaign in collaboration with Economic Development/Tourism is in development. This campaign includes sponsored news stories which are running in both digital national newspapers and printed versions through March and April. YouTube video ads and Google ads have been approved and will be implemented this month
 - The robust YouTube and Google Search ad campaign will enhance visibility and extend target audience reach to promote Greenview and Grande Cache as a tourism destination
- Greenview Visitor Guide 2025 update in collaboration with Tourism team

- Monthly Newspaper advertising, collaborating with Economic Development to promote Grande Cache Tourism to locals and aiming to gather feedback with a survey running all of 2025 as a half page advertisement in the Valleyview Glitz'd newspaper.
- Preparing various ads, and Hinton billboard design for Economic Development to promote Greenview is in production and will be installed this month
- Awaiting finalized layout of Quick Tourist Kiosk design for approval
- Prepared Ads for Hinton Billboard, Grande Prairie Regional Tourism Association Visitor Guide, Alaksa Highway Historical Journey Travel Guide and Vacation Country Magazine
- Updating promotional materials for print: Trail Maps, Grande Cache Street Map, Passport to Fun, Greenview Campground & Day-Use Brochure and z-maps
- Created material for Calgary Outdoor Show, including three new tourism pop-up banners and updated the Tourism Department PowerPoint presentation

Culture, Social & Emergency Services – Enhance communication to our public.

- Completed revisions to the Land Use Bylaw “What We Heard Report” for Planning & Development
- Assisted Agricultural Services with advertising and promotion of workshops and events
- Newspaper advertising, full page advertising in the Grande Cache Community Mountain Voice and the Valleyview Glitz'd newspapers
- Designed draft Grande Cache Tourism & Interpretive Centre and Greenview-Valleyview & Area Tourist Information Centre highway signs for Economic Development and Tourism
- Updated the Filing a Property Assessment Complaint Brochure and a Monthly Tax Installment Payment Plan sheet to be included in the upcoming tax notice mailouts and sent to printers
- Completed Communications Strategy to roll out the transition of the GC Tourism Interpretive Centre Facebook page over to Greenview Tourism to roll out in April to accommodate the addition of the Greenview Valleyview Tourist Information Centre to promote tourism for all of Greenview
- Information gathering, copywriting, and editing of content for the 2024 Annual Report is nearing completion in preparation for publication layout
- Assist Construction & Engineering with project notification plans and scheduling for the upcoming construction season
- Met with Planning & Development to develop Communications plan for upcoming Grovedale Area Structure Plan Review and public consultation
- Website/social media/radio advertising for Greenview Road Bans and subsequent updates are ongoing and revised as required
- Developed Communication Plan for 2025 Elections in collaboration with Legislative Services
- Created magnetic signs to promote 2025 election dates

- Prepared a notice for April 1, including resources such as Grande Cache recycling calendar, website, app and contact info) to promote Greenview’s recycling program under the management of Circular Materials
- Finalized Meadows to Mountains Newsletter for distribution the first week of April – files have been sent to printers and distribution should be completed by first week of April to subscribers along with copies shared to all Public Service and Administration buildings
- Promoted family Easter Egg Hunt event being held at the Tourism Centre April 6
- Posted updates on the website/social media, and sent a Voyent Alert regarding rescheduled GC Garbage collection days (due to truck mechanical issues)
- In-kind donations:
 - \$300.00 Valleyview Cup
 - \$200.00 AB Game Warden Association

Culture, Social & Emergency Services – Improve public perception of Greenview. Actively participate in community events:

- Assisted CAO Services with speaking notes for Economic Development Manager to speak at the City of Grande Prairie “State of the City” event.
 - Provided social media coverage of the event showing Greenview support

Culture, Social & Emergency Services – Support and maintain recreational opportunities. Recognize opportunities to increase recreation development:

- Assisted GRM and GCRC with monthly programming calendars and advertising.
- Created Facebook Reel for the GRM page of the Volleyball Tournament to increase activity and visibility of the page
- Designed a spring-themed coloring page for Recreation Centres to distribute as part of a spring coloring contest
- Created ads to promote the GCRC Dance Program’s, “Step into the Spotlight” Grande Cache Dance Team Show 2025
- Promoted arena schedules, aquatic schedules, and spring break programs
- Promote weekly and weekend arena schedules and events such as “Paint the Ice” event
- Grande Cache Outdoor Digital Sign advertising
 - Grande Cache Minor Baseball Association – Caching Clinic

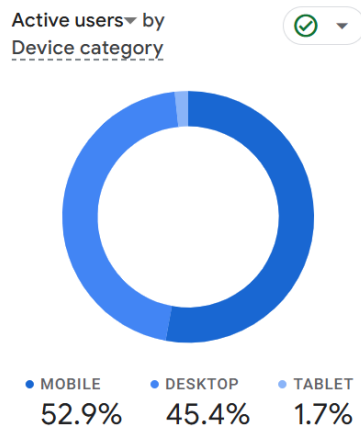
Digital presence statistics

Culture, Social & Emergency Services – Enhance communication to our public. Continually improve our social media and digital platforms.

Website (March 2025)

Greenview's website has seen **49,422** pageviews on the website through the month of March. The Greenview website has seen approximately **12,138** new users during this period. Website access from mobile remains on par with the national average, with approximately **55%** of website users from a mobile device in March. ***NEW:** Visits to the Careers page of posted jobs totalled **3,230** at the time of this report, accounting for approximately **2.25%** percent of all website visits through March.

- Users: 36,014
- New Users: 12,1386
- Pageviews: 49,422
- Sessions: 25,970
- Sessions per user: 1.89



Facebook (March 2025)



Efforts to grow our X (Twitter) and Instagram presence continue. 'X' followers as of March 27, 2025, = 1,874. , Instagram followers = **1,151**

MANAGER OF ECONOMIC DEVELOPMENT, LARRY GIBSON

- **Governance – Improve inter-municipal government relations. Provide open dialogue between municipalities within the region:**

Economic Development remains collaborating Work NW Alberta Partnership, participating in weekly committee meetings. Efforts continue to be centered on social media marketing, recent campaigns were targeted in the Houston, San Francisco and Calgary areas during recent conferences, results were positive gaining awareness in those markets. Market also continues expanding awareness of the Work Integrated Learning platform among employers and students. Alongside the previously approved PrairiesCan grant, we are pleased to announce that funding from the Northern Region Economic Development (NRED) has also been secured. These resources will support the hiring of a temporary Work Integrated Learning specialist, who will assist both employers and students in facilitating job placement opportunities.

- **Governance – Improve inter-municipal government relations. Build relationships with industry focused organizations:**

In collaboration with the City of Grande Prairie and County of Grande Prairie, administration continue in planning meetings for an upcoming Youth Career Discovery Expo scheduled for May 8, 2025. A Municipal District of Greenview Economic Development Officer will attend the career fair to support the initiative, and the human resources department will have a booth at the event.

- **Governance – Improve inter-municipal government relations. Build relationships with industry focused organizations:**

Our administration remains engaged with municipal partners and support agencies through the Growing the North planning committee. The event was held from February 18 to 20, 2025, with the committee concluding its final wrap-up meeting in late March to debrief and discuss ideas for the 2026 event.

- **Governance – Improve inter-municipal government relations. Build relationships with industry focused organizations:**

Economic Development attended The World Agri-Tech Summit and Future-Foods Conference in early March, in partnership with our regional representatives to gain valuable insight into advancing agriculture and the future of foods. The World Agri-Tech Summit showcased several innovative technologies in agriculture including green on green smart sensor technology, data collection and analysis software, seed genetics, greenhouse technology and smart technology in agriculture equipment (tractors, sprayers, etc.). Future Foods focused on technologies surrounding plant-based meat alternatives, natural food production texturizers, vitamin and mineral supplements and shelf stable alternatives to perishable food products.

The group interacted and met with people from all over the world with different backgrounds and professions including food manufacturers, growers, investors, start-ups, educational institutions, and international representatives promoting the area and the opportunities we have.

- **Governance – Improve inter-municipal government relations. Build relationships with industry focused organizations:**

Administration continues coordinating and attending conferences and tradeshows with regional partners. Administration attended CERAWEEK in Houston, Texas (March 10-14), where Avathon’s Ibrahim Gokcen and Sandeep Gupta participated in discussions on how AI can transform the energy sector by extending the lifespan of critical assets and optimizing operations. The conference, themed “energy strategies for a complex world,” highlighted the need to balance energy security with the push for decarbonization. A key takeaway was the growing role of AI in enhancing efficiency, optimizing assets, and driving smarter decision-making. Generative AI is gaining momentum as a tool to unlock new value and accelerate innovation. With rising energy demand, AI-powered asset management is becoming essential, enabling companies to predict anomalies, prescribe solutions, and enhance worker safety. The event reinforced that a mix of energy sources—including renewables, hydrogen, nuclear, and fossil fuels—will be necessary to meet future energy needs while optimizing performance across the board. Over 15 meetings were held with companies and agencies during the conference, it was clear that the need for low costs energy sources is in high demand to meet the needs of the technology shift in the world today. There was significant interest in our region and the opportunities we have to offer, follow up meetings are occurring to explore these opportunities further.

- **Governance – Improve inter-municipal government relations. Build relationships with industry focused organizations:**

Administration is pleased to share an update on the progress of the Regional Economic Development Strategy. With funding successfully secured through the Alberta Community Partnership – Intermunicipal Collaboration Grant, the project is moving forward in collaboration with the County of Grande Prairie, Town of Wembley, Town of Sexsmith, and Town of Beaverlodge.

As part of the next phase, the strategy will be presented to the Invest NW steering committee for review and discussion. This presentation will help determine the next steps in shaping a comprehensive regional approach while also refining economic development strategies tailored to each participating community. The initiative remains focused on driving economic growth, attracting investment, and fostering long-term opportunities throughout the region.

- **Economy – Create a diverse economy. Create opportunities to support and attract businesses in Greenview:**

In collaboration with Northwestern Polytechnic, Economic Development has chosen three students to participate in the pre-feasibility study for the Eco Agricultural Industrial Park. This project will run for eight months, with an expected completion date of September 24th. A progress update will be shared at the midpoint of the study.

- **Economy – Create a diverse economy. Create opportunities to support and attract businesses in Greenview:**

As part of a collaboration with other municipalities Greenview was involved in a project called E-Ventures. This project was in collaboration with a non-profit organization and a private company partner that was proposing to install electric vehicle charging infrastructure across the underserved areas, Greenview included. The private company partner has recently withdrawn from the project, a request from the non-profit to Natural resources Canada was made to transfer the grant funding to a new partner. This request was denied, the committee of municipalities voted to continue in seeking partners and re-apply for funding. With this development the project will be set back, potentially by years. Evaluations and communications with the committee continue to determine next steps.

- **Economy – Create a diverse economy. Create opportunities to support and attract businesses in Greenview:**

Economic Development is working alongside the Grande Cache Community Learning and Employment Centre to host a job fair within the hamlet of Grande Cache. The fair will be held on April 17th with a focus on job placement and employment training for those seeking employment in Grande Cache. Grande Cache has qualified for the Canadian Retraining and Opportunities Initiative to help retrain employees into different fields and trades. We will also highlight resources for entrepreneurs and business start-up resources at this event.

- **Economy – Create a diverse economy. Create opportunities to support and attract businesses in Greenview:**

Effective March 25, 2025, the Municipal District of Greenview Rural Renewal Stream Immigration Program has been paused due to decreased program allocations following Federal and Provincial immigration policy changes that have lowered immigration allocation spaces throughout Alberta.

Employer Applications

January	11
February	3
March	2

Total positions applied for 2025: 25

Endorsement letters written 2025: 8

AAIP email check on endorsements 2024: 2

AAIP Confirmation letters received 2024: 0

- **Culture, Social & Emergency Services – Improve public perception of Greenview. *Actively participate in community events:***

Planning continues for Wildcraft Bush Fest: An All-Canadian Bush Party. The sponsor deck is completed, and the Economic Development team has started to reach out for sponsorships. We have compiled a list of potential Canadian Country and Rock Musicians who are available for the festival and are starting to negotiate terms and pricing. Economic Development is working with Greenview's Asset Management to compile a list of repair and clean-up items required at the Grande Cache Airport, as well as a list of in-kind donations (garbage, barricades, fencing, etc.). Economic Development will present with the Festival Company at the April Committee of the Whole as well as at the Regular April Council Meeting to discuss and secure in-kind donations and sponsorship opportunities.

Tourism

- **Culture, Social & Emergency Services – Improve public perception of Greenview. *Actively participate in community events:***

The Grande Cache Heritage Rendezvous, supported by the Grande Cache Chamber, is an annual festival celebrating the unique culture and history of Grande Cache. The date has been changed to June 27-29, 2025 and the planning continues.

- **Culture, Social & Emergency Services – Improve public perception of Greenview. *Actively participate in community events:***

Adventure Immersion Lab has confirmed their permitting for the staged race taking place in Grande Cache on July 5-8, 2025 after engaging all necessary stakeholders. There are currently 48/80 registrants.

- Culture, Social & Emergency Services – Improve public perception of Greenview. Actively participate in community events:

The Tourism team is participating again in the Calgary Outdoor Tourism & travel show from March 29-30. This is an incredible opportunity to showcase all the attractions that Greenview has to offer. Our Tourism Officer will be presenting on the ‘Best of Canada’ Stage highlighting some of the top camping spots in Greenview, including the areas of Little Smoky, Ridgevalley, Debolt, Grovedale, and Grande Cache. Additionally, the Tourism Team will have a booth set up for both days of the event, promoting the diverse tourism attractions throughout the Municipal District of Greenview tradeshow typically draws in 14,000+ outdoor enthusiasts and is western Canada’s largest showcase of outdoor gear and adventure travel experiences.

Grande Cache Tourism & Interpretive Centre

- Culture, Social & Emergency Services – Improve public perception of Greenview.

The Grande Cache Tourism and Interpretive Centre serves as a key hub for tourism in the community. To enhance its functionality and visitor experience, we are implementing improvements to the facility. We are currently obtaining quotes to upgrade the Birds Eye View outdoor lighting system and replace aging windows to improve insulation, security, and aesthetics.

Additionally, we have hired an Interpretive Programmer to facilitate programming that aligns with community interests. These initiatives reflect our commitment to maintaining an engaging and welcoming space for both tourists and residents.

Visitor Statistics:

March visitor statistics: **547**

YTD Total Visitors (Jan 1 – Dec 31)		YTD Total Revenue (Gift Shop Jan 1 – Dec 31)	
2020	8,774	2020	\$53,320.51
2021	15,177	2021	\$115,056.84
2022	17,820	2022	\$123,561.80
2023	20,306	2023	\$131,053.41
2024	18,640 (December 23)	2024	\$124,261.77
2025	1595 (as of Mar. 2025)	2025	\$10,681.15 (Mar.24, 2025)

Greenview-Valleyview & Area Tourist Information Centre

- **Economy – Create a diverse economy. Create opportunities to support and attract businesses in Greenview:**

The Greenview-Valleyview & Area Tourist Information Centre continues to be a priority for the Economic Development and Tourism Department. The facility is set to open and staffed at the beginning of May. Seasonal staff have been hired to ensure smooth operations for visitors. Improvement efforts remain ongoing, with a contractor selected to replace the shingles, and that work is scheduled for completion in April. Additionally, quotes are being gathered for further structural upgrades, including the replacement of two pillars. Planning continues for an official grand opening, dates are being considered for late May early June, these dates are contingent on the repairs being completed, once confirmed marketing and solidifying of plans will occur.