



Manager's Report

Department: Planning and Economic Development

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

Date: 4/29/2026

DIRECTOR OF PLANNING AND ECONOMIC DEVELOPMENT, MARTINO VERHAEGHE

- April 01-06 on Vacation
- April 07 LPRT Hearing
- April 8 Grande Cache Business Walk
- April 9 Greenview open house in Grande Cache
- April 13 Ag Greenview U & PRC
- April 14-17 EDA Conference
- April 20 Little Smoky 1 & 3 Solar projects discussion
- April 21 Committee of the Whole meeting & Tourism private event
- April 22 Grande Cache Greenview U
- April 23 Alberta Transportation meeting / Travel Alberta meeting / Interdepartmental meeting
- April 24 AUC meetings & Tourism mixer
- April 27-29 CCAA Conference
- April 30 Management Group meeting/ APPI Council AGM

MANAGER PLANNING AND DEVELOPMENT, RENAE DEMOLITOR

Of the sixteen (16) Development Permit applications received in April, Three (3) had an estimated project cost exceeding \$500,000.00:

D26-043 / SE-6-64-4-W6M / OIL & GAS FACILITY, EXPANSION NEW EQUIPMENT BEING INSTALLED, INCLUDING: PRODUCED WATER TRANSFER PUMP PKGS, VAPOUR RECOVERY UNIT. / \$3,523,689.00 / WARD 8

D26-051 / SE-4-75-26-W5M / DWELLING UNIT, MANUFACTURED / ACCESSORY USE / \$700,000.00 / WARD 6

D26-052 / SE-8-72-26-W5M / ACCESSORY USE/ COVERAL BUILDING AND 10 FERTILIZER BINS. / \$10,000,000.00 / WARD 6

Applications received for April include:

Type	Applications Received	Applications Approved
Business Licenses:	9	
Development Permits:	16	6
Land Use Amendments:	2	
Subdivisions:	1	
Approaches:	4	

Development Permits	Number of Applications	Value of Permits
Residential	5	\$1,380,000.00
Industrial	10	\$14,047,689.00
Commercial	0	\$325,000.00
Institutional	0	\$37,500.00
Recreational	1	\$0.00
Crown Land Areas	10	\$4,047,689.00

Governance – Goal 4 (Good Governance) | Environment – Goal 1 (Balanced Growth & Land Stewardship)

April was a very active month, with a strong focus on advancing Council and Municipal Planning Commission work while moving multiple subdivision and land-use amendment files forward. Several priority request-for-decision reports were prepared and presented, including the Little Smoky Road Closure Bylaw and a land use amendment bylaw, both brought forward to Council mid-month. Multiple RFDs were drafted and advanced for upcoming meetings, including files related to subdivision, development permits, policy updates, and the Municipal Development Plan Steering Committee.

Subdivision activity continued steadily. S25-010 was fully completed and registered, while S25-019 remained a focus with ongoing coordination of access easement requirements and internal review comments. New, pre-application, and ongoing subdivision and land use amendment files progressed throughout the month, including applications associated with Beairsto and a number of private applicants. Staff also supported pre-application discussions

for future development proposals, including Eagle Bay and Grovedale area files, ensuring applicants were supported through policy requirements and next steps early in the process.

Policy work continued alongside file processing. The Time Extension Policy and Minor Area Structure Plan Policy (Policy 6001) were both advanced, with drafts completed and circulated for review. Staff also continued compiling Land Use Bylaw update items, including discussions around density approaches and future amendments. Work on application form updates progressed, with internal review meetings completed and preparation underway to align updated forms with website improvements.

Public engagement and governance support remained important this month. Staff participated in Municipal open houses in Sturgeon Heights, Grovedale, and Grande Cache, supported Appeal Board preparation and presentations, and responded to a wide range of subdivision, zoning, and land use inquiries from residents. All ratepayer inquiries were addressed in a timely manner, reflecting a continued focus on responsive service.

Development Permits

Economy – Goal 2 (Diverse Economy) | Environment – Goal 3 (Balance Development & Natural Resources)

Data Processing Centre applications continued to require significant attention, with D25-153 moving between incomplete and active review status depending on updated information, and D25-183 remaining tabled pending additional input from the applicant. Staff continued preparing request-for-decision materials for these files as they move toward future Municipal Planning Commission meetings.

Numerous borrow pit applications were reviewed, with several completed and issued approvals. Additional industrial and energy-related applications, including oil and gas facility expansions and work camps, were also advanced.

New applications continued to come in consistently throughout April, contributing to an increasingly large workload. Clearance requests and roadway-related information requests were processed regularly, and internal tracking systems were updated to maintain accuracy and efficiency. Staff also continued to monitor evolving trends in complex applications, particularly those requiring multi-agency coordination or additional regulatory oversight for recommendations to Land Use Bylaw amendments.

Business Licensing & Customer Service

Governance – Goal 2 (Quality Municipal Services) | Economy – Goal 2

Business licensing activity remained steady, with licenses issued weekly and new applications continuously being processed. The Business License Directory was updated regularly throughout April to maintain accurate records, and staff followed up with applicants to ensure payments and requirements were completed.

Staff responded to a wide variety of inquiries, including business licensing requirements, zoning questions, subdivision timelines, land purchases, and general development permit processes. Whether by phone, email, or in-person, staff focused on providing clear guidance to help applicants navigate requirements and move their projects forward.

Coordination & Capacity Building

[Governance – Goal 1 \(Staff Success & Capacity\)](#) | [Governance – Goal 4](#)

Several larger initiatives moved forward this month. Kick-off meetings were held for the Municipal Development Plan, the ASP 690 projects, and the PSD Citywide project, all of which will play a key role in shaping future planning processes and tools. Procurement and coordination work also continued for third-party planning contracts. Staff participated in Municipal Planning Committee and Council meetings, Appeal Board processes, and interdepartmental coordination on planning files and policy updates.

Ongoing internal refinement of workflows, documentation, and permitting processes continues. Staff attended professional development through university coursework and internal training sessions, including participation in Greenview University programming.

GIS & Data Support

[Environment – Goal 1](#) | [Governance – Goal 1](#)

GIS staff supported both operational needs and long-term planning initiatives. A major focus was on evacuation planning, with continued development and refinement of Grande Cache evacuation zones, routes, and fire district mapping.

Mapping support was provided for a wide range of planning and infrastructure needs, including subdivisions, development permits, land use amendments, gravel applications, and community initiatives such as beautification projects. GIS also supported economic development analysis and communications through targeted mapping products. Monthly Land Titles updates were completed across multiple cycles, asset management data was updated, and PSD layers were reviewed and refined. Work also continued on aerial imagery procurement, including vendor selection discussions and contract considerations.

GIS staff also played a key role in system coordination and training, including Catalis migration review, data syncing, troubleshooting, and user support. Additional work included supporting external data requests, preparing datasets for PSD integration, and coordinating mapping initiatives with internal teams and external stakeholders.

MANAGER OF COMMUNICATIONS AND MARKETING, STACEY SEVILLA

Communications Highlights

The Communications Department continues to produce regular external communications for ratepayers and the general 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 the Communications department activities, but is not exhaustive.

Projects completed or underway:

Governance - Increase staff success.

- Assisted the Greenview U Committee with creating advertising for the April 2026 Greenview U Session
- Assisted Safety with creating monthly safety meeting and bulletin documents on Canva
- Added Canva seats for members of the Recreation Department, including start-up training
- Set up and reviewed new project tracking within the Monday.com platform to ensure that we are tracking projects appropriately to provide enhanced reporting for Greenview's Communications Strategy
- Provided assistance and training to internal staff with programs such as Canva.
- Provided speaking notes for GC Ice Breaker Tournament, GC Tourism Event, and Greenview Agri-Tourism Event.
- The Manager and Communications Officer attended the AI in Communications Conference in Toronto. The conference provided a strong platform to explore practical applications, risks, and emerging expectations shaping the profession.
 - Manager delivered a Keynote presentation called "AI on a Shoestring: How Lean Teams can Work Smarter, not Harder." The keynote focused on AI as a capacity tool for lean teams. Greenview was positioned alongside leading voices in the field, contributing to discussions on responsible adoption, workflow integration, and maintaining public trust.

Governance – Improve intermunicipal government relations

- Work continues collaboratively with Economic Development and Communications team members from the County of Grande Prairie and City of Grande Prairie on a Data Centre Strategy for the Invest NW initiative.
- Much of this work will also be used to generate resource materials, such as print publications, one-sheet flyers, and other printed and digital resources to support 2026 regional marketing efforts
- Continued collaborative work with the County of Grande Prairie's Communications Department to provide an organized and structured Communications Plan for upcoming joint workshops for Not-For-Profit boards

Economy – Create a diverse economy.

- Rogers Media digital advertising creative is currently running (includes video and digital media for April, with expanded reach and targeted geographic locations)
- A new, refreshed video was produced by Greenview and provided to Rogers to run for the spring monthly campaigns. New Audio spots are in progress and will also be deployed alongside refreshed visual digital ads to run on Roger's website platforms.
- 2026 Post Media (National Post) digital Tourism advertising campaign planning is continuing with ads running on Facebook, Google Ads, and

Search Engine optimization, and new videos in progress for YouTube advertising, etc.

- New Pattison Billboards designed for the Grande Prairie area, and production/installation underway (Digital and Static large-scale boards at strategic locations leading into and out of the city, including a large static board at the GP Regional Airport)
- Globe and Mail Advertising Campaign promoting Greenview Tourism is completed and will run this month
- Canada Travel Magazine (May Camping Edition) included a full-page written editorial article and a half-page ad
- City of Toronto high visibility 48' x 14' Billboard for one full week in May on a major transportation commuter route
- Advertising campaign booked with Bell Media for the "Amazing Race Canada" television series, with production underway to promote tourism in Greenview as part of Greenview's national advertising strategy
- Designed and ordered backdrop display, pop-up banners, full-page show magazine insert, and updated Ec Dev Profile for the Peace Region Energy Show in May
- Magazine half-page advertising promoting Greenview Tourism – Explore Magazine, (any other magazines)

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

- Work continues with Greenview Fire-Rescue to produce recruitment/overview videos for social media, including a new recruitment video launched in April.
- Prepared Greenview facility closures and hours' notice for facility closures for Easter facility hours and closures
- Advertising ongoing for the MDP steering committee
- Newspaper advertising, 1.5 pages advertising in the Valleyview Glitz'd newspaper
- Prepared business cards for staff
- Tax Assessment Education Project: Collaborated with the Finance team on a Property Tax Payment Plans insert for tax notices to go out in May
- Created and scheduled a multi-media communications strategy, including a social media campaign to educate ratepayers
- Created and scheduled a comprehensive social media campaign around FireSmart for Greenview Fire-Rescue Services. The campaign will run for 8 weeks starting in April
- Completed advertising for Operations in relation to RD-02 Road Ban
- Completed the Agritourism Event advertisement for Economic Development, launches March 27
- Prepared advertising for the new Economic Development Program "Greenview Business Connect"

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

- In-Kind donations:

- \$300.00 - Valleyview Cup

Culture, Social & Emergency Services – Support and maintain recreational opportunities.

- Assisted GRM and GCRC with monthly programming calendars, arena and aquatic schedules, and advertising
- Created a combined brochure to promote Programs, offerings, and rentals for both the Greenview Regional Multiplex and the Grande Cache Recreation Centre and sent it for professional printing
- Work continues with Outdoor Recreation for new day-use signage
- Grande Cache Outdoor Digital Sign advertising

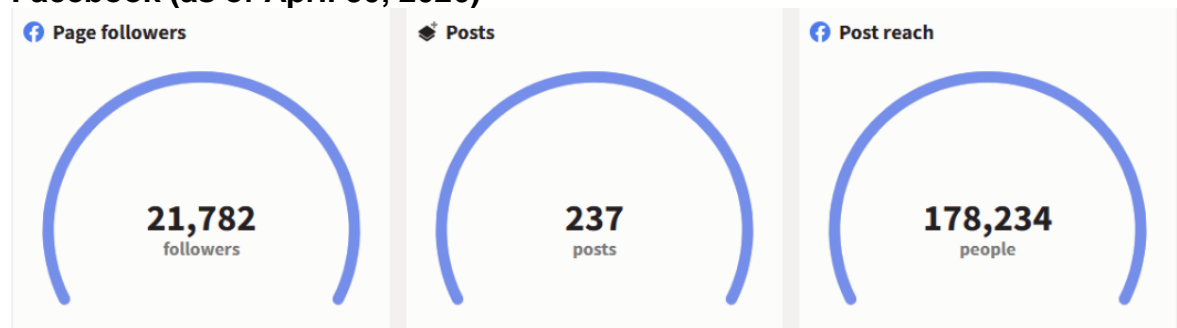
Culture, Social & Emergency Services – Enhance communication to our public. Digital presence statistics

Website (as of April 30, 2026)

Greenview's website has received 77,123 page views as of April 30, 2025. The Greenview website has seen approximately 35,808 new users during this period. Website access from mobile devices remains on par with the national average, with approximately 71% of users accessing the website from mobile devices in April. ***NEW:** Visits to the Careers page of posted jobs totaled 4,446 at the time of this report, accounting for approximately 6% percent of all website visits through April. Visits to the Council meeting streaming page totaled 1,445 at the time of this report, accounting for 2% of website traffic in April.

- Users: 33,521
- New Users: 38,219
- Pageviews: 77,123
- Sessions: 51,286
- Sessions per user: 1.4

Facebook (as of April 30, 2026)



Efforts to grow our presence on X (Twitter), LinkedIn, and Instagram continue. 'X' followers as of April 30, 2026, = 1,868, LinkedIn followers = 3,054, Instagram followers = 1,271.

MANAGER OF ECONOMIC DEVELOPMENT, LARRY GIBSON

Governance – Improve intermunicipal government relations. Host regular meetings with neighbours, partners and indigenous communities:

Economic Development and Tourism hosted an informal meeting with eight Indigenous Tourism operators and Tourism business owners in Grande Cache to discuss their needs, opportunities, and challenges with developing Indigenous Tourism in Grande Cache. The meeting also strengthened connections with the Grande Cache operators. A list of tourism-related grants and supports from all levels of Government was provided to the attendees.

Governance – Improve intermunicipal government relations. Host regular meetings with neighbours, partners and indigenous communities:

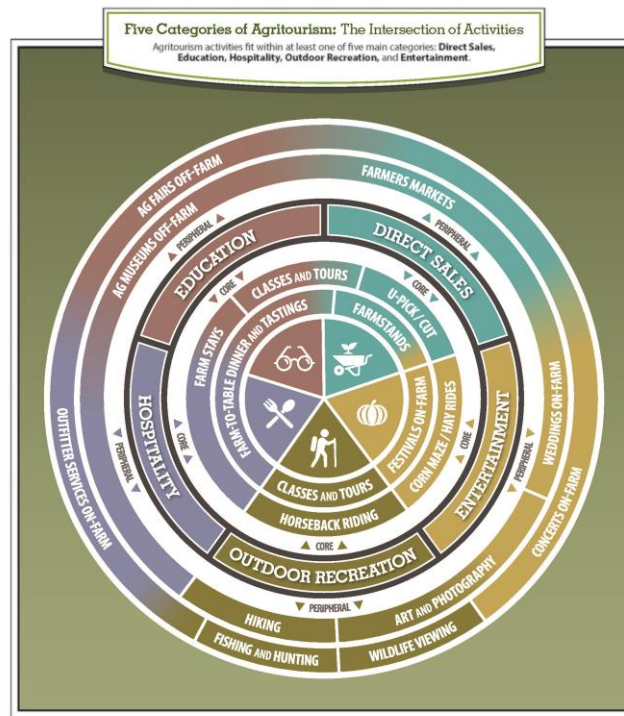
Economic Development and Tourism supported CAO services by hosting the Ministry of Tourism & Sport at the Grande Cache Tourism & Interpretive Centre, a presentation for information only was conducted on the All-Seasons Resort Act. The event was deemed successful with over 42 attendees including local business owners, tourism operators, Government of Alberta, Greenview Senior Leadership, and Council.

Governance – Improve intermunicipal government relations. Host regular meetings with neighbours, partners and indigenous communities:

In partnership with the Grande Prairie Regional Tourism Association, Tourism hosted its very first Industry Mixer for National Tourism Week at the Grande Cache Tourism & Interpretive Centre. 36 Guests were offered a guided interpretive tour of the Tourism Centre exhibits, highlighting the region's natural history, cultural heritage, and key visitor experiences, while demonstrating how the Centre serves as a gateway for travelers. A networking session followed the tour and included a private shopping experience at the Big Horn Gallery Shop.

Governance – Improve intermunicipal government relations. Host regular meetings with neighbours, partners and indigenous communities:

The Agritourism Event was held on April 22, 2026, at the DeBolt Hall, bringing together local farmers, tourism operators, and community partners. The event opened with welcoming remarks from Reeve Ratzlaff. Attendees participated in productive discussions focused on agritourism, including the Five Agritourism Categories and how local farms and tourism operators align within them. Additional topics included growth opportunities and the use of social media advertising to increase visibility and engagement. Lunch was provided using locally sourced ingredients from area farms and businesses, showcasing local products and reinforcing the value of supporting the regional agricultural community.



Governance – Increase Staff Success. Provide current staff growth opportunities when appropriate:

Staff attended the Economic Developers Alberta Conference, held April 14–17, 2026, in Kananaskis. The conference provided a valuable opportunity for networking with economic development professionals from across the province while participating in a variety of meaningful and informative sessions. These sessions supported professional development and expanded staff knowledge, equipping them with new insights and ideas to support economic development initiatives in their communities. During the conference, meetings were held with the Assistant Deputy Minister of the Trade Division of Jobs, Economy, Trade, and Immigration to make introductions and discuss trade opportunities in Greenview. Connections and further relationship-building with Invest Alberta partners, tourism-related associations, housing development groups, and others were established.

Governance – Improve intermunicipal government relations. Host regular meetings with neighbours, partners and indigenous communities:

An Innovate NW roundtable was held with regional partners and senior leadership from Alberta Innovates, providing an opportunity for collaborative discussion and information sharing. The session focused on regional innovation priorities, emerging opportunities,

and strengthening partnerships to support economic development and innovation initiatives across the northwest region. The roundtable encouraged open dialogue and valuable connections between organizations and leadership. Alberta Innovates has changed its model recently to better support Albertans. The focus remains on supporting entrepreneurs through granting programs, product development, and scaling up, and is now adding intellectual property protection to its portfolio. They have recently introduced a partnership program that offers business support while also becoming a stakeholder in the business. An additional note is that they have recently hired a Technology Development Advisor based in Grande Prairie to further support the NW Region.

Economy – Create a diverse economy. Increase tourism attractions:

In partnership with Indigenous Tourism Alberta, Tourism hosted for the very first time a 'Fam Tour' for National Tourism Week. The Fam Tour featured site visits of three Indigenous businesses at their establishments and included presentations on their Tourism business story.

Economy – Create a diverse economy. Increase tourism attractions:

Visitor Statistics:

This month, several visitors traveled from Grande Prairie and Hinton for local day trips, with most Alberta travelers coming from Grande Prairie.

April Total Visitors (April 1- April 23): 3,143

Economy – Create a diverse economy. Increase tourism attractions:

Programming:

A local Indigenous Tourism Business owner delivered an engaging, hands-on soap-making program, offering participants a unique opportunity to learn how to make soap and create unique blends from local ingredients. A total of 12 participants registered for the program that took place at the Grande Cache Tourism & Interpretive Centre.

Economy – Create a diverse economy. Increase tourism attractions:

The dog park at the Greenview–Valleyview and Area Tourist Information Centre is one step closer to construction. Wapiti Fence (2007) Ltd. has been awarded the contract to complete the project. Alberta One-Call conducted a site visit this week, and the Tourism Officer, along with the Facilities and Maintenance team, will stake the perimeter and gate locations for the dog park this week to ensure on-time completion of this project.

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

On April 8, 2026, Community Futures West Yellowhead (CFWY) conducted a Spring Business Walk in the Grande Cache area, meeting with local business owners to discuss how their operations are performing and to better understand the challenges they are currently experiencing. The walk provided an opportunity for open dialogue regarding economic conditions, day-to-day business pressures, and available supports. The initiative was well received, with many businesses taking the time to participate in meaningful conversations, making the business walk a successful and valuable engagement activity. CFWY will provide a summary report of the event for our records and actions.

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

The Youth Career Discovery Expo will take place in Grande Prairie on May 7 at the Bonnetts Energy Centre, bringing together students, educators, and industry partners to explore local career pathways and workforce opportunities. Members of the Greenview Economic Development department are part of the organizing committee supporting this event, which will feature interactive booths, hands-on activities, and a resume review panel to help students prepare for future employment. We are also pleased to share that students from Ridgevalley School and Valleyview were able to access subsidized bus service, helping reduce barriers and ensuring greater youth participation across the region. This initiative reflects ongoing efforts to connect local students with meaningful career opportunities and strengthen workforce development in Greenview.