CAEP Three Year Business Plan for Regional Economic Growth

Central Alberta Economic Partnership (CAEP) has launched a three-year business plan to **Empower Investment Attraction in Central Alberta**. The table below summarizes how CAEP will build a stronger regional investment proposition, improve investor readiness across CAEP member communities, and advocate for projects, infrastructure, and government policies that support regional growth.

	Strategic Objectives				
	Build Trust and Deliver Wins	**Build Regional Data Hub**	**Attract Investment Through Team Central Alberta**	**Build Regional Economic Development Capacity**	**CAEP Becomes Financially Independent**
Year 1 (2026-27)	Initiate **Regional Investment Attraction Strategy** - Phase 1 Workshops: 1. Land Development 2. Commercial Development 3. Affordable Housing Update CAEP's Articles of Association to expand Board representation. Launch annual members survey to get input on CAEP programming and services, and track member satisfaction. Deliver CAEP Report Cards at AGM/FGMs and an Annual Report that clearly demonstrate CAEP's ROI. Continue enhancing CAEP website, focusing on promoting investment in Central Alberta.	Launched new and improved **Economic Data Portal** on CAEP website *(completed)*. Create **community profile reports** for each CAEP member that can be downloaded from the Economic Data Portal *(completed)*. Deliver three Lunch and Learn sessions to show CAEP members how to use the Economic Data Portal tools to support their own economic development and investment attraction work. *(completed)*	Continue expanding **Team Central Alberta (TCA)**, CAEP's industry partnership program (target 10 new industry members in Year 1). Identify key **investor site selector events** for Team Central Alberta to attend. Establish process for tracking and following up on regional investment opportunities and leads.	Begin developing **regional investment attraction tools and resources** for CAEP members. Continue **government advocacy for projects, infrastructure and policies** that support regional growth. Deliver **economic development courses and workshops** based on member needs. Host Spring and Fall Meetings that bring together members, industry partners, government and investors, for **networking, learning, and strategic dialogue.** Develop an **economic development advisory service** for members who require tailored support.	With provincial government operational funding in its final year, **pursue other funding sources**: • New Team Central Alberta (TCA) memberships and industry partnerships. • Continue growing municipal memberships. • Pursue other grant opportunities to co-fund regional economic development projects. NOTE: CAEP membership fees were held at $0.90 per capita for 2026-2027

Year 2 (2027-28)	Based on the workshops delivered in Year 1, develop a **Regional Land Use and Investment Attraction Strategy** for Central Alberta. Continue delivering Report Cards at AGM/FGMs and an Annual Report that clearly demonstrate CAEP's ROI. Continue enhancing CAEP website, focusing on promoting regional investment attraction.	Continue improving and expanding regional data on website data portal	Develop a **Central Alberta International Market Development Strategy**, targeting priority markets aligned with regional sector strengths. This will include: • **market research briefs** for priority industry sectors in Central Alberta. • a **regional investment prospectus** with business cases highlighting investment opportunities in Central Alberta. Continue expanding TCA industry partnerships.	Continue developing **regional investment attraction tools and resources** for CAEP members. Deliver ec dev courses and workshops. Continue hosting Spring and Fall meetings that offer networking, learning and strategic dialogue on critical economic development topics Continue delivering ec dev advisory services. Continue regional advocacy to prov and fed governments.	In the absence of provincial government operational funding, continue growing: • New Team Central Alberta memberships and industry partnerships. • New municipal memberships. • Other grant opportunities to co-fund regional ec dev projects. CAEP membership fees will hold at $0.90 per capita for 2027-2028
Year 3 (2028-29)	Refine the **Regional Land Use and Investment Attraction Strategy** for Central Alberta based on member and investor input. Continue delivering Report Cards at AGM/FGMs and an Annual Report that clearly demonstrate CAEP's ROI. Continue enhancing CAEP website to promote regional investment.	Continue improving and expanding regional data on website data portal	Continue implementing the Central Alberta International Market Development Strategy. Update and enhance the regional investment prospectus and the market research briefs as needed. Continue expanding TCA partnerships; work with partners to identify new regional marketing opportunities.	Deliver ec dev courses and workshops. Continue hosting Spring and Fall meetings that offer networking, learning and strategic dialogue on critical economic development topics. Continue delivering ec dev advisory services. Continue regional advocacy to prov and fed governments.	Continue growing: • New Team Central Alberta industry partnerships. • New municipal memberships. • Other grant opportunities to co-fund regional ec dev projects. CAEP municipal per capita membership rate TO BE CONFIRMED