



CROWSNEST PASS
Naturally Rewarding

STRATEGIC PLAN
2022





OUR STORY

Indigenous peoples, such as the Ktunaxa, Blackfoot, and Crow, all lived in and utilized the Pass for hundreds of years before the opening of the first coal mine in 1897. Over the next half century the communities of the Pass were born and flourished, attracting immigrants from all over the world. They came for the prosperity and security provided by good mining jobs, but the growing ethnic and cultural diversity added to the quality of life within the communities as much as the breathtaking scenery. The region gained national and international notoriety with tales of rum running during prohibition that led to gun fights on mainstreet, as well as horrific and tragic mining disasters. Those notorious stories draw in tourists and visitors from around the globe who want to walk in the shadows of our mountains, and our legends.

Our communities united together over 40 years ago because we knew we had much to offer, and we could offer more by deliberately and strategically working together. Now, we have diverse education opportunities and quality healthcare supporting a diverse workforce. Our families live in quality housing, affordable to an average family, in a beautiful mountain resort setting. Our abundant economic opportunities are supported by exceptional broadband connecting us to the world. People come for the natural recreation opportunities, like fishing and skiing, but also for our community services and amenities. They come to peacefully reconnect with nature. They come for beauty, for opportunity, for inspiration, and for prosperity. They come for a visit, but they stay for a life.

Yet, even as we attract families and professionals, artists and entrepreneurs, and all those looking for healthy living in a mountain community we know our work is not done. Our communities will find enduring prosperity through growth that supports affordability, sustainability, and diversity. We will continue to work together to bring quality housing and a quality of life to new and existing residents alike. We will be the community that perfectly blends beauty, tranquility, and nature with prosperity, growth, and diversity. Across Canada and around the world people will know that living in one of our Crowsnest Pass communities is naturally rewarding. Why simply visit when you can make our home, your home.

OUR VISION

Our connected mountain communities create an amazing life for every person who lives, visits or works in the Crowsnest Pass Region.

OUR MISSION

Creating a Crowsnest Pass experience that provides residents and visitors a community that is a destination of choice for investment, amenities and the world's best backyard.

What We Value (Most)

Healthy Living: Our community supports our citizens' physical and mental health through the development of recreational services, connections to nature, social interactions and community connections, as well as a diversity of physical and mental medical health supports.

Municipal Sustainability: We intentionally design and grow our communities to secure a balanced tax base through a growing local economy, a diversified housing inventory, and sustainable municipal infrastructure and services.

Economic Viability: Our economy is growing through a diversity of locally owned and commercial businesses that contribute to quality living for residents and visitors because of a growing and diverse workforce, which also enhances our independence and resiliency in the face of economic and environmental challenges.

Diversity and Inclusion: Our communities embrace diversity through cultural social events and celebration, and by ensuring we work together to maintain our affordability as growing mountain resort communities.

Actions and Milestones

Quality of Life

- Attract Co-Working/ Incubator Space
- Upgrade and Expand Walking/ Biking/Multi-Use Trails and Amenities
- Truly Welcoming Initiatives

Economics and Viability

- Business Growth and Diversity
- Clean Vibrant Beautiful Downtowns
- Coordinated and Cohesive Economic Development
- Identify Policies, Initiatives, and Marketing to Attract Young Professionals and Middle Class Job Growth

Communications and Marketing

- External Marketing Strategy
- Internal Marketing Strategy

Planning

- Create Housing Affordability and Diversity Strategy
- Create Transportation Master Plan
- Create Facility Master Plan
- Campground Development and Integration