



Municipality of Crowsnest Pass
AGENDA
Regular Council Meeting
Council Chambers at the Municipal Office
8502 - 19 Avenue, Crowsnest Pass, Alberta
Tuesday, February 13, 2024 at 1:00 PM

1. CALL TO ORDER

2. ADOPTION OF AGENDA

3. CONSENT AGENDA

4. ADOPTION OF MINUTES

4.a Minutes of the Council Meeting of February 6, 2024

5. PUBLIC HEARINGS

5.a Bylaw 1175, 2023 - Land Use Bylaw Amendment - Rezone the lands legally described as a portion of Lot 14, Block 19, Plan 1011620 from Retail Commercial C-1 to Residential R-1 - *Public Hearing*.

6. DELEGATIONS

Delegations have 15 minutes to present their information to Council excluding questions. Any extension to the time limit will need to be approved by Council.

6.a Discovery Report - Southern Rockies Tourism Development Zone - Terry Goertzen, Travel Alberta

7. REQUESTS FOR DECISION

7.a Bylaw 1139, 2022 - Road Closure Bylaw - All that portion of road on Plan 6808CU lying south of the easterly production of the northern boundary of Block 7, Plan 6808CU and lying north of the easterly production of the southern boundary of Block 7, Plan 6808CU, containing 0.16 hectares (0.39 acres) more or less - *Second and Third reading*

7.b Bylaw 1175, 2023 - Land Use Bylaw Amendment - Rezone the lands legally described as a portion of Lot 14, Block 19, Plan 1011620 from Retail Commercial C-1 to Residential R-1 - *Second and Third Reading*.

7.c Service Areas Update

8. COUNCIL MEMBER REPORTS

9. PUBLIC INPUT PERIOD

Each member of the public has up to 5 minutes to address Council. Council will only ask for clarification if needed, they will not engage in a back and forth dialogue.

10. COUNCILOR INQUIRIES AND NOTICE OF MOTION

11. IN CAMERA

12. ADJOURNMENT



**Municipality of Crowsnest Pass
Request for Decision**

Meeting Date: February 13, 2024

Agenda #: 4.a

Subject: Minutes of the Council Meeting of February 6, 2024

Recommendation: That Council adopt the Minutes of the Council Meeting of February 6, 2024 as presented.

Executive Summary:

Minutes of the previous Council meeting are provided to Council for review and adoption.

Relevant Council Direction, Policy or Bylaws:

1041, 2020 Procedure Bylaw

Discussion:

n/a

Analysis of Alternatives:

n/a

Financial Impacts:

n/a

Attachments:

[2024 02 06 Council Meeting Minutes.pdf](#)

Municipality of Crowsnest Pass
Council Meeting Minutes
Tuesday, February 6, 2024

A regular meeting of the Council of the Municipality of Crowsnest Pass was held in Council Chambers on Tuesday, February 6, 2024.

Council Present:

Mayor Blair Painter, Councillors: Dave Fillipuzzi, Glen Girhiny, Doreen Glavin, Vicki Kubik, Lisa Sygutek, and Dean Ward

Administration Present:

Patrick Thomas, Chief Administrative Officer
Kristin Ivey, Deputy Chief Administrative Officer
Brian McCulloch, Director of Finance
Johan Van der Bank, Manager of Development and Trades
Laurie Lowe, Recording Secretary

CALL TO ORDER

Mayor Painter called the meeting to order at 7:02 pm.

ADOPTION OF AGENDA

Amendments:

None

Additions:

Councillor Inquiries and Notice of Motion

b) Letter of support for the RhPAP Rhapsody Award 10.b– Councillor Kubik.

01-2024-02-06: Councillor Kubik moved to adopt the agenda as amended.

Carried

CONSENT AGENDA

02-2024-02-06: Councillor Girhiny moved that Council approve the following Consent Agenda items as presented without debate:

3.a

Minutes of the Crowsnest Pass Community Library Board AGM of January 24, 2023

THAT Council accept Minutes of the Crowsnest Pass Community Library Board AGM of January 24, 2023 as information.

3.b

Minutes of the Crowsnest Pass Community Library Board of September 26, 2023
THAT Council accept Minutes of the Crowsnest Pass Community Library Board of September 26, 2023 as information.

3.c

Minutes of the Crowsnest Pass Senior Housing Board of November 27, 2023
THAT Council accept Minutes of the Crowsnest Pass Senior Housing Board of November 27, 2023 as information.

3.d

Minutes of the Crowsnest Pass Community Library Board of November 28, 2023
THAT Council accept Minutes of the Crowsnest Pass Community Library Board of November 28, 2023 as information.

3.e

Minutes of the Crowsnest Pass Senior Housing Board of December 7, 2023
THAT Council accept Minutes of the Crowsnest Pass Senior Housing Board of December 7, 2023 as information.

3.f

Minutes of the Crowsnest Pass Senior Housing Board of December 18, 2023
THAT Council accept Minutes of the Crowsnest Pass Senior Housing Board of December 18 as information.

Carried

ADOPTION OF MINUTES

03-2024-02-06: Councillor Kubik moved to adopt the Minutes of the Council Meeting of January 23, 2024 as presented.

Carried

PUBLIC HEARINGS

Bylaw 1174, 2023 - Land Use Bylaw Amendment- Rezone the lands legally described as Lot 4, Block 1, Plan 991 0341 and Lot 1, Block 4, Plan 071 4095, within NW1/4 12-8-5-W5M, from respectively "Comprehensive Resort Village- CRV" and "Direct Control - DC-1" to "Non-Urban Commercial Recreation NUCR-1" - Public Hearing

Mayor Painter declared the Public Hearing opened at 7:04 pm for Bylaw 1174, 2023.

Patrick Thomas, Chief Administrative Officer provided a brief overview of the bylaw and read into the record that there were no written submissions received prior to the due date.

Mayor Painter invited members of the public to speak in favor of or in opposition to Bylaw 1174, 2023 - Land Use Bylaw Amendment.

04-2024-02-06: Councillor Fillipuzzi moved to allow Doug Bender and Rick Stuckenberg to combine their five minute allotted time per speaker into one(1) ten minute presentation, to be delivered by Rick Stuckenberg.

Carried.

- Rick Stuckenberg BES, RPP, MCIP, iLand Services Inc.- In Favor.

Mayor Painter declared the Public Hearing closed at 7:20 pm for Bylaw 1174, 2023.

Bylaw 1176, 2023 - Land Use Bylaw Amendment - rezone the lands legally described as Lot 1, Block 1, Plan 991 0376 from Non-Urban Area NUA-1 to Non-Urban Commercial Recreation NUCR-1 - Public Hearing

Mayor Painter declared the Public Hearing opened at 7:21 pm for Bylaw 1176, 2023.

Patrick Thomas, Chief Administrative Officer provided a brief overview of the bylaw and read into the record the list of written submissions received prior to the due date.

1. Betty & Don Maier
2. Dale & Nancy Sprlak
3. DJ Montgomery
4. Larry & Debi Ruzek
5. Alan Donaldson
6. Allan Truitt
7. David Duffin

Mayor Painter invited members of the public to speak in favor of or in opposition to Bylaw 1176, 2023.

- Patricia Bradley - Opposed
- Betty Maier - Opposed
- Larry Ruzek – Opposed
- Jay Wickens – Opposed
- Doug Montgomery – Opposed
- Henry Coopman – Opposed

Mayor Painter declared the public hearing closed at 7:40 pm for Bylaw 1176, 2023.

Mayor Painter declared the public hearing open at 7:41 pm for Bylaw 1176, 2023.

- Jane Bezoyen – In Favor

Mayor Painter declared the public hearing closed at 7:43 pm for Bylaw 1176, 2023.

Bylaw No. 1178, 2024 – Fees, Rates and Charges Bylaw Amendment - Occupancy and Completion Certificate - Public Hearing

Mayor Painter declared the Public Hearing opened at 7:44 pm for Bylaw 1178, 2023.

Patrick Thomas, Chief Administrative Officer provided a brief overview of the bylaw and read into the record that there were no written submissions received prior to the due date.

Mayor Painter noted there were no members of the public present to speak at the hearing and declared the public hearing closed at 7:45 pm.

Bylaw 1179, 2024 - Safety Codes Permit Bylaw Amendment re. Occupancy Authorization - Public Hearing

Mayor Painter declared the Public Hearing opened at 7:46 pm for Bylaw 1179, 2023.

Patrick Thomas, Chief Administrative Officer provided a brief overview of the bylaw and read into the record that there were no written submissions received prior to the due date.

Mayor Painter noted there were no members of the public present to speak at the hearing and declared the public hearing closed at 7:47 pm.

DELEGATIONS

none

REQUESTS FOR DECISION

Bylaw 1170, 2023 Road Closure - First Reading

05-2024-02-06: Councillor Fillipuzzi moved first reading of Bylaw 1170, 2023 – Road Closure.

Carried

Bylaw 1172, 2023 - Borrowing Bylaw for Bellevue High Flow Pump and Main Upgrade - Second and Third Reading

06-2024-02-06: Councillor Girhiny moved second reading of Bylaw 1172, 2023 - Borrowing Bylaw for Bellevue High Flow Pump and Main Upgrade.

Carried

07-2024-02-06: Councillor Fillipuzzi moved third reading of Bylaw 1172, 2023 - Borrowing Bylaw for Bellevue High Flow Pump and Main Upgrade.

Carried

Bylaw 1174, 2023 - - Land Use Bylaw Amendment - Rezone the lands legally described as Lot 4, Block 1, Plan 991 0341 and Lot 1, Block 4, Plan 071 4095, within NW1/4 12-8-5-W5M, from respectively "Comprehensive Resort Village- CRV" and "Direct Control - DC-1" to "Non-Urban Commercial Recreation NUCR-1" - Second & Third Reading

08-2024-02-06: Councillor Ward moved second reading of Bylaw 1174, 2023 - Land Use Bylaw Amendment - Rezone the lands legally described as Lot 4, Block 1, Plan 991 0341 and Lot 1, Block 4, Plan 071 4095, within NW1/4 12-8-5-W5M, from respectively "Comprehensive Resort Village- CRV" and "Direct Control - DC-1" to "Non-Urban Commercial Recreation NUCR-1".

Carried

09-2024-02-06: Councillor Fillipuzzi moved third reading of - Land Use Bylaw Amendment - Rezone the lands legally described as Lot 4, Block 1, Plan 991 0341 and Lot 1, Block 4, Plan 071 4095, within NW1/4 12-8-5-W5M, from respectively "Comprehensive Resort Village- CRV" and "Direct Control - DC-1" to "Non-Urban Commercial Recreation NUCR-1".

Carried

Bylaw 1176, 2023 - Land Use Bylaw Amendment - rezone the lands legally described as Lot 1, Block 1, Plan 991 0376 from Non-Urban Area NUA-1 to Non-Urban Commercial Recreation NUCR-1 - Second and Third Reading

10-2024-02-06: Councillor Fillipuzzi moved second reading of Bylaw 1176, 2023 – Land Use Bylaw Amendment – rezone the lands legally described as Lot 1, Block 1, Plan 991 0376 from Non-Urban Area NUA-1 to Non-Urban Commercial Recreation NUCR-1.

Defeated

Bylaw 1179, 2024 – Safety Codes Permit Bylaw Amendment re. Occupancy Authorization – Second and Third Readings

11-2024-02-06: Councillor Fillipuzzi moved second reading of Bylaw 1179, 2024 – Safety Codes Permit Bylaw Amendment re. Occupancy Authorization – Revised Version 2.

Carried

12-2024-02-06: Councillor Kubik moved third reading of Bylaw 1179, 2024 – Safety Codes Permit Bylaw Amendment re. Occupancy Authorization. – Revised Version 2.

Carried

Bylaw 1178, 2024 – Fees, Rates and Charges Bylaw Amendment – Occupancy and Completion Certificate – Second and Third Readings

13-2024-02-06: Councillor Glavin moved second reading of Bylaw 1178, 2024 – Fees, Rates and Charges Bylaw Amendment – Occupancy and Completion Certificate – Revised.

Carried

14-2024-02-06: Councillor Kubik moved third reading of Bylaw 1178, 2024 – Fees, Rates and Charges Bylaw Amendment - Occupancy and Completion Certificate – Revised.

Carried

Request for Clarification – Six Months Grace Period for Sheds and Decks

15-2024-02-06: Councillor Ward moved that Council waive the Development Permit Fees and Development Penalties for accessory structures built before December 31, 2023.

Councillor Sygutek requested a recorded vote:

In Favor: Councillors Ward, Kubik, Fillipuzzi, Glavin

Opposed: Mayor Painter, Councillors Sygutek, Girhiny

Carried

COUNCIL MEMBER REPORTS

- **Councillors Sygutek and Girhiny attended the Parks & Recreation Board meeting.**
 - **The Board recommended that the outdoor skating rink trial be halted as the crew has been unable to make ice due to the mild winter.**
 - **Board would like an update on the trail master plan.**
 - **Informal survey among local user groups highlighted need for garbage cans at trail heads, and issue of connectivity between communities after new highway is complete.**

- **Councillor Ward Attended the FCSS meeting.**
 - **150 food hampers delivered at Christmas.**
 - **185 attended the Seniors lunch, another luncheon is slated for June.**
 - **Family day activities at the MDM need volunteers.**

- **Councillor Ward attended Community Futures session regarding the impact disaster programs have on local businesses. Would like Council to add a session of the impact disasters have on local businesses to the agenda of the next joint meeting with the CNP Chamber of Commerce, Community Futures and the Municipality of Crowsnest Pass Council Representatives.**

- **Councillor Glavin also attended Community Futures session regarding the impact disaster programs have on local businesses. Councillor Glavin asked that Council add to agenda that Council receive a review of Council's role during an emergency or natural disaster.**

- **Mayor Painter attended the Mayors and Reeves meeting.**
 - **presentation by President of Canadian Association of Physician Assistants. RhPAP - Rural Health Professionals Action Plan can recruit 4 Physician Assistants and Nurse Practitioners for our hospital.**
 - **Add to upcoming meeting agenda – invite Dr. Shamsi-Shahrabadi to Council for a discussion about recruiting health care workers to the area.**

PUBLIC INPUT PERIOD

- **Carmen Roman - Bylaw 1171(which will be re-advertised and will appear on a future agenda) and inquired about a newspaper article.**
- **Ed Strembicki - sheds and decks grace period, seniors requisition on tax bill in addition to operational grant.**
- **Justin Ames – clarification on Bylaw 1179 – who will inspect permit at completion of build. (MCNP will review and confirm all requirements are completed).**
- **Bill Kovacs – Bellevue revitalization – is the parking issue brought up at open house being addressed, and will it be open for public comment?**

- **Derek Medland:**
 - Firebreak around MD? Prov/Fed funding is available.
 - Ongoing drought – when will we get water meters?
 - Snow removal plan wait can be far too long in residential areas.
 - Communication problems for residents / waited for response up to 4 months.
 - Do Peace officers enforce bylaws, or only react to complaints?
 - No directional signs back to Highway 3 from York Creek staging area.

COUNCILLOR INQUIRIES AND NOTICE OF MOTION

Highway 3X Commercial Development

Mayor Painter and Patrick Thomas, Chief Administrative Officer attended meetings in Edmonton with Deputy Minister Stewart and Assistant Deputy Minister Loo.

RhPAP Rhapsody Award

16-2024-02-06: Councillor Kubik moved that Council write a letter to Monica Zyla in support of the nomination of our medical clinic for the Rhapsody Award.

Carried.

ADJOURNMENT

17-2024-02-06: Councillor Fillipuzzi moved to adjourn the meeting at 10:27 pm.

Carried.

Glen Girhiny
Deputy Mayor

Patrick Thomas
Chief Administrative Officer



Municipality of Crowsnest Pass Request for Decision

Meeting Date: February 13, 2024

Agenda #: 5.a

Subject: Bylaw 1175, 2023 - Land Use Bylaw Amendment - Rezone the lands legally described as a portion of Lot 14, Block 19, Plan 1011620 from Retail Commercial C-1 to Residential R-1 - Public Hearing.

Recommendation: That Council hold a public hearing and consider the input received.

Executive Summary:

On January 23, 2024 Council approved first reading of Bylaw 1175, 2023.

Bylaw 1175, 2023 proposes to rezone lands from Retail Commercial C-1 to Residential R-1 for the purpose of completing the conditions of subdivision application 2022-0-074.

Relevant Council Direction, Policy or Bylaws:

Section 692, Planning Bylaws, Municipal Government Act, RSA 2000, c M-26. (MGA)

Land Use Bylaw No. 1165-2023

Discussion:

Public Hearing.

Analysis of Alternatives:

N/A

Financial Impacts:

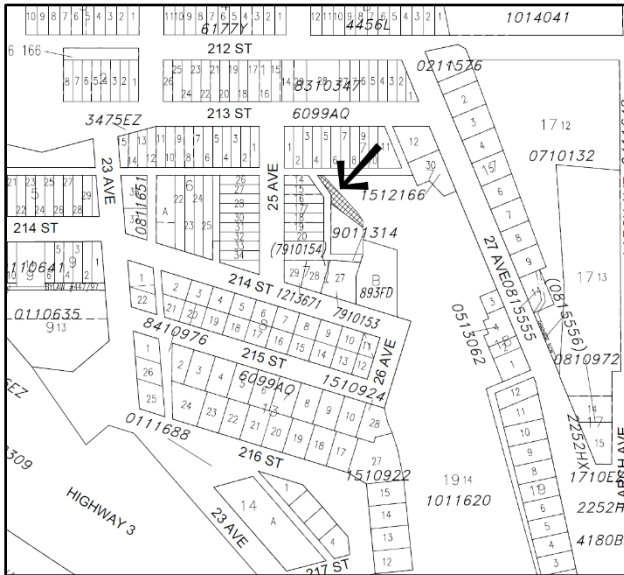
N/A

Attachments:

NOTICE OF PUBLIC HEARING
MUNICIPALITY OF CROWSNEST PASS
IN THE PROVINCE OF ALBERTA
PROPOSED BYLAW NO. 1175, 2023

1:00pm, February 13, 2024
Municipality of Crownsnest Pass Council Chambers
8502 – 19 Avenue, Coleman


PURSUANT to sections 216.4, 606, and 692 of the Municipal Government Act, Revised Statutes of Alberta 2000, Chapter M-26, the Council of the Municipality of Crownsnest Pass in the Province of Alberta hereby gives notice of its intention to consider proposed Bylaw No. 1175, 2023, being a bylaw to amend Bylaw No. 1165, 2023, being the municipal land use bylaw.



The purpose of Bylaw No. 1175, 2023 is to rezone the lands legally described as a portion of Lot 14, Block 19, Plan 101 1620, within NE¼ 20-7-3-W5M, containing ±0.04 ha (0.09 acres), as shown on Schedule 'A', from "Retail Commercial – C-1" to "Residential – R-1". The subject lands are known municipally as 2513 214th Street and are located in Bellevue.

The purpose of the proposed amendment is to provide for the opportunity to use and develop the lands in accordance with the provisions of the "Residential – R-1" land use district.

LAND USE DISTRICT REDESIGNATION
SCHEDULE 'A'

 FROM: Retail Commercial C-1
TO: Residential R-1

PORTION OF LOT 14, BLOCK 19, PLAN 1011620
WITHIN NE 1/4 SEC 20, TWP 7, RGE 3, W 5 M

THEREFORE, TAKE NOTICE THAT a public hearing to consider the proposed Bylaw No. 1175, 2023 will be held in the Municipality of Crownsnest Pass Council Chambers at 1:00pm on February 13, 2024. Each person shall be allotted 5 minutes to present their position.

AND FURTHER TAKE NOTICE that anyone wishing to provide slide decks, maps, videos or a written submission regarding the proposed bylaw should email: Bonnie Kawasaki, Executive Assistant to the CAO at bonnie.kawasaki@crownsnestpass.com with the bylaw number and public hearing date clearly marked in the subject line no later than 12:00pm on February 6, 2024. Verbal presentations (limited to 5 minutes) will be accepted at the public hearing.

For questions regarding the proposed Bylaw Amendment please contact the Development Officer by calling 403-562-8833 or emailing development@crownsnestpass.com.

A copy of the proposed bylaw may be inspected at the municipal office during normal business hours.

DATED at the Municipality of Crownsnest Pass in the Province of Alberta this 24th day of January, 2024.



Municipality of Crowsnest Pass Request for Decision

Meeting Date: February 13, 2024

Agenda #: 6.a

Subject: Discovery Report - Southern Rockies Tourism Development Zone - Terry Goertzen, Travel Alberta

Recommendation: That Council accept the Discovery Report - Southern Rockies Tourism Development Zone from Yvonne Chau, Travel Alberta as information.

Executive Summary:

Yvonne Chau from Travel Alberta requested to present Council with a report of the work done so far, and the next steps, from the Southern Rockies Tourism Development Zone. Yvonne is unable to attend, so will be represented by Terry Goertzen.

Relevant Council Direction, Policy or Bylaws:
1041, 2020 Procedure Bylaw.

Discussion:
n/a

Analysis of Alternatives:
n/a

Financial Impacts:
n/a

Attachments:
[Southern Rockies DR_FINAL_LR_2024Jan18.pdf](#)
[Southern Rockies CV_Crowsnest Pass.pptx](#)

TOURISM DEVELOPMENT ZONE

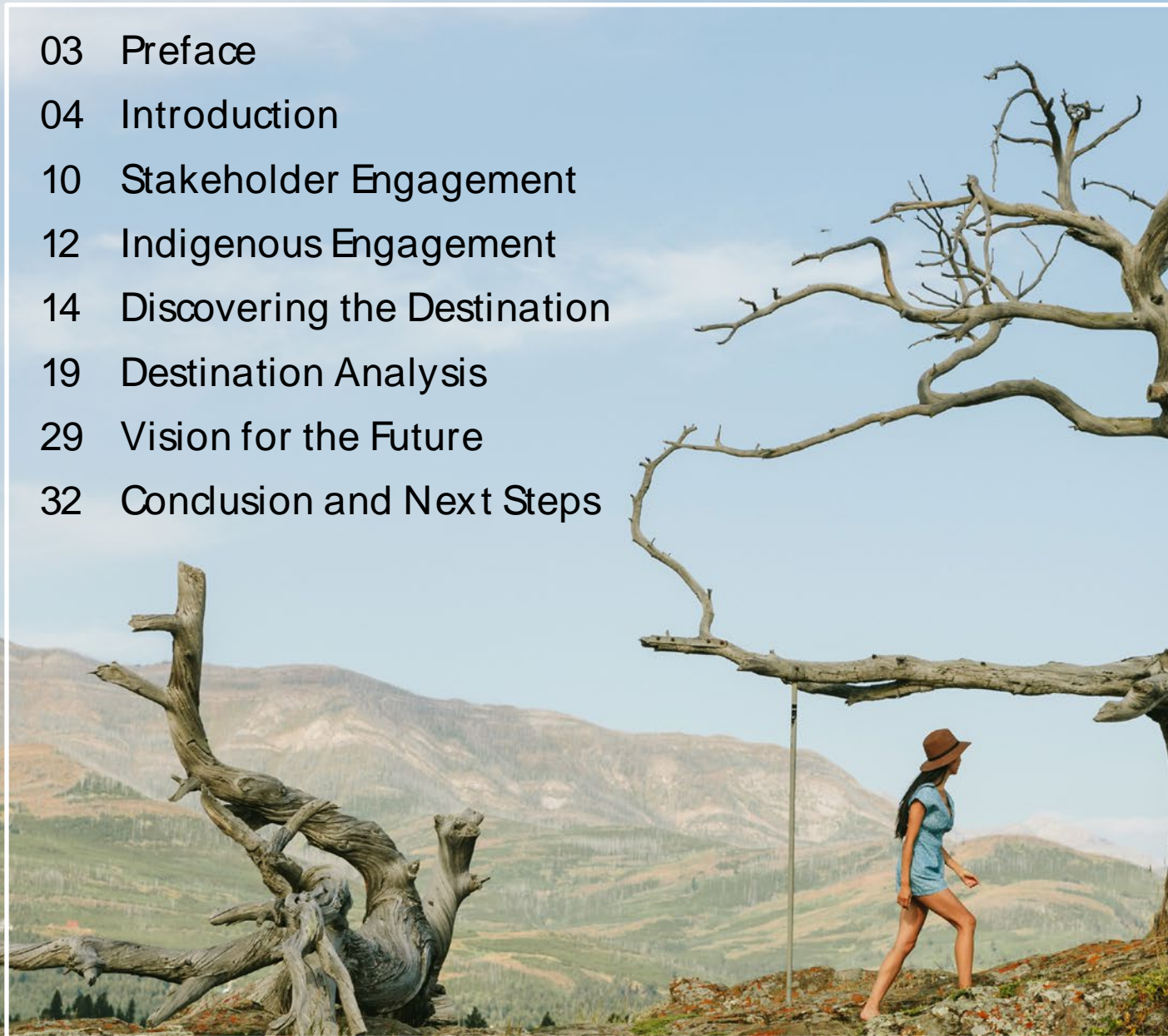
Southern Rockies



DISCOVERY
REPORT
2023

CONTENTS

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Front cover:
Castle Mountain Resort, Pincher Creek

The Burris Tree, Pincher Creek

PREFACE

Featuring an ecologically and geologically diverse landscape nestled in the Canadian Rocky Mountains, the Southern Rockies Tourism Development Zone (TDZ) is an untapped tourism destination with significant potential to attract Canadian and international visitors—including those who are currently just passing through instead of stopping to stay.

Co-operation and collaboration between local governments, provincial government partners, residents, businesses and other tourism stakeholders will be essential to advance tourism development in the Southern Rockies zone.

This Destination Development Discovery Report for the Southern Rockies TDZ:

- Highlights tourism assets most likely to attract high-value visitors from across Canada and around the world
- Provides insight into the area's natural, cultural, and economic environments
- Identifies specific challenges facing this TDZ and proposes initiatives to address them
- Builds a strong business case for investing in the Southern Rockies TDZ in order to capitalize on existing assets and catalyze future growth and prosperity
- Demonstrates the need for local and provincial stakeholders to work together to develop new and enhanced products and services. These enhancements will turn the Southern Rockies into a destination rather than a place to pass through.

It is important to note that this Discovery Report is a living document and will continue to evolve to reflect ongoing work, including Indigenous engagement that is currently underway.

This Discovery Report informs and identifies specific actions Travel Alberta, the Government of Alberta and communities within the Southern Rockies TDZ should take to support the design of a comprehensive Destination Development Plan. This report aligns the tourism development ambitions of local stakeholders with the province's goal to double tourism revenue by 2035.



Bellevue Mines, Crowsnest Pass

03 INTRODUCTION



Bear's Hump, Waterton Lakes National Park
Alex Strohl @alexstrohl

LAND ACKNOWLEDGMENT

In the spirit of respect, reciprocity and truth, we honour and acknowledge the traditional territories of the many First Nations, Métis, and Inuit in Alberta. We value these sacred gathering places and aim to inspire others to appreciate and embrace stewardship of the land as they explore our great province.

The Southern Rockies TDZ lies at the intersection of a number of historical and present-day lands that Indigenous Peoples have cared for and lived on for generations. We honour the traditional lands of the Treaty 7 signatories, including the Blackfoot Confederacy, Tsuut'ina and Stoney Nakoda homelands. We also acknowledge members of the Foothills Métis District within the homeland of Métis and the Otipemisiwak Métis Government, as well as Indigenous Peoples living in urban areas throughout the Southern Rockies. We also acknowledge that modern borders do not align with traditional land use, and we honour the neighbouring Indigenous communities who have travelled and inhabited this land throughout history.



Treaty 7

APPRECIATION

Travel Alberta would like to thank all those who participated, gave their time and shared their knowledge with us in the creation of this Discovery Report.

Please note, Indigenous engagement is currently underway.

- Sacha Anderson, general manager, Community Futures Crownsnest Pass; advisor, South Canadian Rockies Tourism Association
- Marie Everts, marketing, events & economic development officer, Town of Pincher Creek; advisor, South Canadian Rockies Tourism Association
- Erin Fairhurst, DMO coordinator, South Canadian Rockies Tourism Association; co-owner, AIRaceLab
- Cole Fawcett, sales & marketing manager, Castle Mountain Resorts; board member, South Canadian Rockies Tourism Association
- Kelly Koizumi, marketing & sales manager, Heritage Inn; board member, South Canadian Rockies Tourism Association
- Laura McKinnon, development officer, Municipal District of Pincher Creek
- Chris Matthews, CEO, Heritage Crownsnest
- Keith Robinson, owner, Dark Sky Guides; council member, Waterton ID 4; VP, Waterton Chamber of Commerce
- Shameer Suleman, owner, Mani Krupa Inns & Resorts; president, Waterton Chamber of Commerce
- Patrick Thomas, CAO, Municipality of Crownsnest Pass
- Bev Thornton, executive director, Alberta Southwest Regional Economic Development
- Melissa Zoller, general manager, The Glamping Resorts; board chair, South Canadian Rockies Tourism Association

COMMITMENT TO SUSTAINABILITY & REGENERATIVE TOURISM

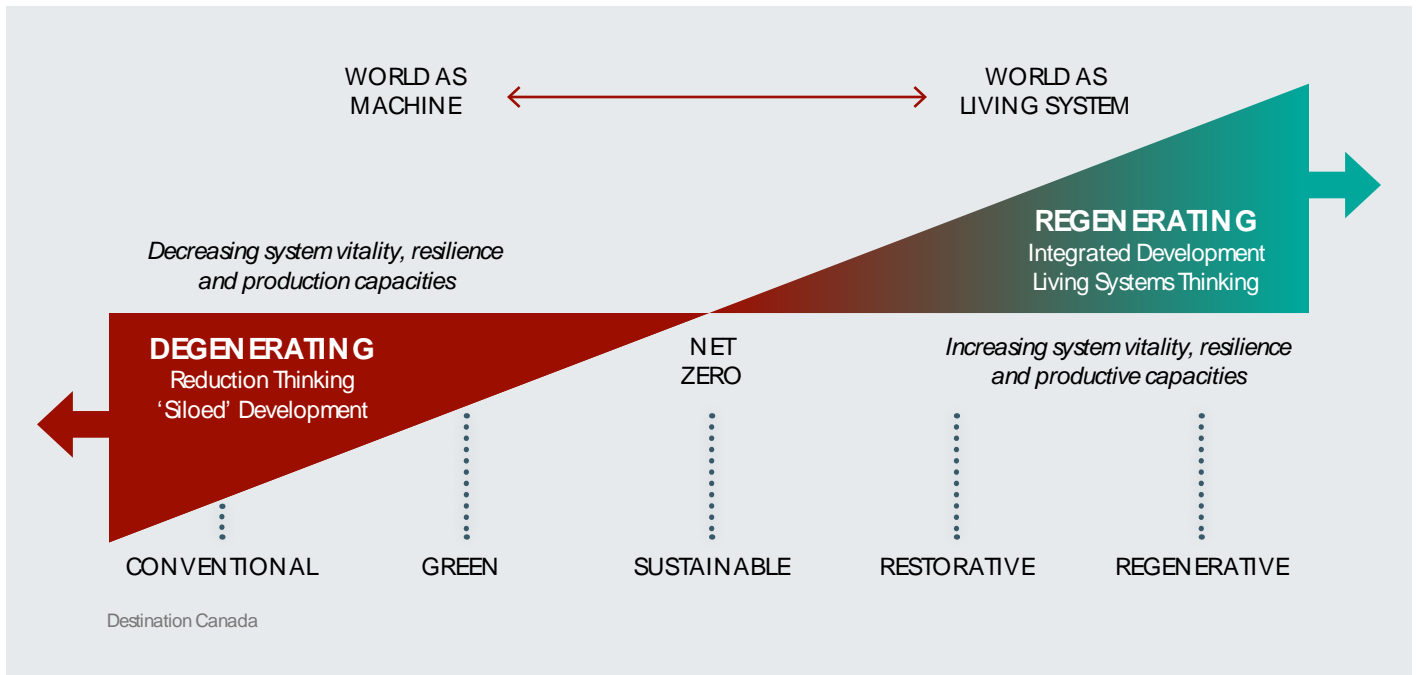
Tourism is a key economic sector in Alberta with strong potential to diversify the economy, create jobs, grow Indigenous tourism businesses, bring the “taste of place” to our guests’ tables and build vibrant communities. It also allows us to preserve and share culture and history, maintain or enhance the environment and foster innovation.

However, as outlined in Destination Canada’s report titled, “A Regenerative Approach to Tourism In Canada”, more and more communities are rejecting uncontrolled tourism development. The rising sentiment is that current approaches:

- Are too often extractive and degenerative
- Reduce quality of life for residents
- Damage ecosystem health
- Diminish local culture and community in the interest of efficiency and scale

An alternative approach is gradually emerging—and in many ways re-emerging. It recognizes the world not as a machine but as a living ecosystem, with humans playing an integral part. And it is from this worldview that the concept of regeneration arises.

Spectrum of Worldviews & Strategies



TOURISM DEVELOPMENT ZONES

Collaborating with Communities
Pre-pandemic, nearly 60 per cent of visitation and 75 per cent of tourism expenditures occurred in the mature tourism destinations of Banff, Lake Louise, Canmore, Jasper, Calgary and Edmonton. By developing additional “emerging” destinations, we expand opportunities for Albertans to explore their own backyard, creating more space for international visitation in legacy destinations while reducing Alberta’s traveller deficit.

To support tourism development in these emerging destinations, Travel Alberta identified 10 Tourism Development Zones (TDZs) across the province with a high potential for tourism growth over the next 10 years. With successful and sustainable development, these destinations will have the ability to make a meaningful contribution to Alberta’s visitor economy.

In partnership with communities and stakeholders, Travel Alberta has co-developed a series of TDZ Discovery Reports. These Discovery Reports will inform and guide our future Destination Development Plans that include medium- and long-term strategies to contribute to the growth of Alberta’s visitor economy across many high-potential regions of the province.

Together with industry, Indigenous Peoples, government and residents across each TDZ, we strive to:

- Grow & diversify the economy
- Support jobs
- Preserve cultures
- Foster innovation
- Conserve the environment
- Improve resident quality of life



DESTINATION DEVELOPMENT PLAN

A Destination Development Plan (DDP) is a 10-year strategic roadmap to optimize and future-proof the potential of a zone's visitor economy. The realized benefits of a comprehensive DDP include: increased revenues coming into communities from visitors; support for the growth of small-to-medium size businesses; the alignment of public, private and community sectors; more opportunities for employment; and enhanced pride of place and quality of life for Albertans.

In this first phase, we took a data-driven and community-led approach to better understand the state of the local visitor economy in each TDZ and begin to identify the inter-related elements of a comprehensive DDP. We assessed resident sentiment and the commitment of stakeholders and municipal governments to determine whether or not local leadership was present and committed to diversifying their zone's economy through tourism. In many TDZs, it was evident that multiple initiatives (and even past studies) have assessed the tourism potential across counties and communities. We speculate

that these previous assessments have not resulted in optimized local tourism sectors because—as reflected in the DDP framework—comprehensive optimization requires attention, consideration and investment of resources across more elements than most organizations have the capacity or resources to coordinate.

As this report demonstrates, we have identified both opportunities and barriers across many of these elements. Going forward, there is much work to be shared amongst stakeholders in each TDZ, using the DDP as a framework. Travel Alberta is committed to collaborating with local and provincial partners to help drive the development and execution of a DDP in those communities that are equally committed to building up Alberta's visitor economy.

Now that this Discovery Report has been released, it is key that Travel Alberta, the Government of Alberta and the many stakeholders within the Southern Rockies TDZ work together to address the following relevant inter-related elements:



(Adapted from Failte Ireland)

METHODOLOGY

Travel Alberta partnered with consulting firm FLOOR13, the IBI Group, Jennifer Nichol Consulting, EDG Planning & Design and Grant Thornton to collect the data and reach the conclusions summarized in this report.

A two-part methodology allowed Travel Alberta and the consulting team to become acquainted with regional stakeholders and communities, determine their vision for the future growth of the local visitor economy and identify key action steps to support a path forward in the design of a DDP for the Southern Rockies TDZ.

In the “discovery and destination profiling” phase, Travel Alberta worked with the consulting team to host a kickoff event with the zone’s key tourism stakeholders, assessed secondary research material for situational analysis development, built a steering committee (including 12 industry partners), and defined roles within the steering committee.

In the “exploring, imagining and visioning” phase, the consulting team conducted an initial community assessment and 17 business visits; hosted three stakeholder planning sessions (attended by 60 participants) to discuss issues, opportunities, vision, prioritization and action planning; met with the steering committee to determine opportunities, challenges and goals; conducted 16 virtual interviews with small groups of stakeholders and hosted update sessions with the steering committee to share findings from these interviews; performed a SWOT analysis, gap analysis and USP alignments; identified real and potential products and experiences within the zone.



Cameron Lake, Waterton Lakes National Park

04 STAKEHOLDER ENGAGEMENT



Coleman

114

Stakeholders

63

Businesses

4

Communities

WHAT WE HEARD

In order to gain a comprehensive understanding of the Southern Rockies TDZ, Travel Alberta and the consulting team made a concerted effort to engage with the area's communities. As a result of this engagement, the team learned that:

- There needs to be greater collaboration, communication and commitment to between Waterton, Fincher Creek, and Crowsnest Pass and a commitment to work with Travel Alberta to implement strategic initiatives to advance tourism growth in this zone.
- This area offers significant potential to capture drive-through traffic heading to British Columbia.
- The Southern Rockies TDZ has the potential to provide visitors with the nature-based tourism experiences they are seeking.
- Some local leaders require further opportunities to learn about the value of investing in and supporting tourism in their community.
- Communities within the zone have different visions for the area and different perspectives on how tourism should be approached.
- Owners of tourism businesses are proud of the area and feel the growth potential for tourism is substantial.
- Tourism growth will require new accommodations, improved transportation services and further investment in tourism products and experiences.
- A sustainable approach to development should be taken to ensure that the area generates economic, environmental, social and cultural benefits for the community.
- Alignment between all orders of government on policy, processes and timelines, related to land use, transportation, all-season resort development, and private-sector investment opportunities is integral.
- There is a great opportunity to diversify tourism seasonality and encourage longer visitor stays by expanding tourism products and experiences into off-season.
- Development of the tourism industry could provide economic alternatives to traditional resource development, as well as encourage the attraction of new residents to the Southern Rockies TDZ.

05 INDIGENOUS ENGAGEMENT



Head-Smashed-In Buffalo Jump World Heritage Site

Across generations, Indigenous Peoples have warmly embraced their neighbors on ancestral lands, fostering deep, mutually enriching bonds through the customs and protocols of treaty-making and visitation. This enduring approach is steeped in the ancient traditions of hospitality and attentive listening.

In active relationship with Indigenous Tourism Alberta, Travel Alberta has enlisted our teams to engage and share space with First Nations, Councils, Settlements, Coops, Confederacies, and community leaders and community members to nurture mutual understanding, trust, and respect. Our engagement protocols and approaches are deeply anchored in the wisdom of our ancestors and knowledge shared by and from the communities we work with and for. Throughout our outreach efforts, we have and will continue to invite in and convene Indigenous leaders and community members with *kisêwâtisiwin* —kindness.

We look forward to weaving the insight we gain into this Discovery Report upon completion.

We hold the belief that Travel Alberta is dedicated to continuous engagement, active listening, and taking effective measures to nurture and grow these relationships, fully comprehend shared aspirations, and further strengthen trust. Together with Travel Alberta and Indigenous Tourism Alberta, we acknowledge and extend our gratitude to the Elders, Knowledge Carriers, Youth, and leadership of these communities and to all our participants and relatives in this transformative work.

kahkiyaw niwâhkômâkanitik —All my relations.

Ali Tapaquon
principle and founder
Tatâga Inc.

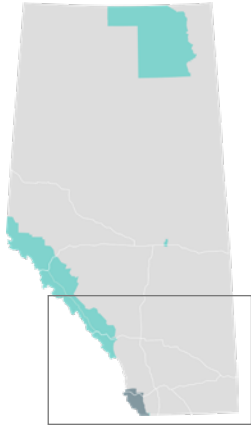
Suzanne Denbak
principle and founder
Cadence Strategies

05 DISCOVERING THE DESTINATION



Castle Provincial Park

SOUTHERN ROCKIES



Where sky scraping mountains meet crystal clear lakes, many consider the Southern Rockies to be Canada's best kept secret. Bordering British Columbia to the west and Montana to the south, this region is a haven for adventure, history and wildlife.

The iconic Canadian Rockies and Waterton Lakes National Park draw visitors to the area, but there are more diverse opportunities to explore—from local bistros and breweries to historical sites and roaming wildlife. Away from the hustle and bustle of more trafficked areas, this zone offers breathtaking views of rolling grasslands and awe-inspiring mountains.

Historical and Cultural Discovery
Quintessential Alberta culture is plentiful throughout this area. The Southern Rockies are populated with welcoming ranches, meandering bison, and 1920s architecture that transport visitors back to the early days of Canada's west. The rich and diverse histories of Indigenous cultures—including that of the Blackfoot Confederacy—are evident across the zone, particularly in places like Head-Smashed-In Buffalo Jump, a UNESCO World Heritage Site.

Soft Adventure

The Southern Rockies are also a soft adventure paradise offering visitors a year-round array of recreational options such as cycling, downhill and cross-country skiing, trekking, golf, snowmobiling, mountain biking, fishing, hiking and hunting.

Immersion in Nature

Waterton Lakes National Park isn't just part of the Southern Rockies—it's part of the "Crown of the Continent" ecosystem, one of North America's most diverse intact ecosystems. Recognized as the first International Peace Park, one of the International Dark-Sky Association's first International Dark Sky Parks, and Canada's second Biosphere Reserve, the park has also been designated a UNESCO World Heritage Site and a National Historic Site in Canada.

From cowboy culture to adrenaline fueled sports to arts and fine dining, this zone has it all. By developing supportive products that invite visitors to stay longer and explore more parts of the region, this zone will achieve its untapped potential as a tourism destination.



DEMOGRAPHICS AND POPULATION

The population of the Southern Rockies TDZ primarily resides in the Municipality of Crowsnest Pass, Village of Cowley, Town of Fincher Creek, Municipal District of Fincher Creek, and the Waterton townsite located in Waterton Lakes National Park. With only 12,567 residents reported in 2022, a population decline has been observed since 2013, with the exception of the year 2016, which had a minor population increase.

Seventy per cent of the zone's total population resides in Crowsnest Pass (5,642) and the Town of Fincher Creek (3,428). These two main centres both have aging populations, with Crowsnest Pass reporting a median age of 50.6 and Fincher Creek reporting a median age of 44 — well above the provincial median age of 38.1. This high median age explains the zone's continuous decline in labourers, amounting to 6,060 in 2023.

The zone's aging, dwindling population has created challenges for the communities within the zone and has a significant impact on the tourism industry and its ability to attract and retain employees.

Note: Crowsnest Pass has a large contingent of people who reside in other locations, mostly Calgary, but own a second home within the municipality. These second-home owners would not be accounted for in official statistics.

12,567

POPULATION

815

INDIGENOUS POPULATION

- 3.8%

POPULATION GROWTH
OVERPAST 10 YEARS

8.3%

UNEMPLOYMENT RATE

\$98,607

MEDIAN FAMILY INCOME

(Alberta Regional Dashboard, 2023)

ECONOMIC PROFILE

The economy of the Southern Rockies TDZ relies on agriculture, wind energy and natural resources. The Town of Fincher Creek also reports seeing some growth in tourism and related businesses in recent years. Although there are no current active coal mines in the TDZ, a significant mining workforce resides in Crowsnest Pass and commutes to Sparwood, B.C. daily.

566

BUSINESSES

97.4%

SMALL BUSINESSES

\$513M

MAJOR PROJECTS

(Source: Alberta Regional Dashboard, 2023)

ACCESS

The Southern Rockies TDZ is located in the southwest corner of the province. Albertans and out-of-province travellers access the zone primarily via major highways 2, 22 and 3. Highways 2 and 22 are the main highways that connect this zone to Calgary, while Highway 3 connects the zone to B.C. According to Alberta Transportation and Economic Corridors' highway traffic data, the annual average two-way daily traffic volume along Highway 3 at the B.C. border was 4,980 in 2019. The summer average was 6,328 vehicles per day.

Air access to the zone is mostly limited to regional travel from the Lethbridge airport. Fincher Creek does have a small regional airport, which is currently used in support of industry.

POLICY AND PLANNING CONSIDERATIONS

A number of policy and planning documents were analyzed to better understand the regulatory environment of the Southern Rockies TDZ as it relates to tourism development. Key findings include:

- The 2021 Intermunicipal Collaboration Framework between Crowsnest Pass and Municipal District of Fincher Creek stated that the Municipality of Crowsnest Pass and the Municipal District of Fincher Creek share a common history and foundation based upon agriculture and a resource-based economy, with a recent realization that tourism can be a new potential industry to grow the economy.
- The 2020 Crowsnest Pass Municipal Development Plan acts as a guide for growth and change in the municipality over the next 17 years. The plan reflects an opportunity for steady tourism growth primarily focused on nature-based and historical tourism.
- In 2021, the Town of Fincher Creek released a Community Economic Development Strategy that identifies tourism as a way to “leverage key community assets for a diversified economy,” which is one of the strategy’s four goals. The town is also investigating developing a tourism master plan for Fincher Creek and Piikani Nation.
- The Municipal District of Fincher Creek’s updated Municipal Development Plan was released in 2021. Recreation and tourism development requirements are detailed in the Commercial Development section. Developers may be required to demonstrate that any negative social or environmental impacts can be mitigated to the satisfaction of the town council or other approval authorities.
- There are three provincial parks in the TDZ —Beauvais Lake Provincial Park, Castle Provincial Park and Castle Wildland Provincial Park, as well as a substantial amount of public land, which is under the management of the Government of Alberta.
- The Castle Management Plan (2018) provides management objectives and a framework to guide park operations and development. It notes the opportunity for the park to provide exceptional tourism experiences.
- In Waterton Lakes National Park, any development proposals within Improvement District —ID #4 must demonstrably support the vision and objectives of Parks Canada’s Waterton Lakes Park Management Plan and be approved by Parks Canada.



Glamping Resorts, Castle Provincial Park

ECOSYSTEM

Destination Marketing/ Management Organizations (DMOs)

The Southern Canadian Rockies Tourism Association (SCRTA) is the primary non-profit DMO in this zone. The organization was established in 2021 by several entities, including Crowsnest Pass Community Futures, Castle Mountain Resorts and the Town of Pincher Creek. SCRTA has been mandated to:

- Achieve a single voice for tourism
- Work towards enhancing the well-being of residents
- Fulfill both a leadership and advocacy role for tourism
- Ensure the development of an attractive and competitive set of tourism facilities, events and/ or programs

- Assist visitors through the provision of products and services
- Serve as a key liaison to assist external organizations
- Ensure destination management and stewardship
- Support economic sustainability and diversification

Beyond SCRTA, the Waterton Chamber of Commerce has been responsible for its own tourism marketing and promotion for years. While the Chamber of Commerce does not yet participate in SCRTA initiatives, there have been discussions about the possibility of collaborating more closely.

Economic Development Organizations

Alberta SouthWest Regional Economic Development (Alberta SW) coordinates economic development and investment attraction within this zone, fostering business development and prosperity in 15 towns, villages, and rural municipal districts in the southwest of the province. While tourism is not explicitly included within Alberta SW's mandate, the organization does support tourism inquiries. Alberta SW, the Town of Pincher Creek and Community Futures of Crowsnest Pass have recently finished a joint tourism asset inventory project for the region.

The Crowsnest Pass Chamber of Commerce is a self-funded non-profit organization that advocates for businesses in the Crowsnest Pass. The group embraces tourism, considering itself "an important link in the ever-changing world of business, marketing and tourism for Crowsnest Pass." It produces the Crowsnest Pass Visitors Guide annually.

Community Futures Crowsnest Pass and Community Futures Alberta Southwest are dedicated to building an economically diverse future for this region's communities. The offices provide services to businesses across all sectors to start, grow, expand, franchise or sell.

The Town of Pincher Creek, with the help of an active local chamber of commerce, supports new businesses and works to help retain existing businesses. The town and the chamber have partnered to create a Business Recovery Support Program to assist businesses—including tourism businesses—to thrive and grow stronger.

VISITATION

According to Travel Alberta's anonymized mobile data, in 2019, 92.3 per cent of visitors to this zone were from within Canada, while just over seven per cent hailed from the U.S. Most visitation to the zone is not just Canadian, but more specifically local, with the majority of visitors coming from nearby Lethbridge. At the provincial level, 81.4 per cent of visitation is from Alberta, and B.C. accounts for just over seven per cent of visitation. Because of its proximity to the U.S., the zone does see strong U.S. visitation.

AB

VISITOR ORIGIN

Visitation to the Southern Rockies TDZ, like visitation to the whole of Alberta, is highly domestic, with the majority of visitors coming to the area from nearby

- Lethbridge (13.3 per cent),
- Calgary (13 per cent),
- Crowsnest Pass (9.4 per cent),
- Claresholm (4.2 per cent) and
- Cardston County (3.3 per cent).

39%

REPEAT VISITORS

Just under 40 per cent of visitors to the Southern Rockies TDZ visit two or more times per year.

35 hours

AVERAGE LENGTH OF STAY

On average, visitors spent 35 hours in this zone, with international visitors spending an average of just under 21 hours, compared to Albertans who spend almost 39 hrs. Generally, a longer stay, including overnight, will result in a greater spend.

Note: Percentages represent the devices detected in the destination for the identified period. They do not represent total visitation and may be impacted by differing traveller technology or a lack of cell coverage.

(Source: Near Mobile Data, 2019)

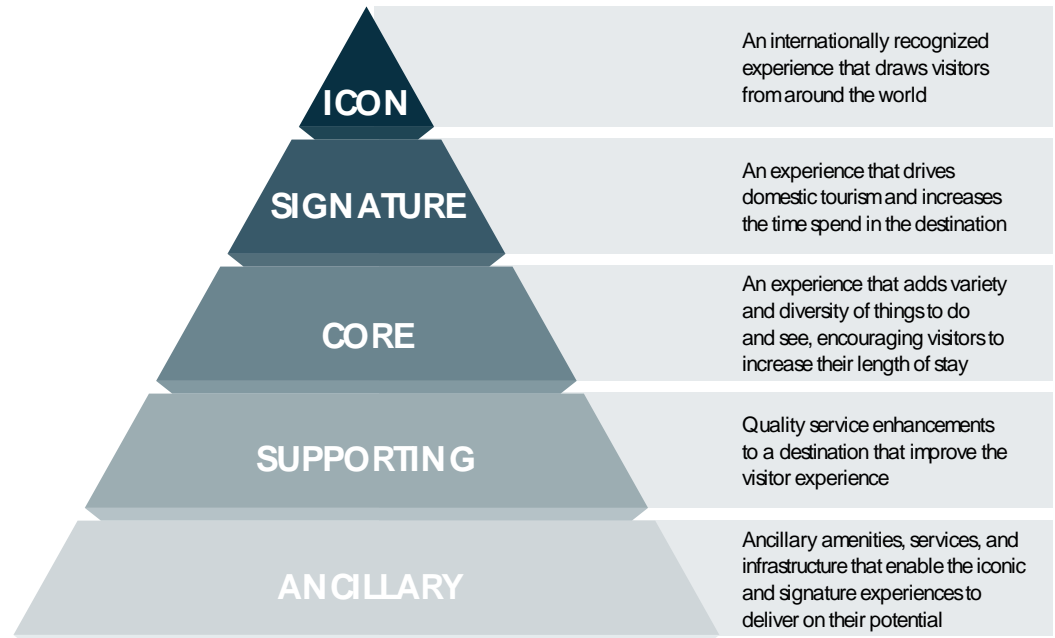
05 DESTINATION ANALYSIS



Frank Slide Historic Site
Crownsnest Pass

SUPPLY AND DEMAND ANALYSIS

In order to fulfill the tourism potential of this area, it is imperative to understand its tourism products and experience and accommodation mix, and the role both play within the development zone. Moving forward, this understanding will guide targeted investment toward the right products and places.



(Adapted from Failte Ireland)

The majority of the tourism products in the Southern Rockies TDZ are considered core products, with the exception of the Prince of Wales Hotel within Waterton Lakes National Park, which sees strong visitation from the U.S. There is a need for further supporting product and amenities (such as accommodations and restaurants), to facilitate future growth, attract leisure visitors from around the world and support the few signature products that already exist in the zone. Filling this gap in product types—including taking advantage of the tremendous opportunity to develop Castle Mountain Resort as a four-season resort—will be a priority within the zone moving forward.



The Lodge at Thanksgiving Ranch, Ft. Collins, Colorado

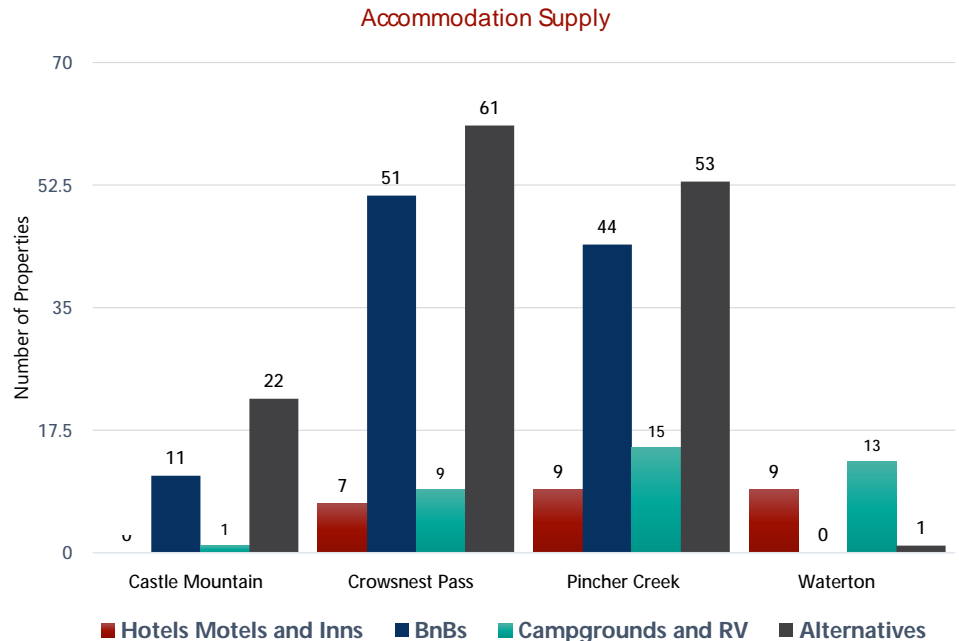
Supply: Accommodation Mix

This zone lacks economy and upper-scale accommodations, as well as glamping and RV sites.

Currently, the Town of Pincher Creek has the highest concentration of economy-level accommodations and serves as a service hub for other areas within the zone.

In recent years, new small-scale, unique accommodations such as grain silos, storybook-themed cabins, glamping resorts and luxury ranch houses with mountain views have been developed with the goal of attracting high-value travellers.

The majority of new and existing accommodations in the Southern Rockies TDZ are open year-round, except for accommodations within the Waterton townsite, where only two hotels remain open during the winter months. (The majority of the hotels in the townsite have not been winterized.)



The accommodation supply noted in the graph above does not include the more recent, small-scale developments, including:

- The Glamping Resort: 17 glamping units made available in May 2023 with a total of 80 units to be built out using a multi-phased approach
- Charmed Family Resorts (expansion): additional six storybook-themed cabins available by the end of 2023
- Twin Butte Silos: three grain silos available by fall 2023
- Travelodge Pincher Creek (expansion): construction of 14 individual guest cabins in a park-like setting, providing four season family-style accommodations adjacent to the 40-room hotel

(Innovisions & Associates, 2022)

Supply: Products and Experiences

In November 2022, Innovisions & Associates was commissioned by Southwest Regional Economic Development Alliance and South Canadian Rockies Tourism Association to conduct a tourism asset inventory. As a result, a total of 322 assets were identified within the zone. These products and services include tourist attractions, food and beverage establishments, facilities, annual events, guiding companies and more. Crowsnest Pass currently has the most assets, offering predominately soft adventure and natural/heritage site experiences.

Operators and attractions include:

- Frank Slide Interpretive Centre
- Bellevue Underground Mine
- Pass Powderkeg Ski Area
- Kootenai Brown Pioneer Village
- Heritage Acres Farm Museum
- Uplift Adventures
- Crowsnest Pass Golf Club
- Castle Mountain Resort & Ski Hill
- Pale Horse Tipi Camp
- Waterton Shoreline Cruise
- Dark Sky Guides
- Head-Smashed-In Buffalo Jump – UNESCO World Heritage Site
- Waterton Biosphere Reserve – UNESCO World Heritage Site

Provincial and national parks include:

- Castle Wildland Provincial Park
- Castle Provincial Park
- Beauvais Lake Provincial Park
- Waterton Lakes National Park

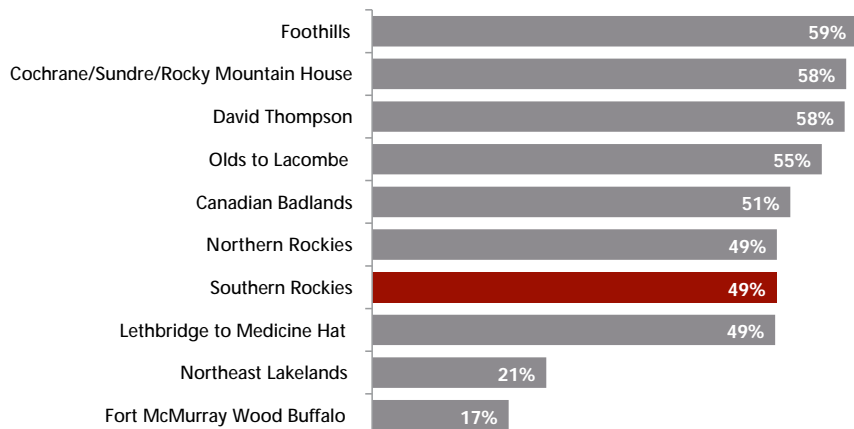
According to Travel Alberta's anonymized mobile data (2019), the most-visited tourism destinations in the Southern Rockies include:

- Castle Provincial Park
- Castle Wildland Provincial Park
- Castle Mountain Resort
- Crowsnest Pass Golf Club

Demand: Amongst Albertans

As part of perception research conducted by Travel Alberta in November 2022, over 1,000 Albertans were surveyed in order to better understand traveller perception of each of the 10 TDZs. This research indicated that:

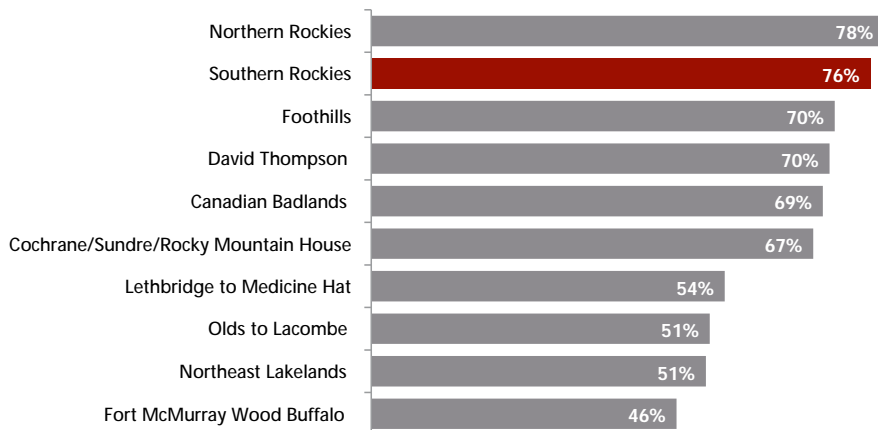
- Albertans do not have high familiarity with the Southern Rockies zone
- More than three-quarters have a strongly positive impression of Southern Rockies
- Just over half of Albertans surveyed would likely travel to the Southern Rockies zone for a leisure trip in the next 12 months

Familiarity with Destination (Per cent familiar with each TDZ)

More than three-quarters of Albertans surveyed have a positive impression of the Southern Rockies.



Dark Sky Guides
Waterton Lakes National Park

Overall Impression of Destination (Per cent with positive overall impression of each TDZ)

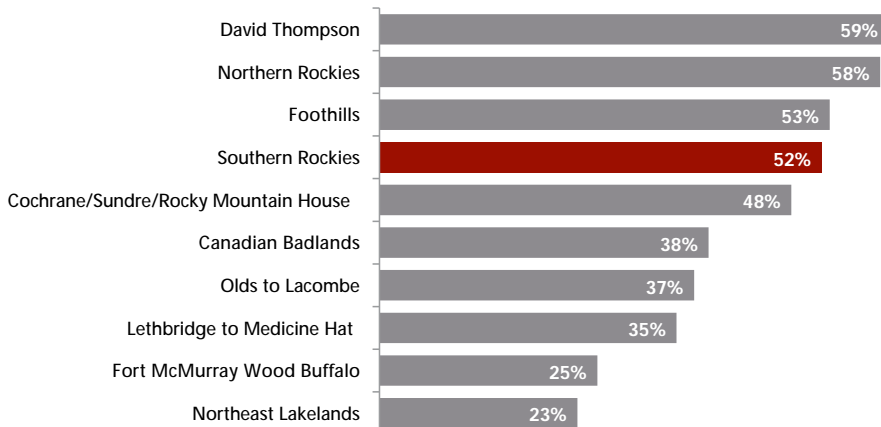
Likelihood to Visit Destination (Per cent likely to travel to each TDZ)

65%

LIKELY TO VISIT BETWEEN JUNE TO AUGUST

41%

LIKELY TO ONLY STAY BETWEEN THREE AND FOUR NIGHTS



Activities Albertans are most likely to enjoy in the Southern Rockies TDZ

Though home to Castle Mountain Resort, Alberta's second-largest ski resort, the limitations to development and expansion have resulted in a lack of awareness of ski opportunities in the area amongst Albertans.



(Source: Assessing Perceptions of Alberta's Tourism Development Zones, Twenty31, 2023)

Demand: International Travellers
Top trip anchors, which are those activities a visitor would centre their trips around, and supporting activities identified by recent market demand studies align well with resources in the Southern Rockies TDZ. Key trip anchors of U.S. visitors represented in the Southern Rockies include:

- Natural attractions (like mountains and waterfalls)
- Hiking or walking in nature
- Nature parks
- Camping
- Historical/ archaeological/ world heritage sites
- Viewing wildlife
- Dark sky viewing

Similarly, many international visitors have identified natural attractions, nature parks, historical/ archaeological/ world heritage sites, and hiking or walking in nature within their top five anchor activities.

(Source: Global Tourism Watch, 2021)

Demand: Alberta's Target Travellers
Travel Alberta has identified "Curious Adventurers" and "Hotspot Hunters" as the high-value travellers likely to spend more per visit, yield the highest return on investment, and contribute the most to the province's economic growth. Tourism businesses, communities, and associations can attract these valuable visitors by tailoring products and experiences to their unique travel styles.



The Pass Beer Co., Crowsnest Pass

For Curious Adventurers, travel is about getting a different perspective on the world. Because the Southern Rockies TDZ is such an under-discovered destination, Curious Adventurers are energized by exploring the many new places they have never been. Travel Alberta's resident sentiment survey indicates that residents in the Southern Rockies zone are proud of the place they call home and that they are very likely to promote their community to others, which bodes well for Curious Adventurers, who can count on organic interactions with locals to flavour and inform their activities.



Bear's Hump, Waterton Lakes National Park

This "sweet spot" of the Canadian Rockies also lends itself to attracting Hotspot Hunters to the region. For Hotspot Hunters, travel is about achievement and accomplishments. They are drawn to UNESCO-designated World Heritage Sites such as Waterton Lakes National Park and Head-Smashed-In-Buffalo Jump Interpretive Centre. Hotspot Hunters are also heavy social media users who are willing to travel to a one-of-a-kind resort (such as the high-end, storybook-inspired Charmed Family Resorts, already popular on social media) for an Instagram-able moment.

Trends impacting tourism

As destination organizations and businesses at all levels look to adapt and thrive, it will be important they stay attuned to emerging trends that are driving the tourism industry forward. These trends, identified by Twenty31 in their 2022 Tourism Trends report, will impact supply and demand and shape the future of tourism over the short- and long-term.

TREND:

Experiences are the new luxury goods

DESCRIPTION:

Because most people were unable to travel in 2020 and 2021, tourism has become a scarce, luxury good. The value of travel and tourism will increase even more as the 2020s continue, boosting consumer spending on unique experiences away from home.

KEY TAKEAWAY FOR TDZ

Visitors are already drawn to the world-renowned Waterton Lakes National Park in the Southern Rockies zone. This quiet corner of the province feels both tiny and grand, uncrowded, yet breathtakingly full. Luxurious backcountry accommodations like Thanksgiving Ranch and other glamping resorts offer both an escape and an intense connection to the natural world.

Inspiration from social media and streaming

Tik Tok and Instagram influencers pushing inspirational travel content is no longer niche, while streaming services like Netflix and HBO provide endless opportunities to create destination awareness—think *Game of Thrones* for Dubrovnik in the 2010s and *The White Lotus* for Sicily in 2022.

The producers of many films and TV series such as *Ghostbusters*, *The Last of Us*, *Let Him Go*, *Fargo* and *Brokeback Mountain* have chosen southwest Alberta as their movie-making destination. Film Friendly Southwest Alberta is an initiative to show off communities in the region that are open to film production. The zone is also social media friendly. Since launching a storybook-inspired resort in Crowsnest Pass, Charmed Family Resorts has gained widespread love across social media, with over 800K followers on TikTok alone. The resort attracts many international visitors who come all the way to the Southern Rockies zone to spend the night.

Exotic destinations attract young travellers

Younger travellers are not looking exclusively for sun and beach destinations; they also want immersive adventure, often involving high doses of adrenaline and off-the-beaten-path destinations.

The Southern Rockies zone offers a wide array of geographical landscapes, with its prairies and farms that soon turn into breathtaking mountain vistas. This “sweet spot” in the Canadian Rockies lends itself to some of the best adrenaline-fuelled activities for outdoor thrill seekers, from sky racing to bouldering to endurance racing.

Single destination, longer stay

The complexity of arranging a trip will result in travellers booking fewer trips but increasing the length of their stay in a single country. “Travel less, travel better” will determine booking behaviour over the next few years.

The Town of Fincher Creek is centrally located in the Southern Rockies and is well-positioned as the adventure and accommodation base camp for the zone. Travellers can adventure into Waterton, Crowsnest Pass and Castle Provincial Parks all within 30 minutes, extending their stay to explore wilderness and adrenaline-filled experiences.

(Source: Twenty31, 2022)

RESIDENT SENTIMENT

The success of developing tourism across Alberta's TDZs hinges on tourism's impact on the quality of life for local residents. Quite simply, if it's not good for residents, it's not good for visitors. Travel Alberta has been tracking resident sentiment across the province for the past year, and as part of this initiative, we assessed resident sentiment at a TDZ level, as highlighted below.

Generally, Southern Rockies residents are proud of the place they call home, and are very likely to urge friends, relatives and colleagues to visit their communities. In residents' minds, tourism creates both employment opportunities and an overall positive impact on their local economy. Since residents already believe that the current regional economic condition can be improved by tourism, it's not surprising that they would welcome more visitors to their communities.

Highlights: Resident Sentiment

QUESTIONS	TOTAL ALBERTA RESIDENTS	SOUTHERN ROCKIES RESIDENTS
Tourism is important to my community	70%	91%
I would welcome more visitors to my community	62%	78%
A strong tourism industry improves my quality of life	61%	64%
The attractions, events and things to do here are an important part of making my community a vibrant place	83%	96%
My community offers remarkable experiences to visitors	64%	91%
My community and area offers experiences I want to tell others about	65%	86%

(Source: Stone Olafson, 2023)

While positive indicators are reported in the resident sentiment survey, the total number of residents surveyed only represents a small sample of the population in the Southern Rockies TDZ. Residents and local governments are still learning about the benefits of tourism, and it will be important to continue to provide information on the value of tourism to them.

SWOT ANALYSIS

Using findings from primary and secondary research and extensive stakeholder engagement, the consulting team conducted a strengths, weaknesses, opportunities and threats (SWOT) analysis to evaluate this TDZ. The analysis takes into consideration both the current and potential future drivers that will influence tourism within the zone.

Strengths

- The zone's incredible scenery transition —from prairies to the Rocky Mountains
- Mountainous landscapes make the TDZ an attractive destination for regional visitors
- Well-developed trails provide numerous options for hikers & mountain bikers at all skill levels
- An abundance of trails allow for year-round motorized exploration —from quadding to snowmobiling to dirt biking
- Two UNESCO World Heritage Sites
- Two well-established ski hills
- Local entrepreneurs driving ongoing development of small tourism-related products and experiences (distilleries, museums, farm experiences, culinary establishments)
- Proximity to Calgary, B.C. and the U.S.
- Unique natural sites (Frank Slide, Waterton Lakes National Park, Head-Smashed-In Buffalo Jump)

S

W

Weaknesses

- Lack of accommodations (both economy and upper-scale) to serve leisure visitors
- Long travel distances between tourism assets
- Regulatory policies that are not directly supportive of, and therefore do not encourage, farm stays and farm-related experiences
- Provincial policies that inhibit all-season activities and result in a lack of year-round tourism development (including mountain biking trails, accommodations, access) at Castle Mountain Resort
- No coordinated tourism wayfinding approach that the province, local authorities and businesses can all participate in
- Limited collaboration among municipalities and DMOs
- A lack of product and accommodation mix resulting in visitors driving through the zone to B.C.

Opportunities

- Sustainable product and experience development (guided and self-guided cycling and e-bike tours, mountain biking, snowmobiling) across all seasons
- Development of Waterton night sky experiences
- Ability to capture drive-through traffic and encourage more multi-day stays
- Development of a more robust accommodations sector (including hotels, RV rentals and sites, camping, B&Bs, farm stays) to better serve leisure visitors
- Appetite for increased collaboration and communication among the many communities and tourism stakeholders across the zone
- Potential connection between Crowsnest Pass and Castle Mountain, which would create better synergy for multi-day ski trips
- Improvements to key highways enabling greater ease of access—both to and throughout the zone
- All-season resort potential on two brownfield sites

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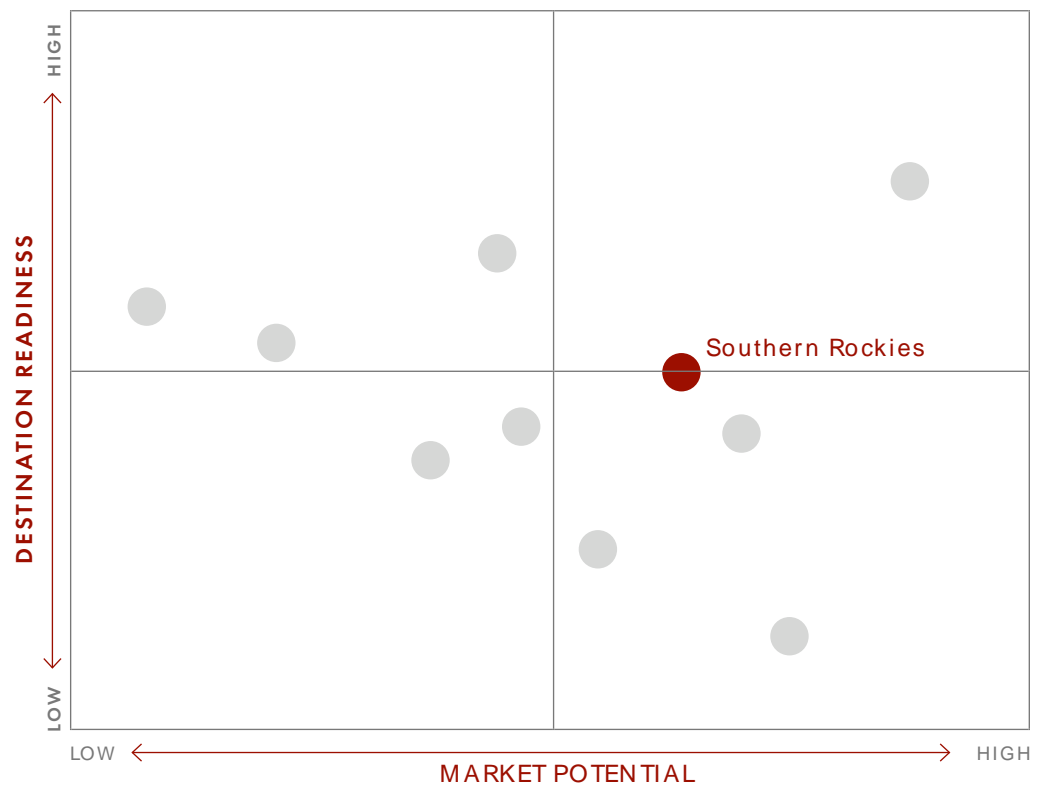
Threats

- Continued tourism development on B.C. border, including products and experiences of which Alberta should have a competitive advantage (outdoor/ nature-based activities, farm stays, alpine activities, etc.)
- Policies that continue to limit tourism growth in key opportunity areas, such as all-season resorts and farm stays
- Lack of inter-regional co-operation, which reduces efficiency and effective use of resources in the area
- Value of tourism not fully recognized by all residents and local authorities

DESTINATION MATURITY AND READINESS

The Southern Rockies TDZ has significant potential (as shown in red on the matrix) to become an enabling environment for tourism with an improved mix of tourism products and experiences. To determine effective resource allocation moving into the design phase, Travel Alberta assessed market potential and community readiness in destinations within the Southern Rockies zone. This initial assessment will be further validated with input from communities across the TDZ. Key issues pertaining to this zone include:

- Capacity of DMO
- Quantity of market-ready and export-ready products
- High regulatory barriers to entry



The grey dots represent the position of the Southern Rockies TDZ relative to the ten other TDZs across the province.



05 VISION FOR THE FUTURE



Star Creek Falls, Crowsnest Pass

“By 2035 the Southern Rockies TDZ will leverage its natural and cultural assets to create a year-round destination offering quality visitor experiences through well-managed growth that benefits our unique communities.”

– Summarized from the Southern Rockies TDZ’s stakeholder engagement sessions

DESTINATION 2035

One of Alberta’s best-kept secrets, the Southern Rockies are home to stunning views, lesser-travelled hiking and camping trails, iconic mountain wonders, roaming wildlife, and historical sites. It’s the perfect place to create your own adventure, find fulfillment and connect with nature in wide open spaces—while at the same time meeting welcoming faces in the zone’s many historical communities and enjoying cuisine inspired by local ingredients.

The 2035 visitor experience in the Southern Rockies TDZ can be defined by two distinct experience categories: soft adventure and immersion in nature.

Currently, the zone offers a limited number of existing key products and experiences that draw visitors (Head-Smashed-In Buffalo Jump, Castle Mountain Resorts, Pass Powderkeg, Frank Slide Interpretative Centre, Waterton Lakes National Park). There are also smaller and more seasonal tourism products that complement these key experiences but are not stand-alone visitor draws.

In order to create synergies between these existing products and encourage an increase in overnight stays by 2035, three primary clusters of tourism activities have been identified for further

development: Crowsnest Pass, Fincher Creek (including the Municipal District of Fincher Creek) and Waterton.

- Crowsnest Pass: skiing, snowmobiling, hiking, golf, bouldering, and natural sites
- Fincher Creek: accommodations, tourism service hub, skiing, arts and culture
- Waterton: hiking, cross-country skiing, touring, wellness, natural sites

All of these areas either already have development planned or are likely to develop new tourism products identified in this report. In the case of Waterton, the cluster is already heavily invested in tourism; the issue is how to make the area a year-round destination.

As indicated above, as there is limited air service within the region. The zone will remain primarily accessible by car, with access concentrated on three main arteries—highways 2, 3, and 22—as well as Highway 6 to Waterton. Product and experience development should be concentrated within nearby catchment areas.

STRATEGIC INITIATIVES

In support of tourism development within the Southern Rockies TDZ, multiple strategic initiatives were identified by local stakeholders and communities. This includes:

01. Creating an enabling environment, with support from local and provincial government, in which tourism entrepreneurs can invest in the tourism sector with confidence and ease
02. Increasing overall accommodation offering, with a focus on higher-end accommodations that meet the needs of leisure travellers
03. Increasing tourism product offering, with a focus on purchasable outdoor experiences in all seasons
04. Addressing challenges around DMO governance and sustainability
05. Identifying and support the development of packages and itineraries
06. Improving access—including transportation infrastructure and technological connectivity—to and within the zone

OUTCOMES

Successful implementation of these strategic initiatives will enable the development of products, accommodations, and robust multi-day itineraries that increase the length of time visitors stay and how much they spend throughout the Southern Rockies TDZ. Specifically, the desired outcomes of these initiatives include:

Improved seasonality of visitation

Businesses will operate predictably, visitors will have positive experiences, and community members will appreciate the value visitors bring to their communities.

Public and private sector investment

The identification of specific gaps in products, experiences and infrastructure will have created awareness of community needs and market demand, spurring private and public sector investment.

Capacity and capability

Tourism companies, entrepreneurs and destination organizations across the province will be well-equipped to expand, establish and support their businesses, creating jobs and more vibrant communities.

Awareness and understanding of benefits

Tourism growth will result in a more diversified economy, reduce dependency on other sectors, improve quality of life for residents and legitimize the benefits of tourism in this TDZ.

Reconciliation and cultural awareness

If the results of the ongoing Indigenous engagement in the zone show that local Indigenous communities are in favour of tourism development, Travel Alberta will collaborate with Indigenous Tourism Alberta and Indigenous tourism operators to foster growth in the sector. Community-led tourism will offer opportunities for economic development, the sharing of cultures and the development of infrastructure that will benefit residents.

Cooperation among communities

Communities will bring their unique perspectives and assets to the table to develop strong tourism products and experiences that attract visitors to the zone and encourage them to stay longer.



Heritage Acres Farm, Pincher Creek

06 CONCLUSION AND NEXT STEPS

To achieve the Southern Rockies TDZ's full potential, communities, governments, business owners, and stakeholders must collaborate. While the zone has many assets capable of attracting Canadian and international visitors, these assets currently need more supporting products and amenities (particularly accommodations). Residents of the zone exhibit significant pride of place and enthusiasm for visitors; however, local governments and communities need to be better informed on the value tourism contributes to the zone's regional, social, economic, and environmental growth and sustainability. Multiple local jurisdictions and provincial departments will need to work collaboratively to foster a cooperative and enabling environment for tourism stakeholders and investors. In turn, these stakeholders and investors will need to develop new and enhanced products and services to facilitate soft adventure and immersion in nature. These efforts coupled with unlocking the potential of existing assets with significant potential, such as Castle Mountain Resort, will make the Southern Rockies a destination and not a place to pass through.

Successful implementation of the strategic initiatives outlined in this report will unlock the zone's existing potential and create new regional growth and prosperity opportunities. The findings in this report will be used to establish the foundations for a sustainable, attractive, and economically viable destination.



Lundbreck Falls, Crowsnest Pass



**CONTACT YOUR DESTINATION
DEVELOPMENT MANAGER FOR SUPPORT**

Yvonne Chau
Southern Rockies & Calgary
403-870-3307
yvonne.chau@travelalberta.com



DISCOVERY REPORT

SOUTHERN ROCKIES TOURISM DEVELOPMENT ZONE

FEBRUARY 2024

Castle Mountain Resort, Pincher Creek

1

TOURISM DEVELOPMENT ZONE PROJECT



Castle Provincial Park

CENTRAL TO OUR SUCCESS



Capitalize on the untapped potential of rural Alberta

TOURISM DEVELOPMENT ZONES

- 1 Fort McMurray Wood Buffalo
- 2 Northern Rockies
- 3 Northeast Lakelands
- 4 David Thompson
- 5 Olds to Lacombe
- 6 Cochrane/Sundre/Rocky Mountain House
- 7 Canadian Badlands
- 8 Foothills
- 9 Lethbridge to Medicine Hat
- 10 Southern Rockies



2

WHY TOURISM? WHY HERE?



Glamping Resorts, Castle Provincial Park

\$1.2B

LEAKING TO
B.C. EACH
YEAR



Crowsnest Pass

SOUTHERN ROCKIES TOURISM DEVELOPMENT ZONE

2022-2035 PROJECTIONS*



PROJECTED
VISITOR SPEND
GROWTH / YEAR

7.3%



ESTIMATED
TOURISM SPEND

\$800M



POTENTIAL JOB
CREATION

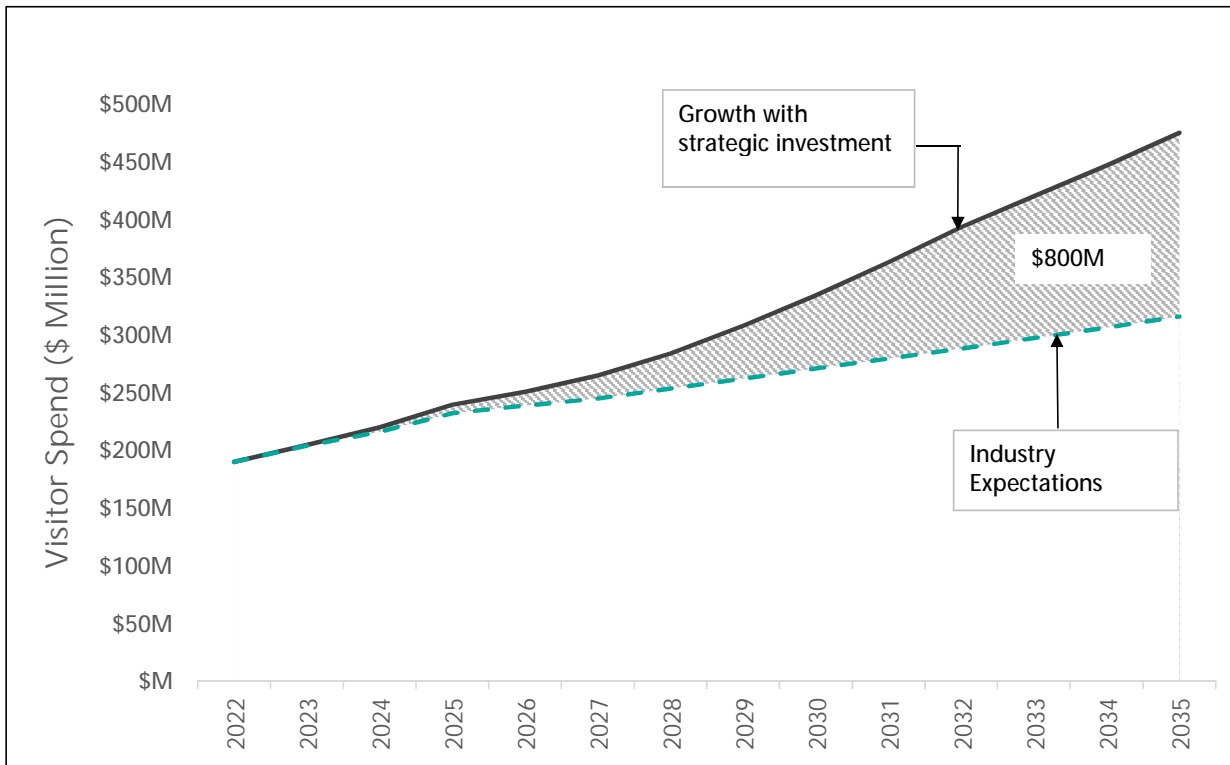
5,700

*Incremental



FORECASTED VISITOR SPEND

SOUTHERN ROCKIES 2023 - 2035



\$800M ADDITIONAL VISITOR SPENDING

=

\$625M
IN GDP

\$109M
IN TAXES

5.7K
JOBS

(Direct, indirect, and induced impacts)

3

ENGAGEMENT



Glamping Resorts, Castle Provincial Park

WHO WE ENGAGED



STAKEHOLDERS

114



BUSINESSES

63



COMMUNITIES

4

RESIDENT SENTIMENT

91%

Tourism is important
to my community

64%

A strong tourism industry
improves my quality of life

78%

I would welcome more
visitors to my community

KEY FEEDBACK THEMES

1

Greater collaboration,
communication &
commitment needed
amongst the
communities

2

A sustainable,
community-centric
approach to tourism
development

3

Region has many of
the raw ingredients to
become an attractive
destination

4

NEXT STEPS



Frank Slide Historic Site, Grousenest Pass

DESTINATION 2035

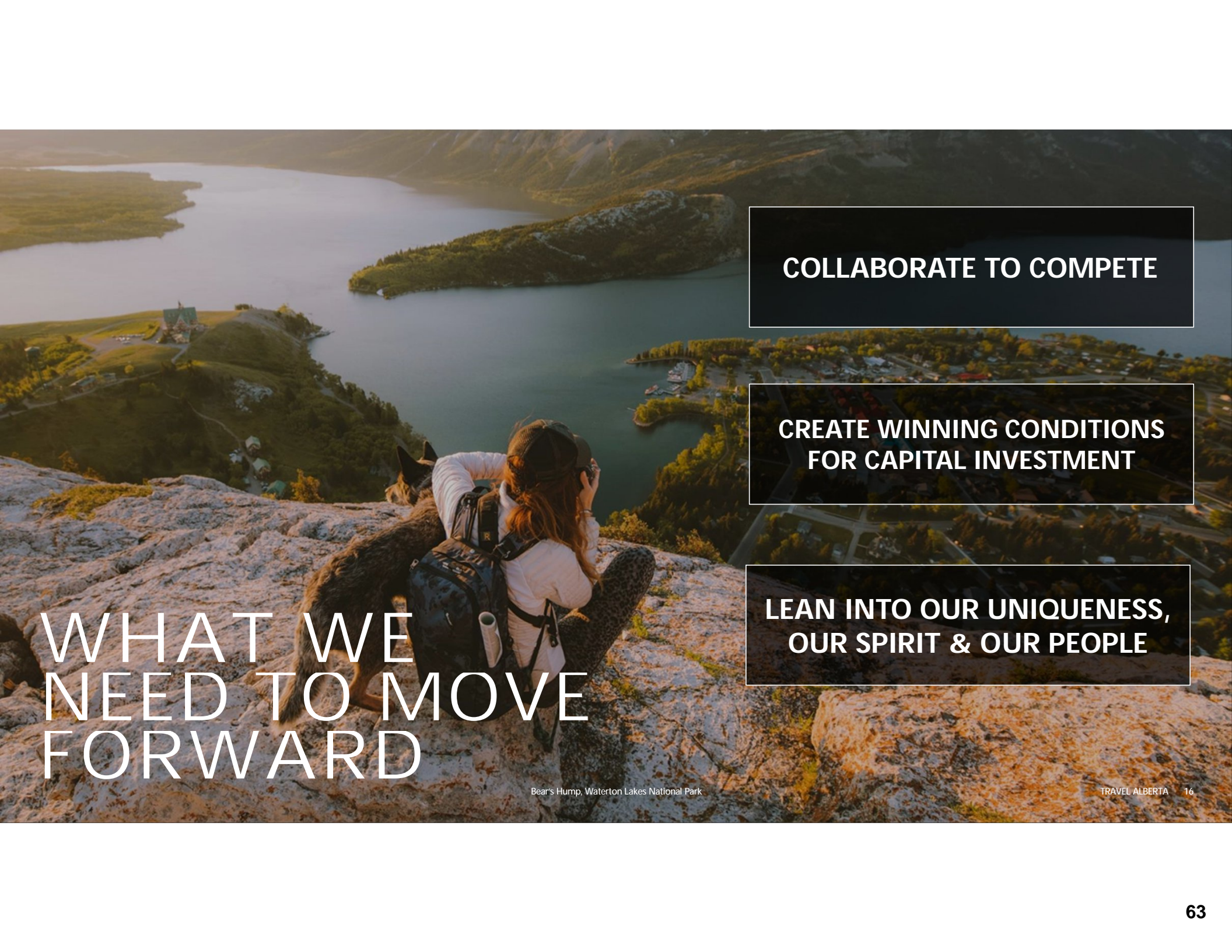


By 2035, our tourism region will leverage its natural and cultural assets to create a year-round destination offering quality visitor experiences through well-managed growth that benefits our unique communities.



DEVELOPING A DESTINATION





WHAT WE NEED TO MOVE FORWARD

COLLABORATE TO COMPETE

**CREATE WINNING CONDITIONS
FOR CAPITAL INVESTMENT**

**LEAN INTO OUR UNIQUENESS,
OUR SPIRIT & OUR PEOPLE**

Bear's Hump, Waterton Lakes National Park

MOVING FORWARD TOGETHER





Municipality of Crowsnest Pass Request for Decision

Meeting Date: February 13, 2024

Agenda #: 7.a

Subject: Bylaw 1139, 2022 - Road Closure Bylaw - All that portion of road on Plan 6808CU lying south of the easterly production of the northern boundary of Block 7, Plan 6808CU and lying north of the easterly production of the southern boundary of Block 7, Plan 6808CU, containing 0.16 hectares (0.39 acres) more or less - Second and Third reading

Recommendation: That Council gives second and third reading of Bylaw 1139, 2022.

Executive Summary:

Bylaw 1139, 2022 proposes the closure of a 0.16 hectare (0.39 acre) portion of road (83 Street in Coleman, between 23 Ave and 24 Ave) for a proposed residential development that includes the adjacent Block 7 (west) and Block 12 (east) properties.

Relevant Council Direction, Policy or Bylaws:

Section 22 of the Municipal Government Act

Motion 11-2022-11-22

Discussion:

The road closure will allow access from the east to Block 7 and connecting the proposed concept plan (see attached). Access to Block 7 from the west would be challenging due to the topography and steep slope of the lot.

The applicant has applied to purchase Block 7 and Block 12 for residential development.

Council gave first reading to Bylaw 1139-2022 on February 07, 2023, Administration completed the road closure referral procedure, and Council held a public hearing on February 28, 2023. There were no objections received during the referral process or the public hearing. Subsequently, Administration submitted a complete road closure package to Alberta Transportation.

On December 21, 2023 the Minister of Transportation and Economic Corridors signed the bylaw and

returned it to the Municipality, and Council can now consider second and third readings. The completed bylaw will then be sent to the Registrar of Land Titles for registration and final closure of the roads. The developer would then be in a position to move forward with the subdivision and development applications.

Analysis of Alternatives:

1. Council may give second and third readings of Bylaw 1139, 2022, as proposed.
2. Council may defeat Bylaw 1139, 2022.

Financial Impacts:

If the application proceeds, the Municipality will receive \$4,190 for the purchase of the road allowance portion plus GST, plus the purchase of Block 7 & 12.

Attachments:

[Bylaw1139, 2022 signed by minister.pdf](#)

[Bylaw 1139, 2022 Schedule A - Road Closure.pdf](#)

[Concept Plan.pdf](#)

MUNICIPALITY OF CROWSNEST PASS
BYLAW NO. 1139, 2022
ROAD CLOSURE

BEING a bylaw of the Municipality of Crowsnest Pass for the purpose of closing to public travel and creating title to and disposing of portions of a public roadway in accordance with section 22 of the Municipal Government Act, chapter M26, Revised Statutes of Alberta 2000, as amended.

WHEREAS the lands hereafter described are no longer required for public travel,

AND WHEREAS application has been made to Council to close the roadway,

AND WHEREAS the Council of the Municipality of Crowsnest Pass deems it expedient to provide for a bylaw for the purpose of closing to public travel the said road or a portion thereof, situated in the said municipality and thereafter creating title to and disposing of same,

AND WHEREAS notice of intention of Council to pass a bylaw has been given in accordance with sections 216.4 and 606 of the Municipal Government Act,

AND WHEREAS Council held a public hearing to hear any person claiming to be prejudicially affected by the bylaw,

NOW THEREFORE be it resolved that the Council of the Municipality of Crowsnest Pass in the Province of Alberta does hereby close to public travel for the purpose of creating title to and disposing of the following described roadway, subject to rights of access granted by other legislation:

All that portion of road on Plan 6808CU lying south of the easterly production of the northern boundary of Block 7, Plan 6808CU,
And lying north of the easterly production of the southern boundary of Block 7, Plan 6808CU,
Containing 0.16 hectares (0.39 acres) more or less,

As illustrated in Schedule 'A' attached to and forming part of this bylaw.

READ a **first** time in council this 28th day of February 2023.



Blair Painter
Mayor



Patrick Thomas
Chief Administrative Officer

PUBLIC HEARING scheduled for the 28th day of February 2023 and advertised in the Crowsnest Pass Herald on the 15st and 22nd day of February 2023.

APPROVED this 21st day of December, 2023



Minister of Transportation
and Economic Corridors

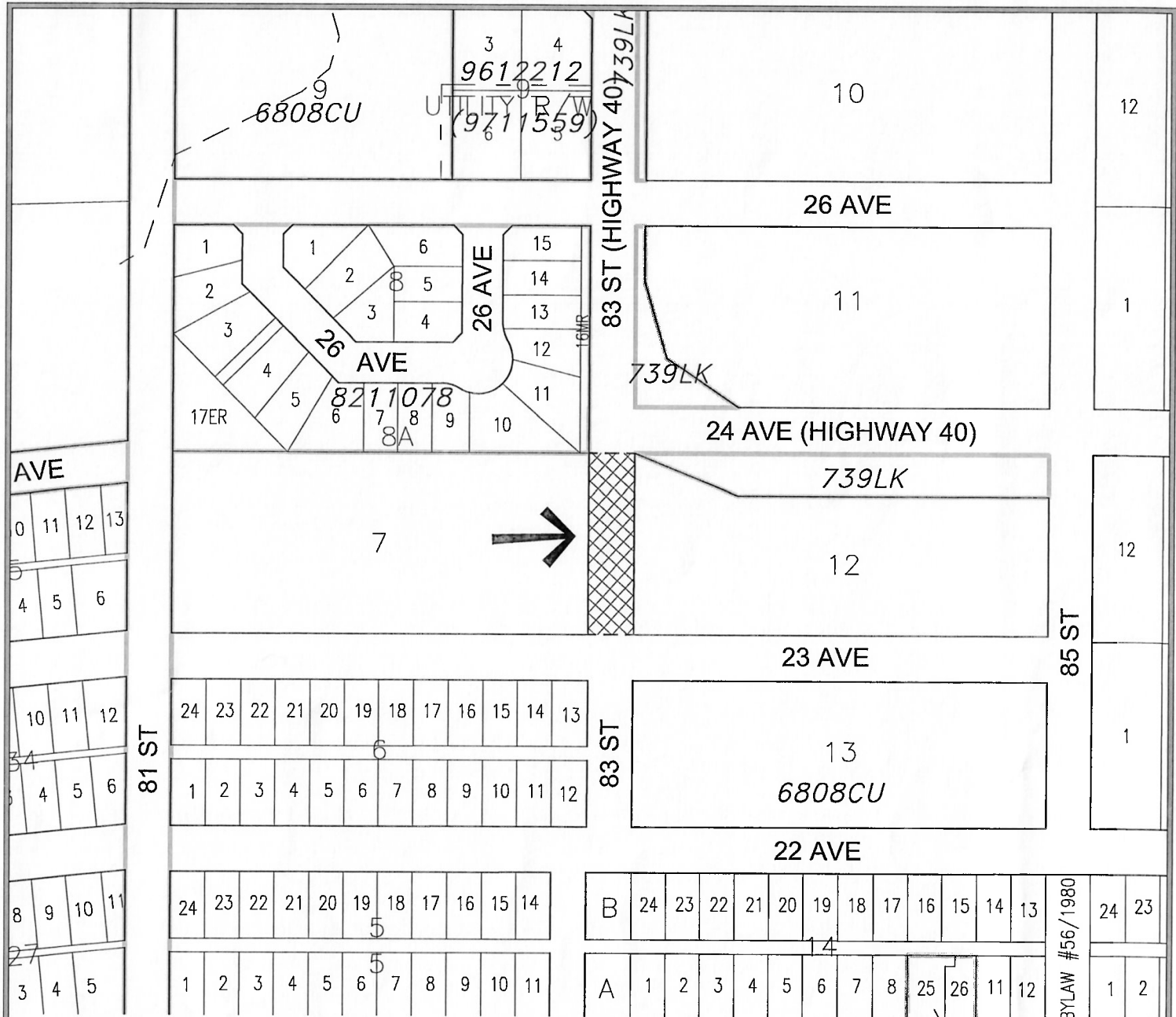


READ a **second** time in council this _____ day of _____ 2023.4

READ a **third and final** time in council this _____ day of _____ 2023.4

Blair Painter
Mayor

Patrick Thomas
Chief Administrative Officer



**PROPOSED ROAD CLOSURE
SCHEDULE 'A'**



ALL THAT PORTION OF ROAD ON PLAN 6808CU LYING SOUTH OF THE EASTERLY PRODUCTION OF THE NORTHERN BOUNDARY OF BLOCK 7 PLAN 6808CU AND LYING NORTH OF THE EASTERLY PRODUCTION OF THE SOUTHERN BOUNDARY OF BLOCK 7 PLAN 6808CU
CONTAINING 0.16 HECTARES (0.39 ACRES) MORE OR LESS

WITHIN NW 1/4 SEC 9, TWP 8, RGE 4, W 5 M
MUNICIPALITY: CROWSNEST PASS (COLEMAN)
DATE: JANUARY 16, 2023

Bylaw #: 1139, 2022
Date: _____



0 Metres 50 100 150 200

MAP PREPARED BY:
OLDMAN RIVER REGIONAL SERVICES COMMISSION
3105 16th AVENUE NORTH, LETHBRIDGE, ALBERTA T1H 5E8
TEL. 403-329-1344

"NOT RESPONSIBLE FOR ERRORS OR OMISSIONS"



**PROPOSED ROAD CLOSURE
SCHEDULE 'A'**



ALL THAT PORTION OF ROAD ON PLAN 6808CU LYING SOUTH OF THE EASTERLY PRODUCTION OF THE NORTHERN BOUNDARY OF BLOCK 7 PLAN 6808CU AND LYING NORTH OF THE EASTERLY PRODUCTION OF THE SOUTHERN BOUNDARY OF BLOCK 7 PLAN 6808CU CONTAINING 0.16 HECTARES (0.39 ACRES) MORE OR LESS

WITHIN NW 1/4 SEC 9, TWP 8, RGE 4, W 5 M
MUNICIPALITY: CROWSNEST PASS (COLEMAN)
DATE: JANUARY 16, 2023

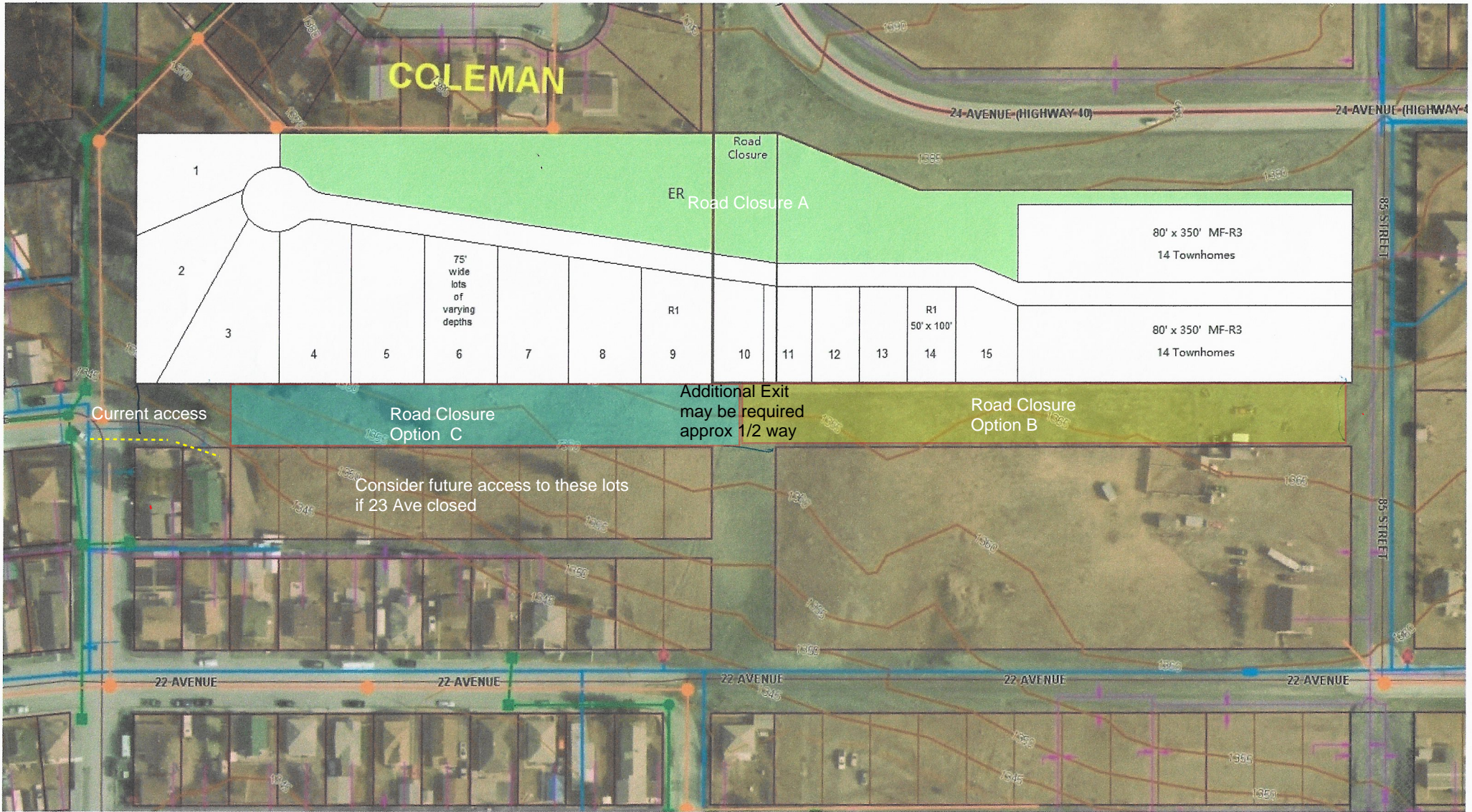
Bylaw #: 1139, 2022
Date: _____



MAP PREPARED BY:
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TEL. 403-329-1344

"NOT RESPONSIBLE FOR ERRORS OR OMISSIONS"

Attachment 'A' to Road Closure Application Concept Strata Plan





Municipality of Crowsnest Pass Request for Decision

Meeting Date: February 13, 2024

Agenda #: 7.b

Subject: Bylaw 1175, 2023 - Land Use Bylaw Amendment - Rezone the lands legally described as a portion of Lot 14, Block 19, Plan 1011620 from Retail Commercial C-1 to Residential R-1 - Second and Third Reading.

Recommendation: That Council gives second and third readings of Bylaw 1175, 2023.

Executive Summary:

Bylaw 1175, 2023 proposes to rezone lands from Retail Commercial C-1 to Residential R-1 for the purpose of completing the conditions of subdivision application 2022-0-074.

Relevant Council Direction, Policy or Bylaws:

Section 692, Planning Bylaws, Municipal Government Act, RSA 2000, c M-26. (MGA)

Land Use Bylaw No. 1165-2023

Discussion:

On January 23, 2024 council gave first reading to Bylaw 1175, 2023.

Subdivision application 2022-0-074 involves a boundary adjustment to increase the size of an existing R-1 residential parcel that is developed with a Single-Detached Dwelling. As part of the subdivision conditions it is a requirement that the portion of land that will be subdivided from the Bellevue Underground Mine parcel and consolidated with the residential property is rezoned to R-1 to reflect the use of the land for residential purposes.

Analysis of Alternatives:

1. Following the Public Hearing, Council may give second and third readings of Bylaw 1175, 2023, as proposed.
2. If additional information is required by Council and/or amendments to the Bylaws are proposed by

Council prior to Second Reading, Council may postpone Second Reading of Bylaw 1175, 2023 and provide further direction to Administration. Substantial changes to the Bylaw will require Council hold a second Public Hearing prior to considering the Bylaw 1175,2023 for Second and Third reading.

3. Council may defeat Bylaw 1175, 2023.

Financial Impacts:

N/A

Attachments:

[Bylaw 1175, 2023 - Schedule A.pdf](#)

[FORMATTED Bylaw 1175 2023.docx](#)

MUNICIPALITY OF CROWSNEST PASS

BYLAW NO. 1175, 2023

LAND USE BYLAW AMENDMENT – Rezone a portion of Lot 14, Block 19, Plan 101 1620

BEING a bylaw of the Municipality of Crowsnest Pass in the Province of Alberta, to amend Bylaw No. 1165, 2023, being the municipal Land Use Bylaw.

WHEREAS the Council of the Municipality of Crowsnest Pass wishes to rezone the lands legally described as a portion of Lot 14, Block 19, Plan 101 1620, within NE¼ 20-7-3-W5M, containing ±0.04ha (0.09 acres), as shown on Schedule ‘A’ attached hereto and forming part of this bylaw, from “Retail Commercial – C-1” to “Residential – R-1”.

AND WHEREAS the purpose of the proposed amendment is to provide for the opportunity to use and develop the lands in accordance with the provisions of the “Residential – R-1” District.

AND WHEREAS the municipality must prepare an amending bylaw and provide for its consideration at a public hearing.

NOW THEREFORE, under the authority and subject to the provisions of the Municipal Government Act, Revised Statutes of Alberta 2000, Chapter M-26, as amended, the Council of the Municipality of Crowsnest Pass in the Province of Alberta duly assembled does hereby enact the following amendments:

1. The Land Use District Map be amended to rezone the lands legally described as a portion of Lot 14, Block 19, Plan 101 1620, within NE¼ 20-7-3-W5M, containing ±0.04ha (0.09 acres), as shown on Schedule ‘A’ attached hereto and forming part of this bylaw, from “Retail Commercial – C-1” to “Residential – R-1”.
2. Bylaw No. 1165, 2023, being the Land Use Bylaw, is hereby amended.
3. This bylaw comes into effect upon third and final reading hereof.

READ a **first** time in council this _____ day of _____ 2024.

READ a **second** time in council this _____ day of _____ 2024.

READ a **third and final** time in council this _____ day of _____ 2024.

Glen Girhiny
Deputy Mayor

Patrick Thomas
Chief Administrative Officer



**Municipality of Crowsnest Pass
Request for Decision**

Meeting Date: February 13, 2024

Agenda #: 7.c

Subject: Service Areas Update

Recommendation: That Council receives the service area update as information.

Executive Summary:

Each month the CAO provides Council with a summary of some of the highlights of work completed by the various departments over the last month.

Relevant Council Direction, Policy or Bylaws:

N/A

Discussion:

N/A

Analysis of Alternatives:

N/A

Financial Impacts:

N/A

Attachments:

[Service Areas Update - February 9, 2023.docx](#)



Service Areas Update – February 9, 2024

CAO Office

- Meetings with Minister Lowen and Deputy Minister Stewart
- Meeting with ESW on IT Security Assessment
- Attended Community-Wide Capacity Building Grassroots Economic Development Session
- Attended Public Land Crowsnest Recreation Symposium
- Meeting with Economic Development Lethbridge
- Meeting with NWP Coal on housing
- Meeting with CCSS
- Attended Brownlee Emerging Trends
- Coordinating with TV show production crew
- Continuing Downtown Bellevue Revitalization project oversight
- Continuing Blairmore & Coleman Water Plant MCC Upgrade project oversight
- Continuing Frank WWTP Upgrade project oversight
- Continuing Bellevue Fire Pump and Water Main project oversight
- Continuing PPK Lodge Deck project oversight
- Continuing Southmore Phase 2 ASP project oversight

Finance

- Tax Desk received 40 requests for Tax Searches in January 2024 (compared to 27 in January 2023, and 40 in January 2022).
- Accounts Payable in January did one check run, processed 160 invoices, and paid 81 vendors. (January 2023 processed 517 invoices and paid 232 vendors with two check runs).
- Working on a new accounting regulation coming into effect for 2023 (Asset Retirement Obligation). Consultant has been hired and completed review of building December 18, 2023. Report on findings is due early February.
- Year-end work has begun with the auditors due on-site March 18, 2024.
- 2024 Business License invoices were sent out late November with a January 31 due date (514 licenses for a total of \$143,011.31).
- A breakdown of outstanding the Business licenses (106) is as follows:
 - Tourist Homes 6
 - Short Term Rental 3
 - Non-Residential Business 23
 - Home Occupancy 1,2 and Commercial 74
 - Cancelled Licenses 20

- Outstanding licenses will be given to the CPO's Friday February 9, 2024, to begin follow-up.

Corporate Services

- The Municipality has 173 employees across the organization.
- First Aid and Health and Safety Committee Representative training is occurring this week.
- Pass Pool job postings are out on the website and summer recruiting has commenced.
- Audiometric testing is booked for February 8, 2024, and we have another batch of employees getting custom hearing protection.
- The Municipality has 6 open Postings online (all summer seasonal).
- 0 FOIP requests have been received;
- 6 Complaint Forms have been received; 5 are related to smoke either the Municipal burn pit or other controlled burns in the area by third parties.
- Working on collecting the remaining outstanding business licenses that were due January 31, 2024.
- Preparing the spring/summer Community Guide
- Processing the T4s in the Payroll Department.

Development, Engineering & Operations

- **Utilities Department**
 - Completed water service repair in Bellevue
 - Assisting with several frozen water services
 - Repairs to vac truck tanks completed along with addition of boiler for winter operations
 - Preparing service quotes for 2024
 - Majority of crew have transitioned back to Transportation
- **Transportation Department**
 - Snow and ice control.
 - Locating and opening catch basins for melt.
 - Pothole maintenance: Bellevue-Hillcrest 14, Coleman 17.
- **Development & Trades Department**
 - **Facility Maintenance**
 - § Regular maintenance activities.
 - § Develop preventative maintenance work schedules, annual inspection programs, and facility / equipment life-cycle assessments for 2024.
 - **Planning, Development & Safety Codes**
 - § Municipal Planning Commission – one meeting in January (1 Subdivision; 3 DPs).
 - § Municipal Historic Resources Advisory Committee – no meeting in January.
 - § SDAB – no hearing in January.

Key Performance Indicators (KPIs):

Key Performance Indicator (KPI)	Activity Volume Previous Month	Activity Volume YTD
Facility Maintenance – Plumbing, Construction, Electrical		
Work Orders – issued / closed / open	47 / 50 / 26	47 / 50 / 26
Planning & Development		
Compliance Certificate requests - received / processed	5 / 4	5 / 4
Development permit applications - received / processed	20 / 14	20 / 14
Business Licences - received / processed	13 / 10	13 / 10
LUB Complaints – new / closed	5 / 2	5 / 2
LUB Complaints – Monthly Volume	53	53
Notice of Intent / Stop Orders issued	2 / 0	2 / 0
Bylaws (MR / Road Closures, LUB)	4	4
Appeal Hearings	0	0
Subdivision applications	0	0
Safety Codes		
New Housing Starts	1	1
Building permits - issued / inspections / closed	1 / 29 / 21	1 / 29 / 21
Electrical permits - issued / inspections / closed	13 / 33 / 25	13 / 33 / 25
Gas permits - issued / inspections / closed	7 / 19 / 12	7 / 19 / 12
Plumbing permits - issued / inspections / closed	3 / 10 / 3	3 / 10 / 3
PSDS permits - issued / inspections / closed	1 / 0 / 1	1 / 0 / 1

Protective Services

- **Fire**
 - Hosted a Hazmat Operations/Awareness. 30 attendees total (15 from CNPFR). There were 8 agencies from Southeastern BC to Northern AB. Course was fully grant funded with all internal firefighters' costs being covered.
 - Onboarding of 4 new recruits
 - Station tour for 40 personnel including children ages 4-12

Category	Month (January)
Fires	1
Motor Vehicle Incidents	1
Medical Response	3
Stars Landing	1
Alarms	3
Gas Leak	0
Other	2
Total Responses	11

- **Peace Officer**

- **January/February enforcement focus:**

- § Target U-Turn enforcement on 20th Ave. Blairmore

- § Targeted civic addressing

- § Targeted snow removal/clearing on 20th Ave. Blairmore

Category	Month (January)	Year to Date
Number of Charges Laid	104	104
Cases Generated (Incident Count)	50	50
Cases: Requests for Service	29	29
Cases: Officer Observed	18	18
Cases: Received from outside Department/Agency (i.e. RCMP)	5	5
Vehicle Removal Notices	3	3
Vehicles Towed	2	2
Positive Ticketing	0	0
Projected Fine Revenue **	\$22, 536	\$22,536

Note** Fine revenue is subject to change through court process

- **Environmental Services**

- Program will resume in Spring

Pass Powderkeg Community Resort

- In 2022, Kidsport provided 7 grants for a total of \$1,695 towards skiing/snowboarding fees at Pass Powderkeg. In 2023, 21 grants were provided for a total of \$4,036.
- Rain and warm weather has limited operations in the past 7 days, including a day of closure due to the inability to groom any slopes. However, with the return of cold weather and snow, snowmaking has started back up in order to patch up the hill.
- School programs are kicking back off with some delays due to hill conditions.
- Events this season have been fairly well attended and the schedule is busy until the end of the season.
- The terrain park opened for the season on February 3rd to strong reviews.
- Season passes have surpassed last year's sales
- Summer rentals and events are trickling in

Community Services

- **Arena/Parks.**

- January 31st Community Future workshop at the Elks Hall.
 - February 10th -11th Volleyball tournament at the MDM
 - February 16th- 18th Out of Town Hockey tournament at the Complex.
 - February 19th Family day at the Complex and MDM

- February 24th Coldest Night of the Year at the Elks Hall
- Finalizing Bellcrest Playground design.

- **FCSS**
 - Preparing for Family Day – February 19th
 - Planning for 2024 events and activities.
 - Planning for Order of the Crowsnest Pass and Volunteer Appreciation
 - Prepping 2024 FCSS Funded Organization Funding Agreements
 - Preparing for 2024 Spring Summer Community Handbook
 - Working with Seniors groups for social inclusion activities
 - Meals on Wheels – Business as usual
 - Subsidized taxi program –Business as usual
 - Information & community referrals

- **Programming**
 - Warrior Fitness class registration and facility prep for program
 - Rec Volleyball Sundays
 - Planning Pickle ball Clinic
 - Fitness Bootcamps registration Tuesdays and Thursdays
 - Martial arts youth program starting at Fitness facility.
 - Self-defence course rescheduled due to weather
 - Drums Alive classes starting
 - Red Cross Babysitting Course
 - Family Day event programming
 - Summer games meetings