	<b><i>Strong Local Economy</i></b>	
	<b>Policy Type:</b>	Purpose Statement
	<b>Number:</b>	PS-A-2.3
	<b>To be Reviewed:</b>	Once per term
	<b>Approval Date:</b>	March 8, 2021
	<b>Motion Number:</b>	21.C.094 22.C.106
	<b>Revised Date(s):</b>	March 14, 2022


**Policy Statement:**

Okotoks based employment and resilient businesses strengthen the economy. Thoughtful, collaborative economic development will allow dismantling of barriers and support of local entrepreneurs. Okotoks provides a high level quality of life through its many amenities that entice businesses to locate to the community.

1. Okotoks fosters conditions that are conducive to a diversified, stable, resilient economy.
  - 1.1 An environment conducive to business health including land and building development, taxation, and licensing policy.
  - 1.2 An environment conducive to being locally and nationally competitive for talent and investment.
  - 1.3 An environment conducive to local and regional business retention, growth, and expansion.
  - 1.4 An environment conducive to supporting a thriving downtown Okotoks.
  - 1.5 An environment conducive to attracting visitors.
  
2. Okotoks fosters conditions that are conducive to building strong relationships with the local business community.

**Service Level Descriptions:**

Within the description and context the economic development service levels including business services will be adhered to.

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<b>Service</b>	<b>Service Level Descriptions</b>	<b>Service Level</b>
Economic Development	To support the economic health, stability, diversity, and prosperity of our community.	<ul style="list-style-type: none"> <li>• Business licensing.</li> <li>• Investment attraction by attracting new target sector businesses and investors.</li> <li>• Regional and intermunicipal planning and development and coordination.</li> <li>• Provide planning and development advice.</li> <li>• Deliver visitor information services including wayfinding processes.</li> <li>• Facilitate business opportunities at community events and festivals.</li> <li>• Support business development for retention and expansion.</li> <li>• Manage and develop land and corporate properties.</li> <li>• Facilitate filming opportunities and promote Okotoks as a film-friendly community.</li> </ul>