

# AIRDRIE'S ECONOMIC STRATEGY 2018-2028

## 10-Year Vision

Airdrie's small town feel, entrepreneurial ambition, and superior location make it the place to be for businesses and talent in Western Canada.

## PRIORITIES

- Make it easy to start and grow a business in Airdrie
- Pursue new investment, sectors and opportunities
- Examine Airdrie's workforce needs and post-secondary opportunities

## Vision



## Right for Business

Retain and grow Airdrie businesses and attract new investment

3 Objectives

## PRIORITIES

- Improve transportation networks to ensure ease of mobility of goods and people
- Develop a digital strategy to enable and grow technology use
- Position Airdrie as a regional hub and economic driver



## The Place to Be

Draw visitors, entrepreneurs and the best talent to Airdrie



## A Connected Community

Capitalize on Airdrie's location and future technologies



## PRIORITIES

- Create and champion a placemaking strategy that embraces Airdrie's small town feel
- Grow Airdrie's visitor economy
- Inspire and support an entrepreneurship ecosystem of excellence

## Foundation

## Goal

## The Foundational Pieces

1. Non-residential land
2. Revitalized downtown
3. Technology access
4. Transportation networks

## Goal

By 2028, Airdrie has the foundational pieces in place to shift the tax base by focusing on attracting new industries and growing existing businesses to support residents' needs.