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FOR IMMEDIATE RELEASE

MEDIA RELEASE

Northern Rockies Economic Strategy Enters the Public Engagement Phase

The Northern Rockies Regional Municipality is developing a Regional Economic Strategy. There is no better time than today to take a serious look at the economic future of our community. We will be asking the critical questions:

Where are we now?

Where do we want to be?

How do we get there – what's our strategy?

What will success look like as we implement our plan?

From now through March 2019, the Regional Municipality assisted by Lions Gate Consulting will take a comprehensive look at all aspects and sectors of the NRRM's economy to provide a foundation for a strategy to stabilize, rejuvenate, diversify and grow a sustainable future for the Northern Rockies.

The success of any process such as this depends on effective partnerships that include Governments, the Private Sector, Not-for Profits and the community at large. A representative Working Group is in place to provide insight and guidance and to encourage critical stakeholder engagement.

Opportunities for participation will take the form of Focus Groups, Interviews, Surveys and Workshops, and will key on Tourism, Forestry, Oil & Gas, Agriculture, Retail/Commercial business, the Public Sector, Not-for-Profits, General Business, and Transportation and Home-Based Businesses. Input will be sought from across the Northern Rockies and the final Regional Economic Strategy will be a roadmap written by the community and Regional Council.

Given its critical importance to the future of the Region, businesses and residents, Mayor Foster and members of Council will be involved in all aspects of the project. "Mayor and Council have committed to bringing change to the economy of the Northern Rockies and this Regional Economic Strategy is the beginning of that change," said Mayor Foster of the project.

Progress updates will be posted regularly to the [Northern Rockies website](#) and facebook page. Residents are encouraged to stay tuned and to be ready to pitch in.

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