

**AGENDA**  
**NORTHERN SUNRISE COUNTY**  
**ECONOMIC & TOURISM DEVELOPMENT COMMITTEE**  
**JUNE 11, 2026**  
**NORTHERN SUNRISE COUNTY COUNCIL CHAMBER**  
**5:30 PM**

Page

1) **CALL THE MEETING TO ORDER**

2) **ADOPTION OF THE AGENDA**

that the June 11, 2026, agenda be adopted as presented.

3) **ADOPTION OF THE MINUTES**

3 - 5

1. Minutes of the Economic & Tourism Development Meeting held May 14, 2026  
[Economic & Tourism Development Committee - 14 May 2026 - Minutes - Pdf](#)

4) **BUSINESS ARISING OUT OF THE MINUTES/UNFINISHED BUSINESS**

6 - 11

1. Strategic Plan 2026 -Progress Review  
[2026 Strategic Plan EC Dev Committee](#)

5) **NEW BUSINESS**

12 - 13

1. **Value Added Agriculture and Tourism Grant - Review of the policy for discussion.**

The Committee is invited to review the current Value Added Agriculture and Tourism Grant program and discuss whether the program continues to meet the needs of businesses and residents. While the grant has provided support for agricultural diversification, tourism initiatives, equipment purchases, and property improvements, the program has experienced low uptake over the past three years.

The Committee may wish to consider:

- Reasons for the limited number of applications.
- Whether the current eligibility requirements, matching contribution, or funding levels are barriers.
- Emerging economic development priorities within the region.
- Alternative incentive programs that may generate greater interest and economic impact.

Potential alternatives for discussion include:

- A Business Revitalization and Façade Improvement Grant to support storefront enhancements, building renovations,

signage, landscaping, and beautification projects.

- A Commercial Property Improvement Grant to assist existing businesses with renovations and modernization.
- A Business Expansion Grant focused on helping existing businesses grow and create employment.
- A Tourism Experience Development Grant supporting new attractions, events, and visitor experiences.

**Committee Discussion Question:**

If the existing Value Added Agriculture and Tourism Grant program were revised or replaced, what type of incentive program would provide the greatest benefit to local businesses, communities, and economic growth within Northern Sunrise County?

[1.35 Value-Added Agriculture and Tourism Incentive Grant and Application](#)

**6) ECONOMIC DEVELOPMENT OFFICER'S REPORT**

**7) ROUND TABLE DISCUSSIONS**

**8) CLOSED MEETING**

1. 5:30pm Darin Watson with Creative Data - Data Center Presentation

**9) NEXT MEETING**

1. September

**10) ADJOURNMENT**

**MINUTES  
NORTHERN SUNRISE COUNTY  
ECONOMIC & TOURISM DEVELOPMENT COMMITTEE MEETING  
May 14, 2026  
NORTHERN SUNRISE COUNTY COUNCIL CHAMBER  
5:30 pm**

**PRESENT:**

|                    |   |
|--------------------|---|
| Norm Duval         | Councillor for NSC                      |
| Layne Gardner      | Peace River & Dist. Chamber of Commerce |
| Brian Bielopotocky | Councillor for the Village of Nampa     |
| Jason Bacon        | Member at Large                         |
| Mona Bouchard      | Member at Large                         |
| Sarah Keates       | Member at Large                         |
| Jason Parker       | Member at Large                         |
| Caroline Velie     | Member at Large                         |

**ABSENT WITH NOTICE:**  
Peter Reimer

**IN ATTENDANCE:** Lynn Florence Economic Development Officer

**1. CALL THE MEETING TO ORDER**

The Chairman called the meeting to order at 5:32p.m.

**2. ADOPTION OF THE AGENDA**

**MOVED** the May 14, 2026, agenda be adopted as presented with no additions

**CARRIED**

**3. ADOPTION OF THE MINUTES**

3.1 Minutes of the Economic & Tourism Development Meeting held March 12, 2026

**MOVED** That the March 12,2026, minutes be accepted as presented

**CARRIED**

**4. BUSINESS ARISING OUT OF THE MINUTES/UNFINISHED BUSINESS**

**5. NEW BUSINESS**

5.1 Verbal report from all committee members that attended the EDA conference.

Committee members emphasized the importance of partnerships and collaboration in supporting regional growth and development. The need for shovel-ready projects was also identified as a priority, as they strengthen applications for future grants and funding opportunities.

Many members attended the *Small Business, Big Impact* session and found the information extremely valuable, with some participants now working directly with the presenter to support the growth of their small businesses. The housing session also provided valuable insight into innovative and potentially more cost-effective building options.

Discussions around tourism highlighted that visitors are increasingly

seeking authentic experiences. Members noted that if the region hopes to attract more international tourists, there will need to be a stronger focus on promoting the area and showcasing its unique attractions and culture.

#### 5.2 Innovative Ideas for Housing

- [‘Akin to Lego’: Homes built in a factory may be ‘next frontier’ | Calgary Herald](#)
- [Life in Morinville - Meadows of Morinville](#) - Jandell Homes as the developer
- Granny Suites/ Secondary Suites-

##### Benefits For Homeowners:

- Increased Property Value: Adding a granny suite can significantly boost the value of your property, making it a smart investment for the future.
- Potential Rental Income: Granny suite can be rented out to generate additional income, helping you offset your mortgage or other expenses.
- Keeping Loved Ones Close: Create a comfortable and private space for aging parents, adult children, or other relatives while allowing them to maintain their independence.

##### For Family Members:

- Independent Living: Enjoy the freedom and privacy of a separate living space while still being close to family for support and companionship.
- Affordability: Granny suite offer a more affordable housing option compared to renting a separate apartment or moving into assisted living.
- Close Proximity to Family: Benefit from easy access to family support and shared experiences.

#### 5.3 Funding Opportunities for Housing Needs

- **Build Canada Homes (BCH)** is a federal initiative created to accelerate large-scale home construction across Canada. It works with municipalities, provinces, non-profit housing providers, and private developers to increase housing supply — especially affordable and mixed-income housing. For Northern Sunrise County, this means access to a federal partner focused specifically on increasing housing supply. [Building a Strong Economy - Canada.ca](#)

5.4 Northern Sunrise County has hired Prajaxile, who works with our local housing authorities, to conduct a needs assessment for senior housing.

5.5 2025 County Census

## 6. ECONOMIC DEVELOPMENT OFFICER'S QUARTERLYREPORT

6.1 Agricultural Tour for August- Collaboration with EDO's from the Town of Peace River and Lac Cardinal and Mighty Peace Tourism Association to rent a bus for farm tours with a meal to end the day, with locally grown produce.

6.2 The Labour Market Partnership (LMP) project is a regional workforce development initiative led in collaboration with Northern Sunrise County, the Town of Peace River, and Lac Cardinal Ec. Dev. to help prepare the Peace Region for future economic growth and industrial expansion. The project focuses on identifying current and future workforce needs, addressing skilled labour shortages, and developing strategies to attract, retain, and support workers across key sectors such as trades, energy, manufacturing, construction, healthcare, and community services.

**NORTHERN SUNRISE COUNTY ECONOMIC & TOURISM DEVELOPMENT COMMITTEE MINUTES**

**May 14, 2026**

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Through labour market research, employer engagement, workforce forecasting, and regional collaboration, the project will create an actionable workforce strategy that supports business growth, youth retention, housing readiness, and long-term economic sustainability in rural Alberta.

- 6.3 Youth Committee Initiatives for 2026
- Two youth dances per year
  - Boat ride on the Smoky River with BBQ and Games- July 18
  - Half day at the Peace River Shooting Range
  - Day in Grande Prairie with activities like Escape Room and Jump Yard
  - Laser Tag at the County's Canada Day Event
  - Sponsor a movie night at River City Cinema
- 6.4 Future Founders Peace Region - Youth Entrepreneur Program Partnership with Peace Country Community Futures, Town of Peace River, Sunstone Strategic, NSC and Heart and Soul Photography.

**7. ROUND TABLE DISCUSSIONS**

- 7.1 Sports Tourism – With the large number of tournaments hosted throughout the region, there is significant potential to attract visitors and increase local spending as families travel and stay in the area. Developing a visitor guide or weekend package highlighting local attractions, activities, shopping, and dining options could help encourage families to explore the region and support local businesses during their stay.

**8. CLOSED MEETING**

**9. NEXT MEETING**

**10. ADJOURNMENT**

| <b>Northern Sunrise County Economic Dev. Committee<br/>Strategic Plan 2026</b>  |   |
|---|---|
| <p><b><u>Youth Retention</u></b><br/>Initiatives that will attract and retain youth in the County</p>   | <p><b><u>Objectives</u></b></p> <ul style="list-style-type: none"> <li>• Developing a youth strategy as part of an overall population attraction strategy (ages 11-44)</li> <li>• Reducing and eventually reversing migration to neighboring cities.</li> <li>• Focus on initiatives that will attract and retain youth in the area.</li> </ul> |
| <p>Municipality’s population base is older than the Alberta average. Youth are leaving the municipality, and all these are affecting economic development. NSC needs to build capacity to sustain growth and development.</p>   |   |
| <p><b><u>Key Actions in progress</u></b></p> <ol style="list-style-type: none"> <li>1. \$16500 in bursaries given annually for University, College and trades programs. Partnerships with NADC, NAF and Berwyn Ag Society, with a return to service agreement.</li> <li>2. Trades camps during the summer. 2024 and 2025 at NLC PR Campus for Power Engineering, 2026 for trades camps at NLC High Prairie campus for carpentry, mechanical or welding.</li> <li>3. Youth Council was formed in 2024 to engage our youth in the region and implement youth activities and programs.</li> <li>4. FCSS has programs geared toward building skills called Youth 101</li> <li>5. Youth Council also attends FCSS and EC Dev committee meetings.</li> <li>6. NSC sponsors Lemon Aid Day- Youth Entrepreneurship program</li> </ol> |   |
| <p><b><u>Key Actions for 2026</u></b></p> <ol style="list-style-type: none"> <li>1. Invite the Rotoract to attend future meetings for possible collaborations.</li> <li>2. Housing options for rentals or purchase.</li> <li>3. Closure of the NWP campus in Fairview - Advocate</li> </ol>   |   |
| <p><b><u>Target</u></b></p> <ul style="list-style-type: none"> <li>▪ To reduce and eventually reverse youth migration from NSC within 3 years.</li> </ul>   |   |

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| <p><b><u>Performance Measurement</u></b></p> <ul style="list-style-type: none"> <li>✓ Number of youth trained and/or employed by year end and still living locally.</li> <li>✓ Number of successful training programs run through the year</li> </ul> |
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| <p><b>Northern Sunrise County Economic Dev. Committee<br/>Strategic Plan 2026</b></p>  |   |
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| <p><b><u>Development in the SGBP and County</u></b><br/>                 Continuous development of Sunrise Gateway Business Park and County<br/>                 *Nuclear</p>  | <p><b><u>Objectives</u></b></p> <ul style="list-style-type: none"> <li>• Build on existing foundations (businesses).</li> <li>• To attend to the needs and concerns of all companies in the SGBP.</li> <li>• Attract developers to the SGBP</li> <li>• Promote the Gateway Business Park</li> <li>• Increase rental buildings</li> <li>• Nuclear readiness and educating the residents</li> </ul> |
| <p>Advance the promotion and expansion of the Sunrise Gateway Business Park by developing targeted investment-attraction programming that positions Northern Sunrise County as a competitive location for new and expanding industries.</p>  |   |
| <p><b><u>Key Actions in Progress</u></b></p> <ol style="list-style-type: none"> <li>1. Develop a marketing strategy to promote the Sunrise Gateway Business Park.</li> <li>2. Design a marketing tool to advertise the Park, i.e. website, brochures.</li> <li>3. Work on creating a modern signage of existing businesses along HWY 2 for only businesses existing in the SGBP.</li> <li>4. Develop statistical data for number and type of businesses.</li> <li>5. Value-added Agriculture and Tourism grant- Annually 2 x \$20,000</li> <li>6. Developers Incentive program- First year 75% off, second year 50% and third year 25% off municipal taxes.</li> <li>7. Provincial grant for the Wayfinder Program with Jason Bacon. \$100,000</li> <li>8. NSC Entrepreneur Grant</li> <li>9. NSC Value-Added Agriculture and Tourism Grant</li> </ol> |   |

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| <p>10. Advertise in Invest Alberta Magazine.</p> <p><b><u>Key Actions for 2026</u></b></p> <ol style="list-style-type: none"> <li>1. Collaboration with other municipalities to attend industry trade shows to attract new businesses.</li> <li>2. Nuclear readiness and better understanding of the impacts.</li> <li>3. Provide concrete evidence identifying the barriers preventing development in the SGBP. Provide a report to Council outlining the evidence and factors preventing development.</li> <li>4. Review federal and provincial funding programs for building or upgrading water and sewers.</li> <li>5. Educate the committee and Council on AI Data Centers.</li> <li>6. Identify raw materials that can be manufactured locally.</li> <li>7. Promote the NSC Value-Added Agriculture and Tourism Grant and Entrepreneur Grant.</li> <li>8. Ensure NSC industrial tax rates are competitive within the Peace Region</li> <li>9.</li> </ol> |
| <p><b><u>Target</u></b></p> <p>To increase the number of businesses at the Sunrise Gateway Business Park by at least 1-2 per year starting this year.</p>  |
| <p><b><u>Performance Measurement</u></b></p> <ul style="list-style-type: none"> <li>✓ The number of added businesses by year end.</li> <li>✓ Number of businesses that closed during the year.</li> <li>✓ Number of prospects and leads generated by NSC.</li> <li>✓ Number of new jobs attracted SGBP.</li> <li>✓ The number of investments influencer events attended and contacts made.</li> </ul>  |

| <p><b>Northern Sunrise County Economic Dev. Committee<br/>Strategic Plan Implementation Template</b></p>    |   |
|---|---|
| <p><b><u>Tourism</u></b><br/>Supporting the growth or development of tourism in Northern Sunrise County</p> | <p><b><u>Objectives</u></b><br/>The ultimate objective is to have a clear understanding of the tourism needs and an indication of the preferred options, which will meet the requirements for tourism development and promotion in NSC.</p> <p>Identify opportunities which fit well into the overall Peace Regional tourism integration,</p> |

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|  | <p>and which individuals and communities may wish to implement.</p> <p>Have a tourism development plan</p> |
| <p>Build a vibrant tourism sector by working with regional partners to develop and promote local experiences, ensuring NSC’s tourism assets are market-ready, and increasing resident awareness of tourism opportunities through targeted research and outreach.</p>   |  |
| <p><b><u>Key Actions in Progress</u></b></p> <ol style="list-style-type: none"> <li>1. Extensive consultation with industry groups such as 1) Mighty Peace Tourism, 2) Tourism Alberta, 3) Current and potential tourism asset owners.</li> <li>2. Take inventory of existing tourism products (NSC and neighboring Counties).</li> <li>3. Provincial grant to enhance the trails at Harmon Valley Campground and Pat’s Creek with interpretive signs – Collaboration with Mother Earth Books. New photos and videos are added to our inventory.</li> <li>4. Keep an inventory of potential tourism assets (Northern Sunrise County) such as:             <ol style="list-style-type: none"> <li>a) Artists / artisans / crafts – demonstrations / participation / sales</li> <li>b) Guided and self-guided tours and trips</li> <li>c) Attractions</li> <li>d) Outfitters / tour operators / guides</li> <li>e) Trails tours</li> <li>f) Activities (fishing, hiking, wildlife viewing, canoeing, golfing, hunting, northern lights viewing, attending events, participation in learning activities, photography etc. `1)</li> <li>g) Shopping</li> <li>h) Industry tours</li> <li>i) Farm &amp; ranch experiences etc.</li> </ol> </li> <li>5. Market research</li> <li>6. Website development</li> <li>7. Destination Canada “Dark Skies Corridor” from Edmonton to NWT. Provided information on Francophone destinations in the County.</li> </ol> <p><b><u>Key Action for 2026</u></b></p> <ol style="list-style-type: none"> <li>1. RFD for Council on the cost and plan for a new trail system in the Greene Valley provincial park (Heart River) and joining CT Park with Pat’s Creek.</li> <li>2. RFD to Council to send out a proposal for leasing a space at Murphy’s Flats for glamping experience.</li> <li>3. Return of the Peace Festival in conjunction with an event in the County. Example -Mud Bog</li> <li>4. Invite Rotoract to attend a future Ec Dev Meeting</li> <li>5. Promoting the Smoky and Peace River</li> </ol> |  |

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| <ol style="list-style-type: none"> <li>6. Develop a punch card incentive program for residents or tourists who attend events in the area or visit key locations.</li> <li>7. Develop a tour for local tourism initiatives or businesses with the committee.</li> <li>8. Conduct a community survey to identify gaps, needs and opportunities from the perspective of the residents.</li> </ol>  |
| <p><b><u>Target</u></b></p> <ul style="list-style-type: none"> <li>▪ Make the Municipality a preferred Tourism Destination as medium to long term plan.</li> <li>▪ A comprehensive development of tourism assets and a marketing tool.</li> <li>▪ Tourism assets are marketed to potential local, regional, national and international tourists.</li> </ul>   |
| <p><b><u>Performance Measurement</u></b></p> <ul style="list-style-type: none"> <li>✓ Increase of jobs directly related to the tourism businesses and those that indirectly support tourism, i.e. food production, crafts, transportation, and construction.</li> <li>✓ Number of new and supporting tourism businesses.</li> <li>✓ Number of community enhancement programs implemented to better present the communities to visitors.</li> <li>✓ A well-built informative website and marketing plan frequently updated.</li> </ul> |

| <b>Northern Sunrise County Economic Dev. Committee<br/>Strategic Plan 2026</b>  |  |
|---|--|
| <p><b><u>Workforce Attraction and Resident Attraction and Retention</u></b><br/>                 Attracting new residents and work force.<br/>                 Retaining our seniors and current residents.</p> | <p><b><u>Objectives</u></b></p> <p>Grow the County’s population through targeted resident attraction strategies.</p> <p>Increase the number of new families and skilled workers relocating to the region annually.</p> <p>Expand partnerships with regional employers to identify workforce gaps and promote the County as a location of choice.</p> |

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|  | Incentive package for development of new housing options in the County. |
| Support population growth by enhancing services and quality of life through new, innovative housing options for all ages, including developments that allow seniors to age independently in Northern Sunrise County.   |   |
| <p><b><u>Key Actions in progress</u></b></p> <ol style="list-style-type: none"> <li>1. NSC Bursaries for University, College and Trades with a return to service.</li> <li>2. Collaboration with Peace River Chamber of Commerce on the annual job fair.</li> <li>3. Create a page on the NSC website with information and resources needed to move in the County.</li> <li>4. NSC has lowered their residential tax and Council advocates for Utility distribution fees to be lowered to make it a more affordable place to live.</li> <li>5. Yolomad collaboration with the Town of PR that targets people that are looking to relocate. Advertising is focused on Ontario, BC and Edmonton and Calgary surrounding areas.</li> <li>6. FCSS has many programs or supports to help senior “Age in Place”</li> <li>7. FCSS has a welcome wagon package.</li> </ol> <p><b><u>Key Actions for 2026</u></b></p> <ol style="list-style-type: none"> <li>1. Contract a third party to assess the needs of the County and conceptual plan.</li> <li>2. Advocate for the Airport continued use of Chater flights and Medivac services. Currently during winter weather, the runway is not cleared and no deicer. More professionals would be able to offer services with chartered flights. Example Dr’s</li> <li>3. Advocate collaboration between municipalities to help fund Dr’s education with a return to service agreement.</li> </ol> |   |
| <p><b><u>Target</u></b></p> <ul style="list-style-type: none"> <li>▪ Population growth in the County</li> <li>▪ Make Northern Sunrise County an affordable place to live.</li> <li>▪ Enhance activities or amenities that enhance quality of life.</li> </ul>  |   |
| <p><b><u>Performance Measurement</u></b></p> <ul style="list-style-type: none"> <li>✓ Annual population growth</li> <li>✓ Number of new housing options in the County</li> <li>✓ Reduction in out-migration especially among families and seniors</li> <li>✓ Cost of living index compared to neighboring communities.</li> </ul>  |   |

POLICY 1.35  
VALUE-ADDED AGRICULTURE AND  
TOURISM INCENTIVE GRANT



NORTHERN SUNRISE  
COUNTY

Department: Administration

Date Approved: May 11, 2021

Rescinds: N/A

Council Res. No: 352/05/11/21

**PURPOSE**

To establish guidelines for a Value-Added Agriculture and Tourism Incentive Grant that provides one-time funding of up to \$20,000.00 for County property owner(s) to diversify or develop for the purpose of value-added agriculture and tourism in Northern Sunrise County.

**SCOPE**

This policy applies to County property owner(s) that wish to access the Value-Added Agriculture and Tourism Incentive Grant. Northern Sunrise County supports entrepreneurship and innovation to grow value-added opportunities for business diversification or development and to help increase tourism operators in the County.

**POLICY**

1. Eligible property improvements include quality facade improvements, permanent indoor and exterior space improvement, equipment that is specific to the production of their product(s), contracting cost, and/or construction upgrades.
2. The property owner(s) interested in applying for the Value-Added Agriculture and Tourism Incentive Grant must submit a completed application form with a business plan for the new development or diversification of their business.
3. The property owner(s) must not be in arrears in their municipal property taxes.
4. Development or upgrades must meet all applicable building safety codes, development requirements, and comply with zoning requirements upon completion of construction.
5. The incentive grant is awarded once per year and is a one-time only grant per property owner(s).
6. The incentive grant is up to a maximum of \$20,000, with the successful property owner(s) investing a matching amount or more.
7. Annual intakes will commence on May 15 and will be accepted up to June 15. The grant will be awarded on or before July 15. All applicants will be notified of application status by July 15.
8. Property owner(s) must submit receipts (proof of payment) of purchases outlined in clause 1. Incentive grant disbursement will commence upon completion of eligible improvements and must be completed within a year of grant approval.
9. Property owner(s) must attend an Economic and Tourism Development Committee meeting one year after receiving the incentive grant where they will present their business plan and how the grant funding helped them achieve their plan or goals. If property owner(s) do not comply and attend an Economic and Tourism Development Committee Meeting the County may request a reimbursement of grant funds received.

Reeve

Chief Administrative Officer

VALUE-ADDED AGRICULTURE AND  
TOURISM INCENTIVE GRANT



**NORTHERN SUNRISE  
COUNTY**

**APPLICATION FORM**

Date: \_\_\_\_\_

Name of Business: \_\_\_\_\_

Name of Business Owner(s): \_\_\_\_\_

Legal Land Location: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Please read Policy 1.35 Value-Added Agriculture and Tourism Incentive Grant Policy before filling out this application form.

Applicants must attach their business plan to this Application Form.

The business plan must include:

1. Cover Letter
2. Business Plan
3. Budget
4. Timeline

I/We also agree to attend an Economic and Tourism Development Committee meeting one year after receiving the entrepreneur grant. I/We will present our business idea and plan.

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Business Owner

Please submit your application to the County's Economic Development Officer by mail at Bag 1300, Peace River, AB, T8S 1Y9, by fax at (780) 624-0023 or by email at [lflorence@northernsunrise.net](mailto:lflorence@northernsunrise.net).