



"Art Nature," a work by renowned Canadian painter Alex Janvier, will be the centrepiece of next year's Lieutenant Governor of Alberta Distinguished Artist Awards gala.

Provincial arts showcase coming in June of 2021

One of Alberta's most prestigious arts celebrations is coming to Lac La Biche County next year.

The Lieutenant Governor of Alberta Distinguished Artist Awards (LGADAA) gala will be held at Portage College on June 12, 2021. The County and the College have partnered to host the event, which will honour accomplished artists from across the province while highlighting northeast Alberta's own renowned arts scene. The gala's theme is inspired by the Little Divide that passes through the middle of Lac La Biche County, dividing a continent while uniting cultures.

Check out future editions of *Your County In Touch* for more information about gala ticket sales, event sponsorship opportunities, and how to donate to a new endowment fund to help continue our community's artistic legacy.

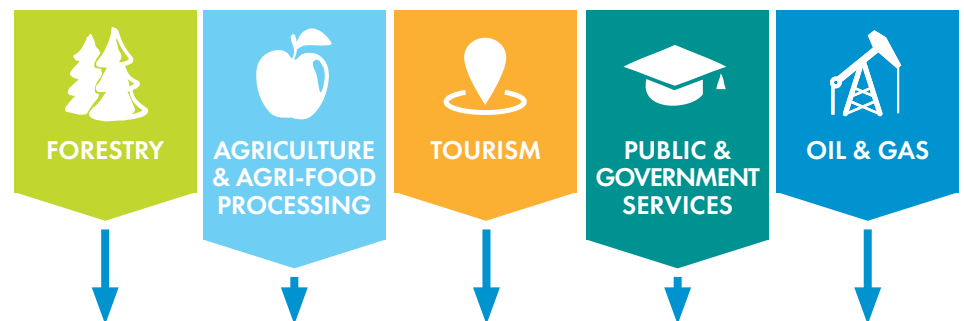
Revamped Economic Development Strategy approved by Council, ready to launch



Lac La Biche County Council has approved an updated Economic Development Strategy to guide our community's continued growth.

Let's face facts — a lot has happened since our last Economic Development Strategy was adopted in 2013. The oil and gas sector entered a downturn, other industries are on the rise, governments have changed at all levels, and now a pandemic has forced businesses and community members to rethink what they do and how they do it. The new strategy includes an up-to-date snapshot of how our region's economy works, including the ongoing effects of COVID-19. An economy has a lot of moving parts, and understanding how they all work together, and how the County can influence and support them, is key.

OUR ECONOMIC DRIVERS: What brings money into our community?

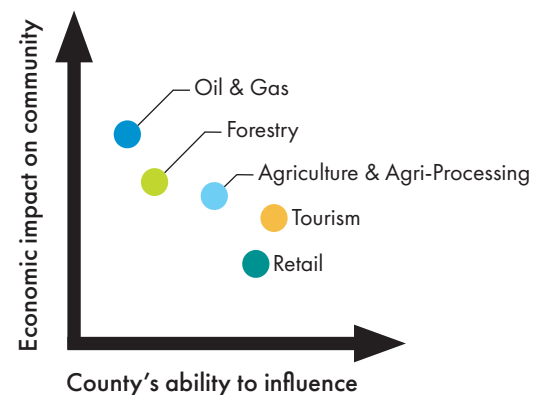


OUR ECONOMIC REDISTRIBUTORS: What keeps money in our community?



PRIORITIZING ECONOMIC DEVELOPMENT ACTIVITIES

When we decide where to focus our economic development efforts, we need to consider the industries involved. Some sectors are high-impact, but they're subject to forces beyond our control. We have more influence over other sectors. We need to strike a balance and concentrate on activities in areas where we can make meaningful changes, and that will generate positive outcomes for our community like job creation, increased revenue and more.

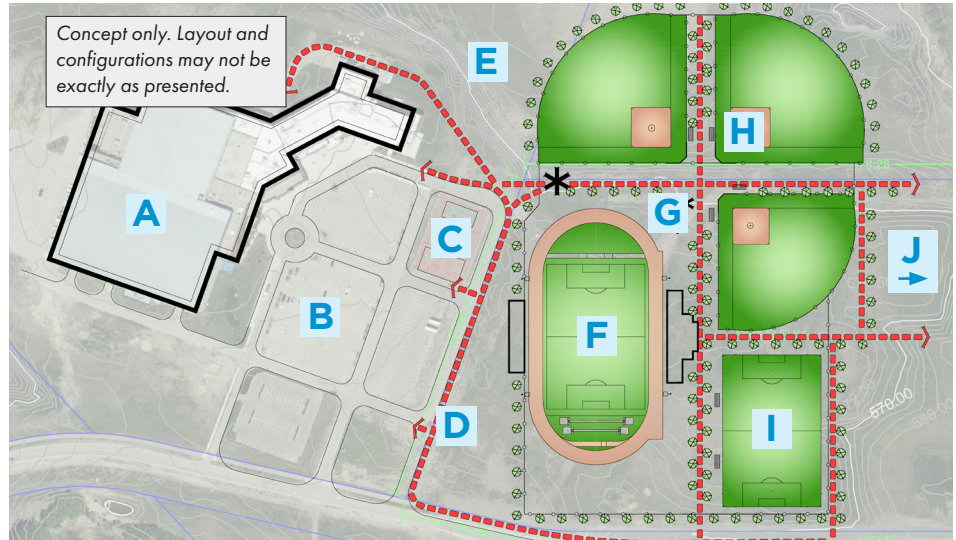


Coming this month: Bold Center sports fields

The wait for outdoor sports fields at the Bold Center is almost over. Shovels are in the ground, putting us on track to complete Phase 1 of this important project this month.

Phase 1 includes building an eight-lane rubberized running track and artificial turf field.

We are expecting to add more new features next summer and fall, including a natural-turf soccer field, three baseball diamonds, spaces for jumping and throwing events, permanent bleachers and other spectator amenities, LED field lighting and more.



A — Bold Center building

B — Parking lots

C — Tennis and basketball courts

D — Space for jumping events (long jump, etc.)

E — Space for throwing events (shot put, etc.)

F — Running track and artificial turf field

G — Playground, concession, washroom

H — Baseball diamonds

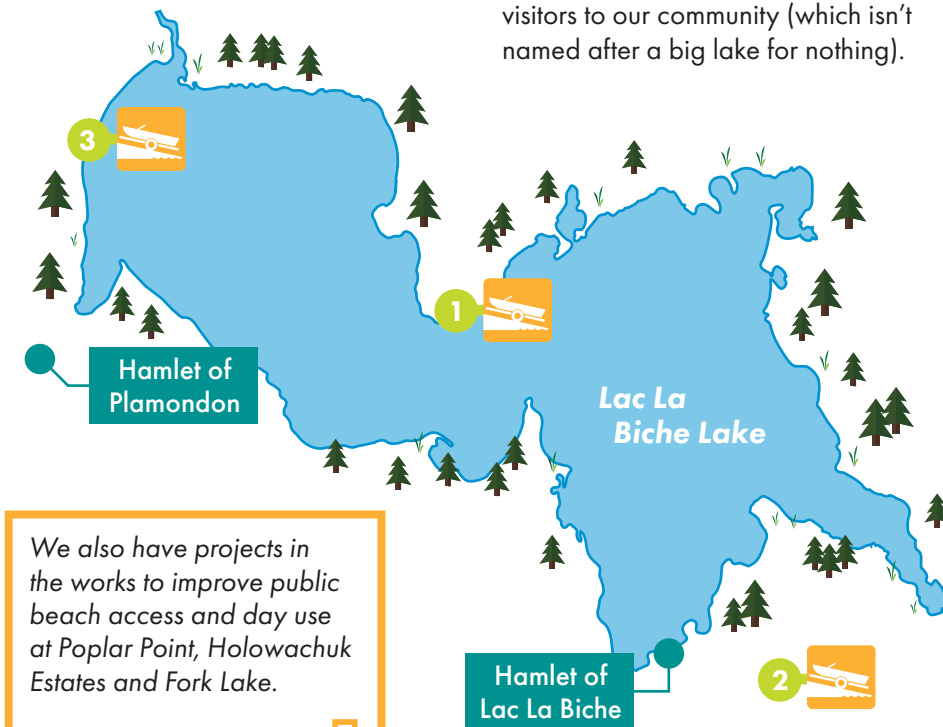
I — Natural turf soccer field

J — Future campground development

Launching improved lake access

This summer, we're taking lake access to a new level, with new and improved

boat launches for the public to get out on the water. Recreational lake access is a star attraction for residents and visitors to our community (which isn't named after a big lake for nothing).



We also have projects in the works to improve public beach access and day use at Poplar Point, Holowachuk Estates and Fork Lake.



DID YOU KNOW?

Lac La Biche County has one boat launch for every 657 residents.



- 1 Construction of a new boat launch at Poplar Point (Range Road 144, the northern end of the wintertime ice road across the lake).
- 2 Expansion of Holowachuk Estates boat launch on Beaver Lake from a single launch to a double launch.
- 3 Removal and reclamation of Plamondon Whitesands Resort boat launch. The current plan is to build a new public boat launch on Campsite Road, south of the resort property (subject to Alberta Environment & Parks approval).

Economic Development Strategy: What do we have going for us?

As part of updating our Economic Development Strategy, we discussed our community's goals and needs with residents, business owners, and members of County Council and Administration.

We've analyzed this feedback and market research, and used it to pinpoint our "current status" — what we are doing well, where we're already positioned for success, what we care most about achieving, where we need to exercise caution, and how we will know we're on the right track. Examples of our findings are below. To read the complete Economic Development Strategy and see all of the results for each category, visit our website (laclabichcounty.com).



STRENGTHS: **1.** Natural beauty, with a wide variety of outdoor recreation assets. **2.** Community resilience, with a proven ability to weather challenges. **3.** Fibre Internet (expected completion in 2021). **4.** Portage College, and strong local healthcare resources.



OPPORTUNITIES: **1.** Continued tourism development. **2.** Lone Eagles resident attraction (marketing our community to young professionals who can work remotely) **3.** Downtown revitalization. **4.** Value-added goods and services.



ASPIRATIONS: **1.** Become known as the friendliest community in northeastern Alberta, with the best view and the best Internet. **2.** Become known for exceptional quality of life, and as a home for young professionals. **3.** Be the "most connected County" by 2021.



RISKS: **1.** Resistance to competition. **2.** Lake revitalization efforts may prove to be very difficult or lengthy, impacting recreation and tourism in the long term. **3.** The County (as a community and an organization) must be willing to embrace change.



RESULTS: **1.** Increase in number of residents, especially those ages 25-40, and retirees. **2.** Increases in the real estate market. **3.** A strong County brand and wide brand recognition, contributing to a positive reputation. **4.** Thriving downtown commercial areas.

Strategic objectives: Where do we go from here?

After all this research and consultation, we have arrived at three main areas of focus.



- 1. Focus on building economic resilience:** Build a more sustainable future by strengthening and diversifying the existing business base.
- 2. Focus on capacity-building for innovation and entrepreneurship:** Concentrate on opportunities that play to our County's strengths — agriculture, airport development, business growth online, and more.
- 3. Focus on attracting tourists and residents:** Develop the County as "cottage country," with strong tourist attractions and amenities.

Read the entire revamped Economic Development Strategy online at laclabichcounty.com.



COMMUNITY AWARENESS & REGISTRATION EVENT

It's time to CARE about your community. The annual Community Awareness & Registration Event (CARE) takes place on Thursday, September 3 from 4-7 p.m. at the Bold Center.

CARE is a free one-stop shop for finding out everything the local community has to offer. You can learn about clubs, volunteer opportunities, sports and recreation groups, and more. Plus, you'll have the chance to sign up for programs and services right then and there.

If you represent a local organization, don't miss this opportunity to showcase what you do and invite community members to join you. Call (780) 623-6726 for more information.



SAVE THE DATE FOR CARE

Event date: Thursday, September 3

Event time: 4-7 p.m.

Location: Bold Center

Cost: Free (and the payoff could be great!)



Dates to Remember

August 29 & September 2, 2020

Open houses to provide feedback on the County's proposed 2021 budget.

Saturday, Aug. 29 — McArthur Place from 1-3 p.m.

Wednesday, Sept. 2 — Festival Centre in Plamondon from 7-9 p.m. *Anyone is welcome to attend either open house.*

September 3, 2020

Community Awareness & Registration Event from 4-7 p.m. at the Bold Center. See sidebar on page 3 of this newsletter for more details.

September 7, 2020

Labour Day. County offices, landfills and transfer stations will be closed for the statutory holiday.

September 20, 2020

Deadline to submit photos for Green Initiatives Calendar contest. Visit laclabichcounty.com for full contest details.

Check the Community Events Calendar at laclabichcounty.com for more local events. Due to COVID-19, local events may be changed or cancelled at short notice.

Your County in Touch is produced by Lac La Biche County and is available to every resident.

An electronic version of this newsletter is available. All you need to do is call (780) 623-1747 or provide your e-mail address to intouch@laclabichcounty.com.

Use the same contact information for any address changes, additional copies or to unsubscribe.



Visit boldcenter.ca or call (780) 623-1777 for all of the latest information and what to expect when visiting Portage Pool.

Portage Pool has reopened to the public, as of Tuesday, August 4.

We are required to follow the Government of Alberta's COVID-19 safety guidelines, so visits to the pool may feel different and there will be new rules for users to help keep everyone safe. Rest assured that we are excited to welcome back patrons and resume the aquatic programming that our community members love.

Fall into Fitness!

Attend a Bold Center fitness class and you could win a \$100 Bold Center gift certificate.



Each time you attend a paid fitness class at the Bold Center this fall (September 14 to October 29, 2020) you will receive a ballot to enter our Fall into Fitness contest for a gift certificate.

Follow the Bold Center on Facebook (@boldcenter) or visit boldcenter.ca to find out about upcoming fitness classes.

