

Cactus Corridor / Hanna

The Way Forward



Amenities / Recreation /
Health and Wellness
Quality of life

Promote Hanna's cost of living



The cost of living is going to be one of Hanna's main advantages, this should be well communicated on the website.

Perhaps offer comparisons to larger cities like Edmonton and Calgary to really make the point hit home.

This will offset the fact that perhaps the wages will be a bit lower in the area.

Support the arts

10 REASONS TO SUPPORT THE ARTS

The arts are fundamental to our humanity. They ennoble and inspire—fostering creativity, goodness, and beauty. The arts bring us joy, help us express our values, and build bridges between cultures. The arts are also a fundamental component of a healthy community—strengthening them socially, educationally, and economically—benefits that persist even in difficult social and economic times.

AMERICANSFORHEARTS.ORG



ARTS DRIVE TOURISM AND REVENUE TO LOCAL BUSINESSES

Attendees at nonprofit arts events spend **\$31.47 PER PERSON**, far above the cost of admission (or even \$20) for meals, parking, and transportation—valuable dollars for local businesses. **34 PERCENT** of attendees live outside the county in which the arts event takes place. They average **\$47.57 in EVENT-RELATED SPENDING**. Arts travelers are local tourists, staying longer and spending more to seek out authentic cultural experiences.

ARTS STRENGTHEN THE ECONOMY

Arts and culture goods in the U.S. added \$764 billion to the economy in 2015, and included a \$21 billion international trade surplus. The arts represented a larger share of the nation's economy (**4.2 PERCENT OF GDP**) than transportation, tourism, and agriculture (source: U.S. Bureau of Economic Analysis). The nonprofit arts industry alone generates **\$166.3 BILLION** in economic activity annually (including by organizations and their subscribers), which supports **4.6 MILLION JOBS** and generates **\$27.5 BILLION** in government revenue.

ARTS IMPROVE ACADEMIC PERFORMANCE

Students engaged in arts learning have **HIGHER GPAS**, **STANDARDIZED TEST SCORES**, and **LOWER DROP-OUT RATES**. These economic benefits are reaped by students regardless of socioeconomic status. Yet, the Department of Education reports that access to arts education for students of color is significantly lower than for their white peers. **88 PERCENT** of Americans believe that arts are just a few rounded K-12 education.

ARTS UNIFY COMMUNITIES

67 PERCENT of Americans believe "the arts unify our communities regardless of race, sex, and ethnicity," and **62 PERCENT** agree that the arts "help us understand other cultures better"—a perspective observed across all demographic and economic categories.

ARTS IMPROVE INDIVIDUAL WELL-BEING

63 PERCENT of the population believes the arts "let me up beyond everyday experiences," and **72 PERCENT** say the arts are a "positive experience in a troubled world."

ARTS SPARK CREATIVITY AND INNOVATION

Creativity is among the **TOP 5 APPLIED SKILLS** sought by business leaders, per the Conference Board's *Ready for Innovation* report—with **72 PERCENT** seeing creativity as a high importance when hiring. Research also consistently shows that Nobel laureates in the sciences are **17 TIMES MORE LIKELY** to be actively engaged in the arts than other scientists.

ARTS DRIVE THE CREATIVE INDUSTRIES

The Creative Industries are arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. A 2017 analysis of Dun & Bradstreet data counts **673,656 BUSINESSES** in the U.S. involved in the creation or distribution of the arts—**8.0 PERCENT** of all businesses and **2.0 PERCENT** of all employees.

ARTS HAVE SOCIAL IMPACT

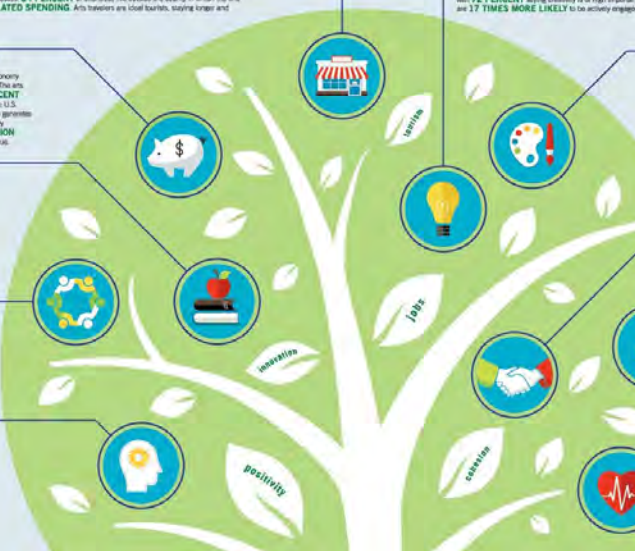
University of Pennsylvania researchers have demonstrated that a **HIGH CONCENTRATION OF THE ARTS** in a city leads to higher civic engagement, more social cohesion, higher child welfare, and lower poverty rates.

ARTS FOR THE HEALTH AND WELL-BEING OF OUR MILITARY

The arts meet the mental, physical, and moral needs of war for military servicemembers and veterans, who use the creative arts therapies in the **TOP 4 (OUT OF 40)** interventions and treatments. Across the military continuum, the arts promote resilience during pre-deployment, deployment, and the reintegration of military servicemembers, veterans, their families, and caregivers into communities.

ARTS IMPROVE HEALTHCARE

Nearly **ONE-HALF** of the nation's healthcare institutions provide arts programming for patients, families, and even staff. **78 PERCENT** deliver those programs because of their "proven benefits to patients—shorter hospital stays, better pain management, and less medication."



Hanna Centennial Place



What a beautiful facility. Make a bigger deal about this amenity. Upgrade the website, make a concerted effort to drive up membership numbers. Sport and leisure is a great way for people to connect and Centennial Place is the perfect venue.

Better promote and support fishing in Fox Lake



More can be done to promote and support this strength of Fox Lake. Better promote fishing in social media, use better photography, actively post in fishing forums, optimize google presence to include fishing. Add a fishing boat and equipment rental place so more people can access fishing and potentially become more regular visitors.

Fox Lake skate path



Create a winter event or attraction that will draw people from the surrounding community.

Make it a weekend family friendly, adult friendly event that people can enjoy for just a day trip, or can come for the weekend and make a weekend getaway from it.

Use the fun bus to get people there. Target specific communities and work with them to help organize people to come.

Cross Country Skiing / Snowshoeing



Cross country skiing is a winter sport that requires next to no investment from Hanna to offer its residents and guests. It is a sport that has its own organized clubs and there are limited suitable areas for people to participate in the sport.



All this to say, Hanna is a great venue for cross country skiing and it is easy to get your message in front of the people who participate in the sport. Contact the ski clubs, the ski shops, find some local organizers and start to get a club and a track in Hanna and try to facilitate their experience by keeping engaged with the groups and listening to their needs.

Skate Park



Skate parks provide a safe space for skateboarders and bmx riders, promote an active lifestyle and provide economic benefits to their communities”. Benefits also include an increase in social networks and friendships which enhance the spirit within local communities.

Kids want things to do when they are on vacation and they want to be around other kids. Skate parks are a popular amenity in Edmonton which is the largest target market for visitors to Hanna. The skate park also gives the kids something to do so the parents can do their own things.

Skate parks are relatively, inexpensive, designs are templated for low cost, and space exists at the School site. Create a skate park in the recreation field and make sure to tell people that it exists.

Ice fishing



Make ice fishing a core attraction during the winter. Ice fishing can appeal to a much broader group of people than just the people who already ice fish. People who like to fish during the summer or people who fish every so often may want to try ice fishing or go more often but do not know where to go and perhaps don't have the gear to do it. Demand for a more comfortable experience has prompted several Alberta companies to start renting shacks that rival high-end campers in the amenities they offer. Perhaps Hanna could attract one of these companies to offer this service.



The pet-friendly lakefront cabins offer guests the comfort and amenities of home, along with the peace and quiet tranquility of the surrounding prairie landscape. Guests can sit back and relax on the private deck to watch the herons hunting at dusk, the beautiful prairie sunset linger over the lake or the stars dancing in the night sky. Situated just minutes outside of Hanna, Fox Lake Retreat is conveniently centrally located between Drumheller and Dinosaur Provincial Park. There is plenty of space for everyone to stretch their legs and enjoy their time in the Canadian Badlands.

Can this retreat be expanded? How full is it? People from the Cities are always looking for wilderness retreats so make a more concerted effort to market it to people and companies from larger cities and towns.

Is it listed on AirBnB? Could it be?

<https://www.travelalberta.com/ca/listings/fox-lake-retreat-10246/>

Allow golf carts in Hanna streets



“The older people get, they start to lose their ability to drive at night or to be able to drive on highways. This gives them an opportunity to be able to still get around the community.”

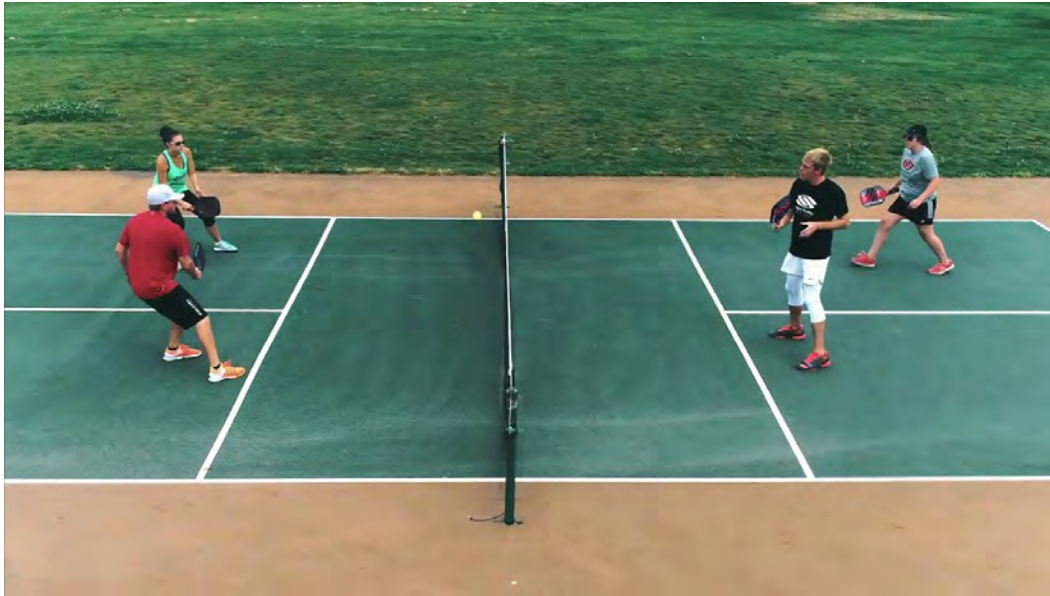
Plus the added fun factor and novelty of being able to drive your golf cart around the town.

Block parties



The idea of a Block Party is simply to bring neighbours together. This can take the form of a potluck on the driveway, to a BBQ in a green space, or a campfire in someone's backyard. Getting together with neighbours provides an opportunity to get to know those people that live closest to you and help build a sense of community. Neighbours who know each other, look out for one another; whether it is to borrow a cup of sugar, to care for children in a time of need or keeping an eye out on someone's house while they are away. It's all about building community and with a Block Party it's all about making it fun! Perhaps offer a small block party grant to encourage more of them.

Make a bigger deal about Pickleball



If Hanna wants to make a point of attracting retirees, then Pickle Ball will absolutely be one of the games they want to play. Make really nice Pickle Ball courts, ensure a well organized Pickleball community, and even put on tournaments and leagues.

Is it possible to host a provincial Pickleball tournament? People could bring their campers, stay in the hotels, and in rental units owned by the Town.

Drive in movie nights



While drive-in movie theaters may be gone as a permanent businesses, they are popping up as special events all over north america. Often playing family friendly classics or iconic movies targeted to an older generation, they appeal to people because they are yet another unique and novel experience for people to get together and enjoy some entertainment. Drive-in movie companies do all the set up and take down, all you have to do is market the event. It's also a good way to get people out of the surrounding campgrounds into Hanna for the evening.

Nature walk map and guide



A GUIDE TO A FALL NATURE WALK



[www.sixthbloom.com]



One of the main attractions of Hanna is that it is surrounded by natural beauty and wildlife. Create a nature walk map for visitors and residents alike and give them an additional activity for them to enjoy using the natural amenities of the area.

Promote and celebrate Hanna's school



Hanna's School is a gem in the community. Do a better job of promoting and celebrating the teachers, the students and the incredible things it does. The website of the school leaves lots to the imagination and could be better at showcasing it to prospective residents.

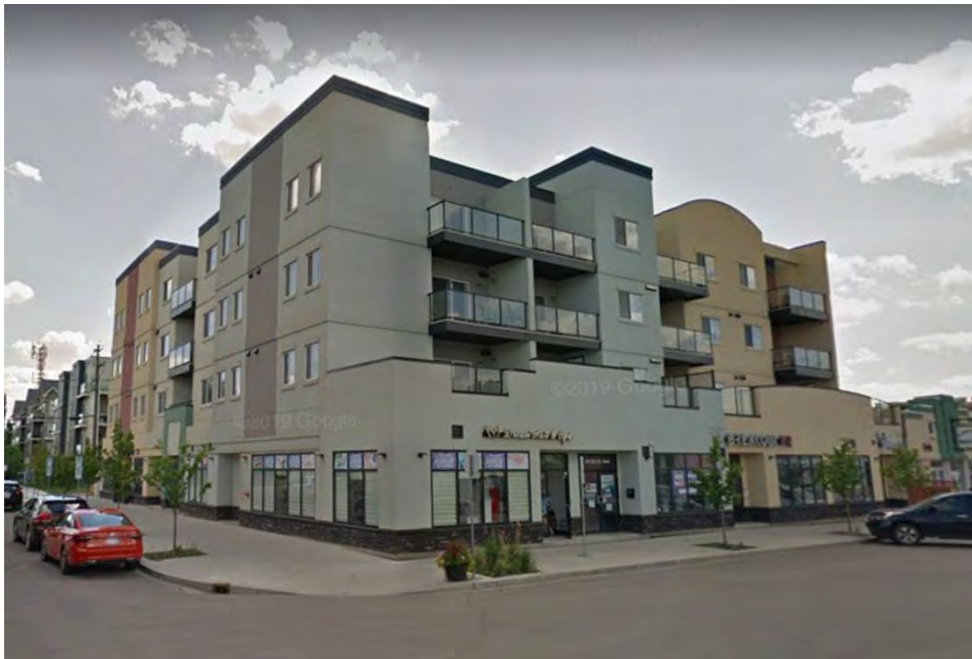
Get a golf simulator



There are many benefits to using the golf simulator; the first being really obvious is the ability to play golf no matter what the weather conditions are outside. ... Next they can provide a great experience, not as good as the real thing but much better than spending the winter wishing to play.

For Hanna, and its retirement population especially, the golf simulator will offer an important amenity during the Winter months.

Mixed-use development



Mixed-development that promotes a walkable built environment can help revitalize a downtown, increases private investment, leads to higher property values, promotes tourism, and supports the development of a good business climate.

Get a really NICE coffee shop



“The urban coffee shop is the unsung hero and catalyst of pedestrian activity and increased social activity in the city,” says Amanda Napoli in an article on Urban Times. “The establishment of a coffee culture helps in the creation of vibrant streetscapes and produces a large percentage of the pedestrian activity that is found in these areas.”

Outdoor farmer/community market



Farmers markets are important spaces of connection in your community because customers connect their purchases to an experience and people connect with one another. All of these connections promote the sense of place that is important for individuals to feel anchored in their community. According to Alphonso Morales of the University of Wisconsin-Madison, farmers markets are “sites of informal association in that they bring together disparate groups, exposing them to distinct interactions, renewing community spirit, and reconstituting public spaces by producing fluid places that promote interaction, level social hierarchies, and encourage experimentation.”

Upgrade Hanna's golf course clubhouse



Golf is one of the main attractions in Hanna. The current clubhouse for the Golf course is not terrible but it can certainly be made better.



To go along with the theme of creating a lifestyle community, using golf as one of the main features, it makes sense to accentuate this amenity by creating a more beautiful and impressive space.

Hanna soccer fields



Make better use of your soccer fields. Host soccer tournaments. Develop your local soccer team to be perennial powerhouses that attract spectators and residents from around the region.

Sporting events



Hanna has a beautiful arena. In many towns, the local hockey team may as well be a professional team.

Make hockey events a fun night out. A chance for people in the community to interact with each other over something fun. Build excitement around the team. Develop the players and the team so they become perennial powerhouses that attracts spectators and residents from around the region.

Hanna ball diamonds



Hanna has some incredible baseball diamonds. Play to your strengths. If there is not a baseball tournament already, create one. If you do not have a town baseball team, create one and travel around the region competing.

Winter festival - ice castles



Give people in the region a reason to come to Hanna during the winter months by creating a simple but beautiful winter art installation such as ice castles.

Shipping container or tiny houses



Shipping container homes are similar to the tiny home movement in that they are novel, inexpensive, minimalist and easy to maintain. They also have a very small footprint.

Create a tiny home or container home community. Bring in a builder that specializes in these homes to do the design and build.

Promote in larger municipalities and affordable retirement homes.

Promote the night sky



The clear night sky is one of the main things people notice when they come to small towns like Hanna. Promote this fact in your marketing messages.

Hanna Community Garden



Community gardens can mitigate some of the problems that plague urban areas. They can be a beneficial addition to many communities by increasing the availability of nutritious foods, strengthening community ties, reducing environmental hazards, reducing food miles and creating a more sustainable system.

Pioneer museum - find a way to enhance and program



The Pioneer Museum is rich with history but is often left unused. Can this be used for a farmers market?

Try to find other creative ways to use this space during down times.

Downtown / Community Revitalization

Repurpose existing buildings (Adaptive Reuse)



Rather than hindering creativity, however, recycling old buildings offers architects opportunities to reanimate unique spaces, engage with architectural traditions, and build off the legacies of established sites. Repurposed architecture can play a role in revitalizing communities, as well. Increasingly often, old factories and other industrial structures are becoming the centers of new economies or — ironically — sites of leisure.

The Beauty Premium

A study finds that the more beautiful a city is, the more successful it is at attracting jobs and new residents, including highly educated and affluent ones.



The study by Gerald A. Carlino of the Federal Reserve Bank of Philadelphia and Albert Saiz of Massachusetts Institute of Technology, examines the connection between a city's beauty and key growth indicators. A raft of previous studies have found a connection between economic and population growth and urban amenities (a broad category ranging from parks to restaurants, art galleries, and museums). But this study takes a much closer look at the effects of beauty itself.

Ensure that Hanna and the region considers the beauty premium as they develop their urban design guidelines.

Storefront improvement grant program



Offer tax or grant incentives for existing commercial property owners to make aesthetic and functional improvements to their storefronts. Such a program aims to improve the pedestrian experience, make the overall area more attractive, better market the businesses within, and better serve the customers it wishes to attract.

Upgrades bars and restaurants on mainstreet



Attract a bar or renovate an existing bar to today's standards and open up the exterior walls to expose the interior of the bar to the street. Extend a small patio outside during summer. Just think how impressed residents and visitors would be if they had a place like this to visit for lunch, dinner, and a night out. This concept is best combined with streetscaping.

Community pop up market



The Makers Keep Who are we?

We are a strong community of business owners shaking things up and leading the way in the makers movement!

Together we bring you the best local handmade shopping experience around and connect you to all the creative businesses you love!

The Makers Keep is a strong community of business owners shaking things up and leading the way in the makers movement! At TMK, you will experience that well known marketplace vibe in a boutique setting. In addition to creating a welcoming, exciting and inclusive space for our customers, our goal is also to build relationships with local vendors to ensure we are putting forward the best handmade products. We make it easier for the consumer to buy local goods everyday, under one roof! It is a growing trend across Edmonton as people love to buy from local, small businesses, and to know who made their products. That is exactly what we are all about.

Shared commercial leases



The idea here is that you can rent out your business for the hours that you are closed. Another business can come in and operate for a share of the rent.

This might help Hanna and other towns maintain a more vibrant mainstreet “after hours”

Attract developers



Real estate development, or property development, is a business process, encompassing activities that range from the renovation and re-lease of existing buildings to the purchase of raw land and the sale of developed land or parcels to others. Real estate developers are the people and companies who coordinate all of these activities, converting ideas from paper to real property.

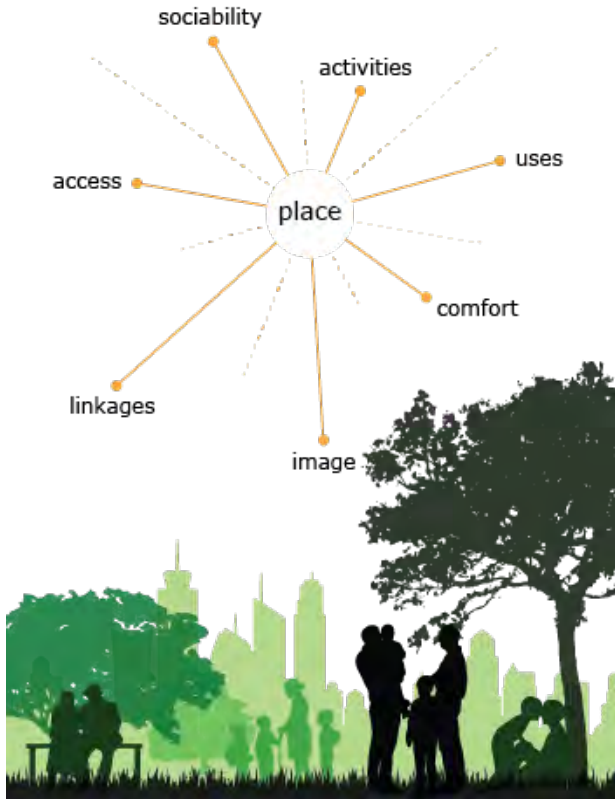
Do your best to attract and support developers.

Infrastructure and sense of place

Urban planning - Downtown master plan



Placemaking and space management



Strong quality of place: Successful communities create vibrant downtown environments where people want to be. Ivan reminds us: “This next generation of talent is the first to identify more strongly with their communities with their employers,” which is why placemaking has become so essential to creating hip, lively cities. Communities that embrace their assets are viewed as authentic places that tend to become regional destinations.

Urban design guidelines



Transit Oriented Development Guidelines

The City is working to better plan land use and development around transit stations. Transit oriented development guidelines will help with that process.

Main Streets Guideline

Main Streets are the cultural, social and economic centre of a city. They are attractive and vibrant people places.

Complete Streets

Complete Streets is a new approach to planning and designing Edmonton's transportation system that moves away from the traditional, mobility-based approach.

Residential Infill Guidelines

The Residential Infill Guidelines provide direction to developers, communities, City staff and City Council on how infill development in mature neighbourhoods should occur.

Winter Design Guidelines

Winter is a core part of Edmonton's identity and needs to be fully considered as our city grows and matures.

Urban Design Guidelines. Guidelines set clear expectations in the urban design and development process for the public and all city builders. Design guidelines set clear expectations and increase the transparency of development approval processes for the benefit of both city-builders and the public.

Complete streets principals



Figure 3 This picture shows the zones for a street oriented commercial road (or a Main Street).

Complete streets is a transportation policy and design approach that requires streets to be planned, designed, operated, and maintained to enable safe, convenient and comfortable travel and access for users of all ages and abilities regardless of their mode of transportation.

In the master infrastructure plan, consider using a complete streets approach.

https://www.edmonton.ca/city_government/documents/Complete_Streets_Design_Construction_Standards-Public_Primer.pdf

Main street streetscape and storefront design guides



Large windows at upper levels promote casual supervision of street.

Clear building signage.

Exterior of building well illuminated.

Large windows at-grade promote surveillance from street.

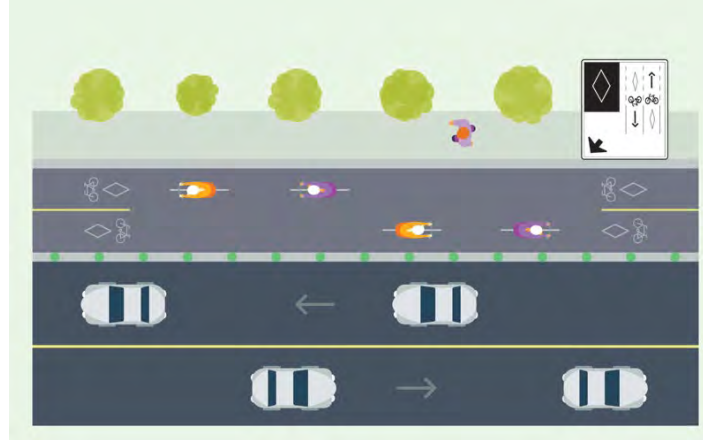
Clearly defined private and public space.

Good pedestrian-scaled lighting on street.

Building and street level storefront design is just as important to contributing to a pedestrian friendly streetscape as infrastructure and street furniture.

Consider developing development and design guidelines for new buildings. A storefront improvement grant could help incentive property and business owners to make changes to their existing building to these standards.

Become a bike town



A truly bikeable community provides a transportation option, a physical exercise opportunity, and a recreational amenity that could really enhance many aspects of your life. Consider that you have a street network, and if you create reasonable routes for travel between destinations, you can hold down your expenses and administrative burden for maintenance of bike lanes, bike boulevards, and such.

Beautification



Beautification has a profound impact on all aspects of a community's success. It is a modest investment that produces long-lasting and tangible rewards. Visitors, potential residents, and entrepreneurs all make immediate judgments on a community based on their first impression. Is the area litter-free? Are the properties attractive and well maintained? Would I feel comfortable here? Is there an underlying sense of civic pride shining through? Consider undertaking modest beautification projects through programs similar to communities in bloom, perhaps a beautification grant for businesses, or a main street beautification program.

More trees on mainstreet



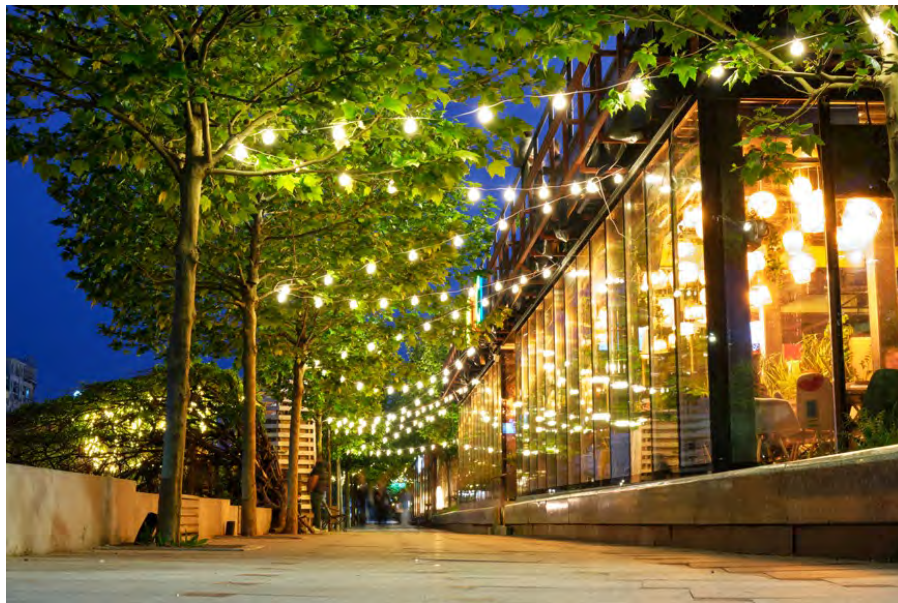
The town of Hanna is surprisingly treeless and detracts from the visual aesthetic and livability. Trees have a positive impact on psychological well being, increase property values, add visual interest, reduce stormwater effects, reduce adverse effects of high winds, improve air quality and more. Consider adding several trees to the entire community. Focus on strategic areas like main streets, downtown, and tourist areas first. Encourage residents to put trees in on their properties with incentives or discounts at the same time. Require new developments to have a certain number of trees and plans on the property.

Enhance the pedestrian experience



Pedestrian-friendly streets are often the most attractive and memorable streets in our communities. They are full of life and activity. Pedestrians are attracted to these streets not only because they are safe and accessible, but also because they are interesting places. They are the places people love to stroll, meet others, and go about their daily business. Streets need to be planned and designed to accommodate all modes of transportation. But pedestrian-friendly streets in particular should be designed with pedestrians as a high priority.

Lights on trees and stringers from buildings



Adding lights to trees is a simple and inexpensive way to add visual interest to an area. The added light makes the area feel safer and it contributes to more vibrant feel, especially the darker winter days.

Tactical urbanism



Tactical Urbanism projects can be led by governments, non-profits, grassroots groups, or frustrated residents. Though the degree of formality may vary, Tactical Urbanism projects share common goal of using low-cost materials to experiment with and gather input on potential street design changes or simply improve the aesthetic and functionality of a space.

Put instagrammable features just off highway



It is 2019 and people love a good photo opportunity. Create some unique art installations that make people look and hopefully stop for a photo.

Subtly market Hanna and the region throughout the art installation.

Wayfinding signage



Wayfinding signage not only helps people understand where to go, it also alerts people the existence of things in the community and subtly encourages them to check it out.

Develop a sign program being creative while following best practice rules for wayfinding. Keep it interesting and unique if possible.

Grants

Understand all of the grants

The screenshot shows the 'All Grants' page on the Alberta Municipal Affairs website. The page has a navigation bar with 'All Grants' highlighted. Below the navigation bar, there is a search section titled 'Municipal Grants Search' with a search input field and a 'Search' button. Below the search section, there is a list of results starting with '1. 911 Grant Program'. The page also includes a sidebar with 'Contact Municipal Affairs', 'About Us', and 'Other Ministry Sites'.

Alberta Municipal Affairs

Alberta.ca > Municipal Affairs > Grants > All Grants

Municipalities & Communities Codes & Permits **Grants** Agencies, Boards, & Commissions

All Grants

Grant Funding Reports

Contact Municipal Affairs

About Us

- The Ministry
- Business Units

Other Ministry Sites

All Grants

Municipal Grants Search

Enter a key word, or click Advanced Search for more options.

Search

[Advanced Search](#)

32 Result(s)

- [911 Grant Program](#)
Provider: Municipal Affairs
Description: Alberta's Emergency 911 Act came into force on April 1, 2014. The Act established the Alberta 911 Grant Program under the Alberta Emergency Management Agency with the objective of

This is a no brainer. Staying aware of all the grants the are available and applicable to Hanna and the region will ensure you never miss an opportunity to leverage “free money”

Research and apply for every grant



Apply for as many grants as possible. Federal and Provincial grants are plentiful and full of money. However, they are hard to understand, require skill, time and resources to access, and are not guaranteed. So many of these grant funds sit flush with cash unused. Understand what grants are available, put aside a bit of cash to access the matching grants, get in touch with the grant administrators, and put in really good applications. And follow up. Because of the resources required to access grants, it is important you only apply for the ones that complement the strategic objectives and chosen tactics.

Hire a grant writer



Grant writers create research proposals that request funding from various agencies. They might work for universities, social service organizations or in the healthcare field. Grant writers need a solid command of the written word and efficient research skills to craft successful grant proposals.

Community and Regional
Economic Support program

(CARES)



Make sure to apply for the CAREs Grant. The intake period is right now (Nov 1 to Dece 1) and there is no indication that the program will be back after this round.

Overview. The Community and Regional Economic Support (**CARES**) program funds initiatives led by **Alberta** municipalities, communities and regions that enhance local economic conditions and leverage regional resources to build capacity for sustainable economic development.

Marketing

88,003 views | Jun 3, 2018, 08:30am

Vermont Wants To Pay You \$10,000 To Move There And Work



Laura Begley Bloom Senior Contributor @
ForbesWomen
Transformative Travel: I look at how travel can change lives.



Picture yourself here: Vermont. The state is paying people \$10,000 to move there. (Photo courtesy of...)

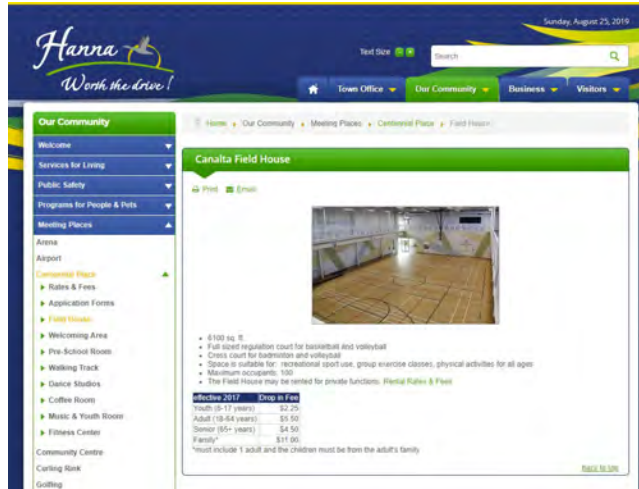
The state is trying to attract new residents with a clever campaign aimed at the remote-working movement.

The remote working movement is hotter than ever. According to Deskmag, an online magazine about coworking, a staggering 1.7 million people will work remotely in 2018. Remote-working concepts like Terminal 3 and Remote Year are proliferating, not to mention coworking spaces, which are on the rise globally.

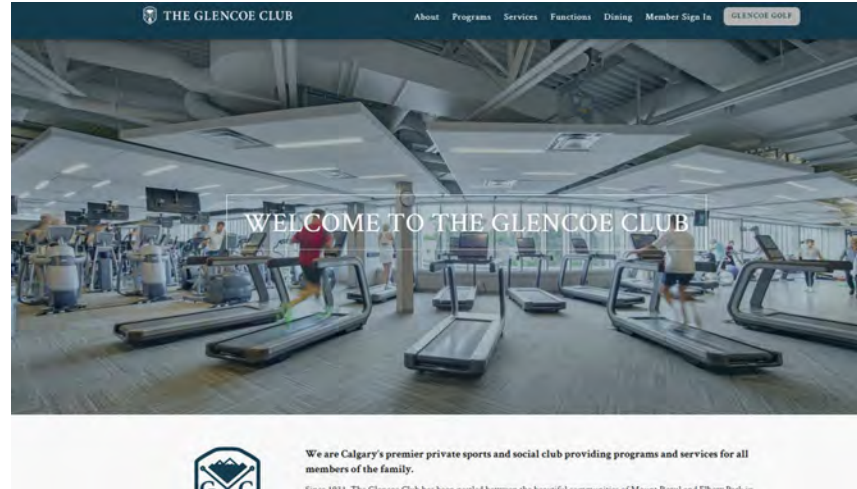
To be eligible, applicants must be employed fulltime by a business outside of Vermont. The grant will cover moving expenses, membership fees for a coworking space and more.

<https://www.forbes.com/sites/laurabegleybloom/2018/06/03/vermont-wants-to-pay-you-10000-to-move-there-and-work/#3aec813e11c9>

Market Hanna like a lifestyle country club



Hanna rec centre website



Glencoe club website

People spend tens of thousands of dollars purchasing memberships to facilities like the Royal Glenora Club, Glencoe Club, and Calgary Winter Club to gain access to a lifestyle and recreational amenities that bring them health, happiness and a sense of community.

Hanna can boast all of the same things as one of these lifestyle clubs.

Hanna highway turnoff sign



Install a sign at the entrance off the Highway that is more attractive, high quality, and conveys to those passing by that Hanna is a great place.

Take better pictures of Hanna and the region



A picture is worth a thousand words, and it's vital in PR and marketing to make sure your images convey the right message to your audience. If someone knew nothing about Hanna other than what they could see from a single photo, how would they describe it? Get some good images, professional or at least of high quality so you can use them across all your content platforms, marketing collateral, and anywhere else Hanna and the region is represented.

Market to youth about opportunities in Agriculture



Create a marketing campaign about what farming life is like and what the opportunities are for youth. Show them it is a great lifestyle and a legitimate business.

Perhaps a lot of young people don't understand that they can make a good living on a farm, doing meaningful, tangible work.

Leverage new immigrant grants and government aid



These groups have not ties to any place in Canada, are often coming from somewhere with poor living conditions and anything is an improvement, they live together in groups so affordability is less of an issue, they are highly entrepreneurial out of necessity, and they are supported by government programs.

Contact Canadian Immigration staff to discuss the possibility of putting Hanna on a list for potential location of new immigrants.



Immigration, Refugees
and Citizenship Canada

Immigration, Réfugiés
et Citoyenneté Canada

Canada

Use the HLC to facilitate immigration for new Canadians.



Not logged in - Talk - Contributions - Create account - Log in

Article - Talk - Read - Edit - View history - Search Wikipedia

Hanna, Alberta

From Wikipedia, the free encyclopedia

Hanna is a town in east-central Alberta, Canada, birthplace of Hall of Famer Lanny McDonald, *Jennifer Akkamans* and home to the members of the rock band Nickelback.

Contents (hide)

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Demographics

In the 2010 Census of Population conducted by Statistics Canada, the Town of Hanna recorded a population of 2,559 living in 1,149 of its 1,246 total private dwellings, a 4.3% change from its 2011 population of 2,673. With a land area of 6.81 km² (3.40 sq mi), it had a population density of 290.5/km² (752.3/sq mi) in 2016.^[1]

In the 2011 Census, the Town of Hanna had a population of 2,673 living in 1,208 of its 1,317 total dwellings, a -6.1% change from its 2006 population of 2,847. With a land area of 6.56 km² (3.31 sq mi), it had a population density of 312.3/km² (808.6/sq mi) in 2011.^[1]

Economy

The town's main industries are agriculture, oil production, power generation, tourism, and coal mining. It is the centre of a large trading area called Short Grass County and is the home of approximately 200 businesses.^[citation needed]

Government

The mayor of the town is Chris Warwick.^[1]

Coordinates: 51°38′18″N 111°56′31″W﻿ / ﻿51.63833°N 111.94194°W﻿ / 51.63833; -111.94194

Hanna
Town

Town of Hanna

Create a wikipedia account, hire a decent writer, and edit the Hanna Wikipedia page so that it is factual but also represents Hanna in a better light. Also upgrade the photos with your new images. Use the story from the strategic plan as a base for this. It is the fifth-most popular website on the internet, and more people use Wikipedia to research content than ever before.

Market to retirement and financial planners



Retirement and financial planners will naturally have some influence over the decisions retired people make in terms of where they live and what they can afford.

Create a list of all the financial planners you can think of and position Hanna as an ultra affordable lifestyle retirement community.

Market to real estate agents



Real estate agents will have a lot of influence over the homes and towns their clients consider.

Develop a list of all the realtors in the area and ensure they are well aware of all the good things Hanna has to offer.

Give them some marketing tools to share with their clients like promotional videos, websites, etc.

Create and optimize Google profile

This screenshot shows a Google search for 'Hanna, Alberta'. The search bar at the top indicates 'About 7,140,000 results (0.49 seconds)'. The top result is a link to 'Welcome to the Town of Hanna, Alberta - Hanna, Alberta' with the URL 'https://www.hanna.ca'. Below this is a snippet of text: 'Welcome to the town of Hanna, in Alberta, Canada (403) 854-4433 is ideally positioned at the junction of Highways #9 and Veterans Memorial #36. > You've visited this page 3 times. Last visit: 24/08/19'. To the right is a map of Hanna, Alberta, showing the 'Hanna Pioneer Museum & Village' and the town itself. Below the map is a section titled 'Hanna' with the subtitle 'Town in Alberta'. The text describes Hanna as a town in east-central Alberta, Canada, birthplace of Hall of Famer Lanny McDonald, Jennifer Akkermans and home to the members of the rock band Nickelback. It also includes 'Census division: 4', 'Region: Southern Alberta', 'Country: Canada', and 'Elevation: 785 m (2,575 ft)'. A 'Weather' section shows '-8 °C, Wind N at 45 km/h'. At the bottom, there is a 'People also ask' section with questions like 'How far is Hanna Alberta from Calgary?' and 'What county is Hanna AB?'.

This screenshot shows a Google search for 'Palm Springs'. The search bar at the top indicates 'About 261 000,000 results (0.71 seconds)'. The top section is titled 'Top things to do in Palm Springs' and features four cards: 'Palm Springs Aerial Tramway' (Scenic canyon ride on rotating tram cars), 'San Jacinto Peak' (Prominent peak with trails & views), 'Indian Canyons' (Trails for hiking & horseback riding), and 'Palm Springs Art Museum' (Desert's iconic museum & cultural). Below these is a 'Palm Springs travel guide' link. To the right is a map of Palm Springs, California, showing 'Palm Springs Cathedral City', 'San Bernardino National Forest', and 'Palm Desert'. Below the map is a section titled 'Palm Springs' with the subtitle 'City in California'. The text describes Palm Springs as a city in the Sonoran Desert of southern California, known for its hot springs, stylish hotels, golf courses and spas. It also notes its many fine examples of midcentury-modern architecture. Its core shopping district along Palm Canyon Drive features vintage boutiques, interior design shops and restaurants. The surrounding Coachella Valley offers hiking, biking and horseback riding trails. At the bottom, there is a 'People also ask' section with the question 'What is Palm Springs known for?'.

Google is the main search engine for people looking for information on pretty much anything, and your Google Business profile is the first thing that shows up. Update the Google Profile so it puts Hanna's best foot forward, contains accurate information, and paints Hanna in a positive light. Otherwise the content will be posted for you. Start with beautiful photos of things other than the dragonfly and include nice photos of other great things Hanna has to offer.

How consumers find & engage you



Websites and social media platforms are excellent marketing tools. They are also some of the most cost effective methods of sending out information to thousands of people. Online marketing is extremely important because it has a huge influence on the way consumers make decisions. Take an inventory of everywhere Hanna shows up and systematically update, upgrade and refresh all of the content

Seasonal Marketing Calendar

	Holidays	Seasonal Events	Promotions
December	Christmas Kwanza Hanukkah	Trade Shows Holiday Parties Community Events	Holiday Merchandise Black Friday Specials
January	New Year's MLK Day Chinese New Year	Trade Shows Community Events	Weather-Related Products
February	Valentine's Day Groundhogs Day Presidents Day	Super Bowl Trade Shows Community Events	Promote Winter Line
March	St. Patrick's Day Women's Day	Daylight Savings March Madness Spring Break Trade Shows Community Events	Introduce Spring Line
April	Easter April Fools Day Earth Day	Spring Cleaning Trade Shows Community Events	Promote Spring Line
May	Mother's Day Cinco De Mayo Memorial Day	End of School Year Graduation Season Trade Shows Community Events	Introduce Summer Line
June	Father's Day Flag Day	Beginning of Summer Break Summer Olympics Trade Shows Community Events	Promote Summer Line
July	4th of July Bastille Day	Wedding Season Trade Shows Community Events	Promote Summer Line
August	Friendship Day	Back to School Trade Shows Community Events	Introduce Fall Line Back at School Promotions
September	Labor Day Grandparent's Day	First Day of Fall Trade Shows Community Events	Promote Fall Line
October	Halloween Columbus Day National Boss's Day	Breast Cancer Awareness Trade Shows Community Events	Promote Fall Line Start Planning Holiday Sales
November	Thanksgiving	Black Friday Cyber Monday Trade Shows Community Events	Launch Winter Line

Seasonal Marketing Planner

A Seasonal marketing calendar will act as a point of reference to highlight potential opportunities for you share important dates and events with your target market throughout the year! Create an easy to read calendar of all the cool events happening in and around Hanna.

Make it in digital and print form so it can be easily shared on social media platforms, emails and in strategic locations in and around Hanna.

Incorporate events from around the region as well.



This realtor does business profiles of local Edmonton businesses. Something similar could be done of Hanna businesses in the region.

The production cost of this video was \$500.

<https://www.facebook.com/mrmattlanger/videos/2417410264975634/UzpfSTeWMDAwMDU50DA3NTQ1MDozMDYwNjExMjk0OTk0MTQ6MTA6MDoxNTY5OTEzMTk5OjI0NjUwNDU3NTI3MTY2NjA3NzU/>



When marketing the retirement community, or homes for sale a video like this one would do a much better job of showing people the entire context of the area.

It talks not only about how beautiful the living space is, but all of the amenities around it and helps people see their own lives in the space.

<https://www.facebook.com/mrmattlanger/videos/377735326261124/UzpfSTEWMDAwMDU5ODA3NTQ1MDoyNzY1MTAwOTkzNTE5ODA5/>

Hanna welcoming committee



Moving to a small town where everyone knows each other can be a bit intimidating. Consider developing a welcoming committee to help make newcomers more welcome and facilitate their integration into the community more quickly.

Retire to Hanna info sessions

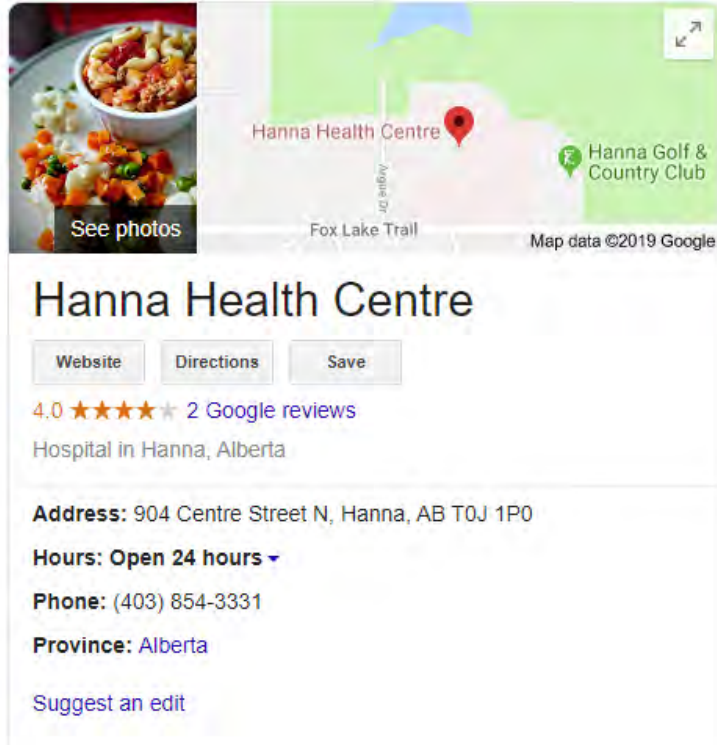


Hold retire to Hanna information sessions on larger municipalities.

Partner with financial planners, mortgage brokers, and realtors to host a session.

Consider a “try before you move” promotion where someone could try living in Hanna for a week. Connect them with all of the people and amenities they might like to try for the week and ensure they get the most out of the experience.

Hanna's Health Centre - improve Google ratings



The image is a screenshot of a Google Business Profile for Hanna Health Centre. At the top left, there is a photo of a bowl of food with a 'See photos' button. To the right is a map showing the location of Hanna Health Centre on Fox Lake Trail, near Hanna Golf & Country Club. Below the map, the business name 'Hanna Health Centre' is displayed, followed by buttons for 'Website', 'Directions', and 'Save'. The profile has a 4.0 star rating from 2 Google reviews. The address is listed as 904 Centre Street N, Hanna, AB T0J 1P0. The hours are listed as 'Open 24 hours'. The phone number is (403) 854-3331 and the province is Alberta. A 'Suggest an edit' link is at the bottom.

This might seem small and simple but if people are going to consider moving to Hanna, they are likely going to do a bit of research. The Google ratings of the Health Centre and any other business or amenity may factor into their decision.

Consider encouraging more people to leave reviews.

Highway signs



Put the names of businesses like the restaurants, hotels, golf course, rec centre and other tourist attractions.



Put a large billboard on the highway to showcase the "lifestyle" community of Hanna



The whole point of community economic development is to create a sense of community. Nothing happens without people.

Holding annual or bi-annual state of the community event would help people connect with each other and even the goals of the town.

Make it a fun event with food, live music, or other entertainment so people look forward to coming.

Upgrade newsletter

BI-Annual Teen Fair Coming Soon

WHO: Students in Grades 7 – 12
WHAT: Day of Fun Activities – FREE
WHEN: Sat. Sept 14, 2019 10:00am to 4:00pm
WHERE: Hanna Curling Rink (501 3rd Street West)
WHY: The Hanna & District Youth Club & Hanna FCSS want to give you the opportunity to experience what Hanna has to offer.

- Participate – free of charge and have the opportunity to win hourly door prizes and take home swag!
- Enjoy the concession stocked with snacks.
- Try rock climbing, Zorb balls and makeovers.
- Take the opportunity to go to the gun range, go kayaking or see the horses outside the curling rink.
- Talk to representatives from 4-H, AHS Addictions, DEMSA, FCSS, Hanna Cruisers,

Hanna Fire Department, Hanna Flying Association, Hanna Library, Kayaking Club, REACT, The Food & Gun Club
 Come back at 8:30 pm for the Much Music Video Dance! Dance until 11:00 pm with an admission fee of \$15.00. There will be a concession available.

Anyone interested in helping out can contact:
 Neala-Rea Veno(403) 854-8146 or
 HannaYouthClub@gmail.com



Don't Miss This....
Registration Fair Wednesday September 4, 2019
 8:00pm – 8:00pm
 Community Centre 501 3rd Street West

Be in the know....
 about the events, activities and groups that you can be involved with this fall & winter. This is a great opportunity to promote your organization, take registrations, or assist new members.
Best of all...it's FREE!

Deadline to reserve a table is Friday, August 30th.
 To reserve your table call Kathy at 854-4433 or email admin@hanna.ca

Community Events

Mondays	Pickleball - 6:00 pm Adult Rec Open Court - 7:00 pm	Aug 10 Ladies Open Golf Tournament – 10:00 am Aug 10 Food Bank Fundraising BBQ – 11:00 am
Tuesdays	Pickleball - 9:00 am Parkinson's Support Group - 2:00 pm Adult Rec Open Court - 7:00 pm	Aug 10 Show & Shine – 2:00 pm Cruise Night – 6:00 pm Drive In – "Comedy" starring Kirk Kristofferson Book Club "Educated" – 2:00 pm
Wednesdays	Pickleball - 6:00 pm Adult Rec Open Court - 7:00 pm TOPS - 7:00 pm	Aug 13 "The Secret Life of PETS 2" - 6:45 pm Aug 17 Seniors Open Golf Tournament - 9:30am Aug 19 100+ Women Who Care 7:00 pm
Thursdays	Pickleball - 9:00 am Adult Rec Open Court - 7:00 pm	Aug 21 Chamber of Commerce Best Ball Golf Tour Aug 20 Hanna Memories Art Show & Sale – 2:00 pm Aug 23-25 16th Annual Hanna Summer Slo-Pitch
Fridays	Pickleball - 6:00 pm Adult Rec Open Court - 7:00 pm	Aug 30-Sept 1 George Wilkins Labour Day Men's Open Sept 4 Fall Registration Fair – 6:00 pm Sept 6 Outdoor Movie Night – 7:00 pm
Jul 12	Night Hoops – 9:00 pm	Sept 7 Two Person Best Ball Golf Tourm. – 11:00 am
Jul 14-16	Communities in Bloom Judges are here!	Sept 10 Book Club "Homegoing" – 2:00 pm
Jul 16	K.I.T.E. Puppet Theatre - 5:30 pm	Sept 14 Donna Griffin Memorial Family Rodeo
Jul 20-21	Gun & Sportsman Show & Sale – 9:00 am	Sept 14 Teen Activity Fair – Gr. 7-12 (FREE) - 10:00 am
Jul 20	Battle of Alberta Cup Charity Golf - 10:00 am	Sept 14 Much Music Video Dance Gr. 7-12 – 8:30 pm
Jul 21	National Ice Cream Day 2 For 1 Special	Sept 14 VOLUNTEERS: NEEDED! PH:(403) 854-8146
Jul 26-28	Old Time Music Jamboree	Sept 27-29 Indoor Pro Rodeo Tickets:(403) 854-0680
Jul 26-27	Handgrass Bronc Match – Pollockville	
Jul 26	Night Hoops - 9:00 pm	
Aug 6-9	Bronze Cross – 8:00 am	
Aug 8	Fall Fair Show Entries – 4:00 pm	
Aug 9	Fall Fair Horse Show & Gymkhana – 9:00 am Fall Fair Bench Show – 1:00 pm	
Aug 9	Fall Fair Parade – 7:00 pm	
Aug 10	Fall Fair Bench Show – 10:00 am	

The Town of Hanna is in competition for a National Communities in Bloom award. After being announced the National Winner with a rating of 5 Blooms Branzas in 2018, the group is now working towards improving our bloom rating by competing in the Class of Champions for 2019.

National Judges Beta Briggs and Larry Hill will arrive on Sunday July 14 and spend two days viewing Hanna from top to bottom.

Volunteers are needed to assist with preparations. Contact Lou at (403) 854-1979 or Gwen at (403) 854-4433.

Just a reminder, Hanna in Bloom will be watching for places deserving of a Bloom to award

For information regarding these events or to submit your community event visit www.HANNA.ca/events

SKYLINE HIGH CLASSROOM NEWSLETTER 



Topic One
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Topic Three
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KEY DATES

Date 1: Event Name Lorem ipsum dolor sit amet, consectetur adipiscing elit.	Date 3: Event Name Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Date 2: Event Name Lorem ipsum dolor sit amet, consectetur adipiscing elit.	Date 4: Event Name Lorem ipsum dolor sit amet, consectetur adipiscing elit.

The content of the current newsletter is excellent. However the format is dated.

Switching to a more modern look and feel would improve readership and also enable it to be more easily shared on social media platforms.

Current Hanna newsletter

Proposed upgraded format

Newsletter social media integration



Ensure the newsletter is shared in multiple formats to reach the most amount of people.

There is software that will automate this for you. Like Foursquare and others.

Better promote the affordability of housing

The screenshot shows the REALTOR.ca website interface. At the top, there's a navigation bar with 'Find a Home', 'Meet a REALTOR', 'Mortgage Calculators', and 'Ideas & How-to'. Below this, a search bar is set to 'Hanna, AB T0J'. The results section shows 'Results: 48 Listings' and a 'Sort By' dropdown set to 'Low to High (\$)'. A list of property listings is displayed on the left, each with a small image, price, and address. The prices range from \$52,500 to \$189,500. On the right, a map shows the geographical layout of Hanna, Alberta, with several location pins corresponding to the listings. Landmarks like Hanna Health Centre and Hanna Pioneer Museum & Village are also visible on the map.

Hanna has incredibly affordable housing prices. In most cases house prices are $\frac{1}{3}$ to $\frac{1}{4}$ of the prices of City homes.

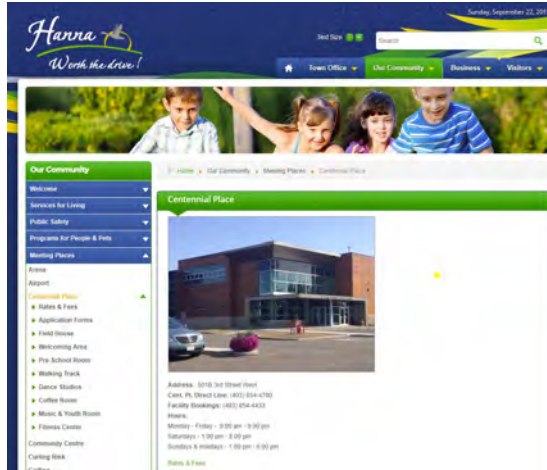
The reality for many baby boomers looking to retire is they did not save up enough money. But they likely have equity in their house. To finance retirement, it would be a wise decision to sell their homes in whatever City they are living in, and purchase a less expensive home in Hanna. They could take the remaining proceeds from the sale of their home and use it to finance the rest of their retirement.

Hanna's low cost of living would allow that money to last longer as well.

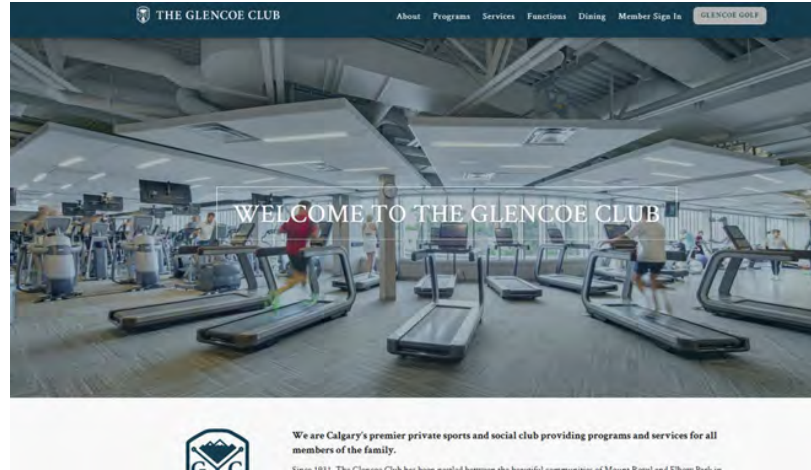
It is worth noting that the homes in Hanna are quite dated so it may be wise to renovate these homes.

- Consider a renovation tax credit
- Consider purchasing the homes through the Economic Development Corporation, renovate them, and rent or sell them yourself

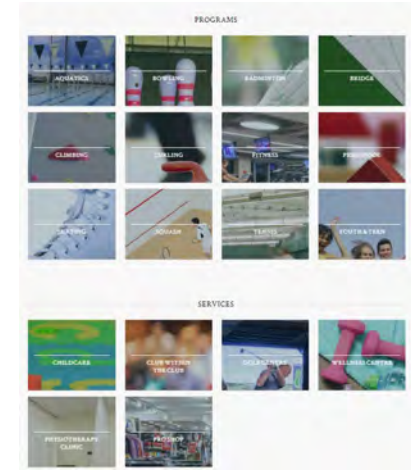
Upgrade Centennial Place website



Hanna's Centennial Place website



Best practice recreational facility website



Centennial place is one of the main recreational amenities for Hanna and the region. The current website is factual but does not do a good job of showing people how great the facility really is and how it will add value to their life. Consider researching other recreational facility websites and upgrading the Hanna Centennial Place website to reflect them.

Upgrade Hanna's golf website



Best practice golf website



Hanna's golf website

The Hanna golf course is one of the best amenities in the community and even the region. It draws people from other areas, it is a perfect past time for the retired target market and is an enjoyable activity for everyone. The current website does not reflect the quality and value of the golf course. Consider researching other golf websites and upgrading the Hanna golf website to reflect them.

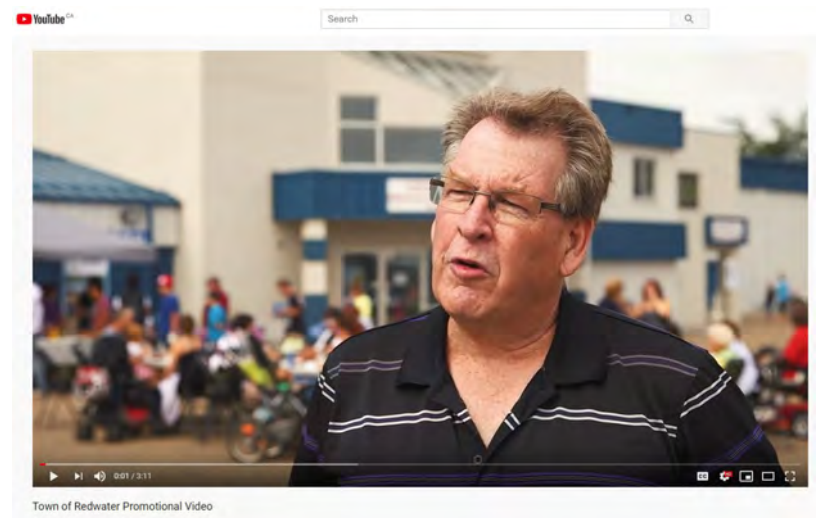
Community promotional video

Good



<https://www.youtube.com/watch?v=jMzow6oS8wk>

Less Good



<https://www.youtube.com/watch?v=H74dMtj3ros>

Consider making a promotional video about the town of Hanna and the region. Today's marketing is centred towards video and high quality images and will do a better job of telling the story of why Hanna is such a great place to live, work, play and conduct business.

Now that you are inspired with all of the opportunities to make Hanna an even better place than it already is, it's time to pick some tactics and get to work.