



**Economic Development Advisory Committee (EDAC)
March 1, 2022
6:00pm
Virtual**

1. ADOPTION OF AGENDA

2. MINUTES

- a. Approval of EDAC Meeting Minutes – December 6, 2021

3. DELEGATIONS

- a. Investment Attraction & Transformational Sectors as Input into the Economic Development Strategy Update – Riya Ganguly, VP Strategy & Innovation, Edmonton Global

4. BUSINESS ITEMS

- a. Review and Discuss Terms of Reference for the Economic Development Strategy & Action Plan 2023-28 – Dave Walker

5. INFORMATION ITEMS

- a. Finding Success Brochure Update – Karla Gould

6. CLOSED SESSION

- a. n/a



ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC_

March 1, 2022

REQUEST FOR DECISION

ITEM DESCRIPTION:

1. ADOPTION OF AGENDA

PROPOSED MOTION:

That the agenda be approved as presented.

BACKGROUND/ANALYSIS:

n/a

FINANCIAL IMPLICATIONS:

n/a

ATTACHMENTS:

n/a

ITEM DESCRIPTION:

2. MINUTES

a. Regular Committee Meeting Minutes of _____

PROPOSED MOTION:

That the minutes of the _____ Regular Committee Meeting be approved as presented.

BACKGROUND/ANALYSIS:

FINANCIAL IMPLICATIONS:

ATTACHMENTS:

Regular Committee Meeting Minutes of _____

ITEM DESCRIPTION:

3. DELEGATIONS

a. [List Delegation and Topic]

PROPOSED MOTION:

That [the Delegation Name] be thanked for [his/her/their] presentation.

BACKGROUND:

FINANCIAL IMPLICATIONS:

ATTACHMENTS:

ITEM DESCRIPTION:

4. BUSINESS ITEMS

a. [Business item topic]

PROPOSED MOTION:

[Proposed motion dependent on what the business item is]

BACKGROUND/ANALYSIS:

FINANCIAL IMPLICATIONS:

ATTACHMENTS:

ITEM DESCRIPTION:

5. INFORMATION ITEMS

a. [Information item topic]

PROPOSED MOTION:

That [information item topic] be received as information.

BACKGROUND/ANALYSIS:

FINANCIAL IMPLICATIONS:

ATTACHMENTS:

ITEM DESCRIPTION:

6. CLOSED SESSION

a. [Closed session topic]

PROPOSED MOTION:

That the Committee go into Closed Session under section(s) _____ of the *Freedom of Information and Protection of Privacy Act*, respecting [list FOIP section headings/topics].

BACKGROUND/ANALYSIS:

Background/Analysis is confidential and must not be made public. Only Committee Members and the Administration Liaison can see this information.

FINANCIAL IMPLICATIONS:

Financial Implications are confidential and must not be made public. Only Committee Members and the Administration Liaison can see this information.

ATTACHMENTS:

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Economic Development Advisory Committee

Minutes of the EDAC Meeting
Held December 6, 2021
Virtual

Committee Members Present:

Councillor Stuart Houston, Chair
Councillor Jan Gillett, Vice-Chair
Councillor Reid MacDonald
Robert Smith
Bruce Mullett
Kelly J. Rose
Victor Moroz
Charlene Bell
Braven Blackwell
Heather Shewchuk

Also In Attendance:

Dave Walker, Manager, Economic & Business Development
Karla Gould, Economic Development Specialist
Jamielinn Marvelous, Economic Development Specialist

Regrets:

CALL TO ORDER

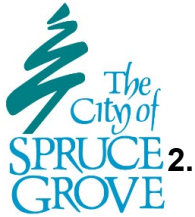
Chairperson Stuart Houston called the meeting to order at 6:02 p.m.

1. ADOPTION OF AGENDA

a. No amendments, additions or deletions were made to the agenda.

2021-01 Moved by Victor Moroz that the agenda be adopted as amended.

Carried



MINUTES

- a. EDAC Meeting Minutes – September 7, 2021

2021-02 Moved by Bruce Mullett that the September 7, 2021 EDAC Meeting Minutes be approved as presented. Carried

3. DELEGATIONS

n/a

4. INFORMATION ITEMS

- a. Industrial Land Strategy Recommendations Report to Council – Karla Gould

2021-03 Moved by Charlene Bell that the Industrial Land Strategy Recommendations Report to Council as presented be accepted as information. Carried

- b. Red Tape Reduction Report to Council – Jamielinn Marvelous

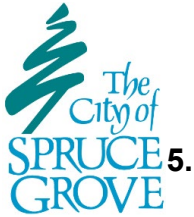
2021-04 Moved by Kelly John Rose that the Red Tape Reduction Report presented to Council on September 27th, 2021 be received as information. Carried

- c. Economic Development Projects Update – Councillor Houston/Dave Walker

2021-05 Moved by Bruce Mullett that the Economic Development Projects Update be received as information. Carried

- d. Westwind Video – Councillor Houston

2021-06 Moved by Charlene Bell that the Westwind Video be received as information. Carried



5. BUSINESS ITEMS

a. 2022 EDAC Meeting Dates Schedule – Councillor Houston

2021-07 Moved by Councillor Gillett that the 2022 calendar of regularly scheduled Economic Development Advisory Committee regular meeting dates be approved as presented. Carried

b. EDAC Annual Workplan 2022 – Dave Walker

2021-08 Moved by Bruce Mullett that the 2022 Annual Workplan be approved by EDAC as presented.

2021-09 Moved by Councillor MacDonald that the recommended workplan be presented to Council by Anthony Worbeck for approval. Carried

c. Proposed City Centre Storefront Improvement Program - Dave Walker

2021-10 Moved by Kelly John Rose that Council proceed with the approval of a City Centre Storefront Improvement Program in the 2022 budget year.

2021-11 Moved by Heather Shewchuk that a budget of \$75,000 be approved for the program to remain in place until the funds have been expended.

2021-12 Moved by Charlene Bell that grant funding be up to \$7,500 per storefront and up to \$10,000 for a corner property subject to a matching contribution by the applicant. Carried

6. CLOSED SESSION

The Economic Development Advisory Committee did not go into Closed Session.

Victor Moroz declared the meeting adjourned at 9:13 pm.

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Stuart Houston
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 CHAIRPERSON – STUART HOUSTON

DocuSigned by:
Karla Gould
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 RECORDING SECRETARY



**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC)
March 1, 2022**

REQUEST FOR DECISION

ITEM DESCRIPTION:

2. APPROVAL OF MINUTES

PROPOSED MOTION:

That the December 6, 2021 EDAC Meeting Minutes be approved as presented.

BACKGROUND/ANALYSIS:

n/a

FINANCIAL IMPLICATIONS:

n/a

ATTACHMENTS:

December 6, 2021 Meeting Minutes



ITEM DESCRIPTION:

1. MINUTES

a. Regular Committee Meeting Minutes of _____

PROPOSED MOTION:

That the minutes of the _____ Regular Committee Meeting be approved as presented.

BACKGROUND/ANALYSIS:

FINANCIAL IMPLICATIONS:

ATTACHMENTS:

Regular Committee Meeting Minutes of _____

ITEM DESCRIPTION:

2. DELEGATIONS

a. [List Delegation and Topic]

PROPOSED MOTION:

That [the Delegation Name] be thanked for [his/her/their] presentation.

BACKGROUND:

FINANCIAL IMPLICATIONS:

ATTACHMENTS:

ITEM DESCRIPTION:

3. BUSINESS ITEMS

a. [Business item topic]

PROPOSED MOTION:

[Proposed motion dependent on what the business item is]

BACKGROUND/ANALYSIS:

FINANCIAL IMPLICATIONS:

ATTACHMENTS:



ITEM DESCRIPTION:

4. INFORMATION ITEMS

a. [Information item topic]

PROPOSED MOTION:

That [information item topic] be received as information.

BACKGROUND/ANALYSIS:

FINANCIAL IMPLICATIONS:

ATTACHMENTS:



ITEM DESCRIPTION:

5. CLOSED SESSION

a. [Closed session topic]

PROPOSED MOTION:

That the Committee go into Closed Session under section(s) _____ of the *Freedom of Information and Protection of Privacy Act*, respecting [list FOIP section headings/topics].

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**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC)
March 1, 2022**

REQUEST FOR DECISION

ITEM DESCRIPTION:

3. DELEGATIONS

- a. Investment Attraction & Transformational Sectors as Input into the Economic Development Strategy Update – Riya Ganguly, VP Strategy & Innovation, Edmonton Global

PROPOSED MOTION:

That the Investment Attraction & Transformational Sectors presentation be accepted as information.

BACKGROUND/ANALYSIS:

To support the process of updating the Economic Development Strategy to cover the next 5 years, Edmonton Global will provide perspective on what they see as the major issues affecting investment attraction going forward. As part of the presentation, they will speak to the transformational focus sectors where Edmonton Global has been doing some work on strategy development.

FINANCIAL IMPLICATIONS:

n/a

ATTACHMENTS:

n/a

ECONOMIC DEVELOPMENT STRATEGY AND ACTION PLAN 2023-28

DRAFT TERMS OF REFERENCE – MARCH 1, 2022

The Economic Development Strategy and Action Plan update is a collaboration between the City's Economic and Business Development Department and EDAC to update the Economic Development Strategy and Action Plan 2017-22. The intent is to have an updated 5-year strategy covering the period 2023-28 presented to Council for approval by year-end 2022. This will provide an opportunity to assess the results of the current strategy and key changes in the economic environment brought on by Covid, the emergence of Edmonton Global, transition of a low carbon economy and the impact of transformational technologies.

The format and structure of the updated report will be similar to the current strategy as it has been very well received. Council has approved a budget to undertake the project and this will be used to retain consulting expertise as needed and we anticipate bringing on a lead consultant with significant international experience. There will also be a priority on stakeholder and public consultation to ensure there are opportunities for broader engagement with the business community and residents.

Following are the draft terms of reference that consider key issues to be addressed by the Strategy Update 2023-28.

- Assessment of the results generated by the 2017-22 Economic Development Strategy.
- What should be our key objectives and targets for the next 5 years?
- What is our brand as seen by external investors, developers and businesses?
- Our place in the Edmonton metro region and the emergence of Edmonton Global.
- What are the long-term impacts of Covid on business going forward?
- Impact of key technology changes including digitization and artificial intelligence, transition to a low carbon economy and regulatory changes related to climate action.
- How can we best support business retention and expansion?
- How competitive is Spruce Grove in attracting new investment?
- How does the City address the lack of serviced industrial land?
- Are there infrastructure gaps that need to be addressed?
- What are the sectors/industries that we should be pursuing and what needs to be done to be successful?

- How is the Updated Strategy going to be measured in terms of whether it is working?

The next steps will be to receive input from EDAC and then finalize terms of reference for the project. Once this is done, the plan is to proceed with securing a lead consultant in early 2022. The consultant should have broad experience in site location, an understanding of economic and innovation ecosystems, experience in multi-jurisdictions and a reputation for outside the box thinking.

Following are the Goals and Objectives outlined in the current Strategy. Have these changed or need to be redefined? These need to take a broad perspective in terms of recognizing and integrating the linkages to other strategies and priorities important to the community.

Goal 1 Building Our Quality of Place

- Objective #1 Continue to plan, invest and encourage the revitalization and redevelopment of City Centre
- Objective #2 Provide engaging public spaces and places that are supported by a wide variety of programs and activities for residents and businesses
- Objective #3 Promote Spruce Grove as an event hosting destination that enhances the experience of our places and spaces

Goal 2 Focusing on Business Retention and Attraction

- Objective #4 Maintain a competitive business, fiscal and regulatory climate that projects a customer service mindset
- Objective #5 Pursue a targeted approach to investment attraction that prioritizes sectors and opportunities based on likelihood of success and highest return
- Objective #6 Broaden and build the local business base by investing in business development and support programs and services

Goal 3 Building Our Community and Business Infrastructure

- Objective #7 Invest in an integrated approach to providing the infrastructure, services and policy framework to support future growth of employment lands
- Objective #8 Ensure that Spruce Grove businesses have access to state-of-the-art broadband services at competitive rates which are increasingly essential to attract and retain high quality businesses and jobs

Goal 4 Ensuring an Adequate Supply of Market-Ready Employment Lands

- Objective #9 Undertake long-term planning to ensure that Spruce Grove will continue to have an adequate supply of land that accommodates future development such that it does not become a barrier to growth
- Objective #10 Work with developers and property owners toward achieving the highest and best use of employment lands to generate higher value assessment and job growth

Goal 5 Raising Our Community Profile

- Objective #11 Ensure there is convenient and up-to-date access to a range of information products on Spruce Grove available to investors, businesses, residents and visitors
- Objective #12 Partner with interested business and municipal stakeholders in the marketing of Spruce Grove as a place to live, visit, invest or run a business
- Objective #13 Collaborate as part of the Edmonton Metro Region in the development of a new approach to investment attraction, branding and promotion as a world class metropolitan area

Proposed Table of Contents

As a guide to help structure the Strategy, the following outlines a proposed Table of Contents for the document:

1. Introduction – sets the context and continuity for the Strategy Update.
2. Bridge from the Current Strategy – results achieved and what is left unfinished.
3. Strategic Planning Process – the process used to update and inform the Strategy including stakeholder and public consultations.
4. Environmental Scan – the key economic and technology drivers likely to affect future economic growth.
5. Vision Statement, Goals and Objectives – how have these changed from 2017-22.
6. Determining our Priorities – what are the most important issues the Updated Strategy needs to address.
7. Strategy Elements and Actions – these are set out for each objective and will identify the key initiatives to be undertaken by the City over the 2023-28 period.
8. Measurable Indicators – key indicators that will be used to measure the progress on implementation of the Updated Strategy.

Appendices

- Appendix A – detailed environmental scan
- Appendix B – competitiveness assessment
- Appendix C – stakeholder consultation results



ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC) March 1, 2022

REQUEST FOR DECISION

ITEM DESCRIPTION:

4. BUSINESS ITEMS

- a. Review and Discuss Terms of Reference for the Economic Development Strategy & Action Plan 2023-28 – Dave Walker

PROPOSED MOTION:

That the Terms of Reference for the Economic Development Strategy & Action Plan 2021-28 be approved as presented/amended.

BACKGROUND/ANALYSIS:

The Economic Development Strategy and Action Plan update is a collaboration between the City's Economic and Business Development Department and EDAC to update the Economic Development Strategy and Action Plan 2017-22. The intent is to have an updated 5-year strategy covering the period 2023-28 presented to Council for approval by year-end 2022. This will provide an opportunity to assess the results of the current strategy and key changes in the economic environment brought on by Covid, the emergence of Edmonton Global, transition of a low carbon economy and the impact of transformational technologies.

The draft Terms of Reference are attached.

FINANCIAL IMPLICATIONS:

n/a

ATTACHMENTS:

- Draft Terms of Reference – Economic Development Strategy & Action Plan 2023-28
- [Economic Development Strategy & Action Plan 2017-22](#)



**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC)
March 1, 2022**

REQUEST FOR DECISION

ITEM DESCRIPTION:

5. INFORMATION ITEMS

- a. Finding Success Brochure Update – Karla Gould

PROPOSED MOTION:

That the Finding Success Brochure Update be accepted as information as presented.

BACKGROUND/ANALYSIS:

The Finding Success brochure is part of the Here We Grow brochure series developed by the Economic & Business Development Department. The brochure features a number of key businesses in Spruce Grove, tells the story of why they chose our City as a place to conduct business and the reasons they continue operate successfully.

This update of the Finding Success brochure included revision of a number of existing stories and the addition of a new business.

FINANCIAL IMPLICATIONS:

n/a

ATTACHMENTS:

- [Finding Success 2022](#)