



**Economic Development Advisory Committee (EDAC)
June 6, 2022
4:00pm
Virtual**

1. ADOPTION OF AGENDA

2. MINUTES

- a. Approval of EDAC Meeting Minutes – March 1, 2022

3. DELEGATIONS

- a. Planning & Development Department Process Review – Carol Bergum, Director, Planning & Development

4. BUSINESS ITEMS

- a. Economic Development Strategy Update & Action Plan Workshop – Lauren Millier, Deloitte Canada

5. INFORMATION ITEMS

- a. On the Edge YEG Tourism Launch Update– Karla Gould

6. CLOSED SESSION

- b. n/a



ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC_

June 6, 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



**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC)
June 6, 2022**

REQUEST FOR DECISION

ITEM DESCRIPTION:

2. APPROVAL OF MINUTES

PROPOSED MOTION:

That the March 1, 2022 EDAC Meeting Minutes be approved as presented.

BACKGROUND/ANALYSIS:

n/a

FINANCIAL IMPLICATIONS:

n/a

ATTACHMENTS:

March 1, 2022 Meeting Minutes



Economic Development Advisory Committee

Minutes of the EDAC Meeting
Held March 1, 2022
Virtual

Committee Members Present:

Councillor Stuart Houston, Chair
Councillor Jan Gillett, Vice-Chair
Councillor Reid MacDonald
Robert Smith
Bruce Mullett
Kelly J. Rose
Charlene Bell
Frank DeAngelis
Heather Shewchuk
Anthony Worbeck

Also In Attendance:

Dave Walker, Manager, Economic & Business Development
Karla Gould, Economic Development Specialist
Riya Ganguly – Edmonton Global
Sharon Yeast – CCBA Representative

Regrets:

Victor Moroz

CALL TO ORDER

Chairperson Stuart Houston called the meeting to order at 6:01 p.m.

1. ADOPTION OF AGENDA

One amendment was made to the agenda as follows:

Councillor Houston – Industrial Land Strategy, Item 5(b)

2022-01 Moved by Charlene Bell that the agenda be adopted as amended.

Carried



MINUTES

- a. EDAC Meeting Minutes – December 6, 2021

2022-02 Moved by Councillor McDonald that the December 6, 2022 EDAC Meeting Minutes be approved as presented. Carried

3. DELEGATIONS

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

2022-03 Moved by Councillor Gillett that the Investment Attraction & Transformational Sectors presentation be accepted as information. Carried

4. BUSINESS ITEMS

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

2022-04 Moved by Councillor McDonald that the Terms of Reference for the Economic Development Strategy & Action Plan 2023-28 be accepted as information and that comments from EDAC will be provided by end of day March 11, 2022. Carried

5. INFORMATION ITEMS

- a. Finding Success Brochure Update – Karla Gould
- b. Industrial Land Strategy – Councillor Houston

Presented as information only, no motions made.

6. CLOSED SESSION

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



Councillor Gillett declared the meeting adjourned at 8:25 pm.

CHAIRPERSON – STUART HOUSTON

RECORDING SECRETARY



**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC)
June 6, 2022**

REQUEST FOR DECISION

ITEM DESCRIPTION:

3. DELEGATIONS

- a. Planning & Development Department Process Review – Carol Bergum, Director, Planning & Development

PROPOSED MOTION:

That the Planning & Development Department Process be accepted as information.

BACKGROUND/ANALYSIS:

The City is exploring opportunities for the Planning and Development department to be viewed as more customer focused and less regulatory focused. Taking into consideration the policies and bylaws currently in place, a review of the Planning and Development department was completed.

The primary purpose of the effort was to develop a comprehensive list of recommendations that could be executed over a reasonable timeframe to move the City towards a vision of the highest customer focused planning and development team in the region.

This presentation will provide EDAC an overview of the outcomes from the recently completed reviews of the Planning & Development and associated Engineering department functions, and the proposed next steps.

FINANCIAL IMPLICATIONS:

n/a

ATTACHMENTS:

n/a



ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC) June 6, 2022

REQUEST FOR DECISION

ITEM DESCRIPTION:

4. BUSINESS ITEMS

- a. Economic Development Strategy Update & Action Plan Workshop – Lauren Millier, Deloitte

PROPOSED MOTION:

That the Economic Development Strategy Update & Action Plan Workshop be approved as presented.

BACKGROUND/ANALYSIS:

The Economic Development Strategy and Action Plan (EDS) 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.

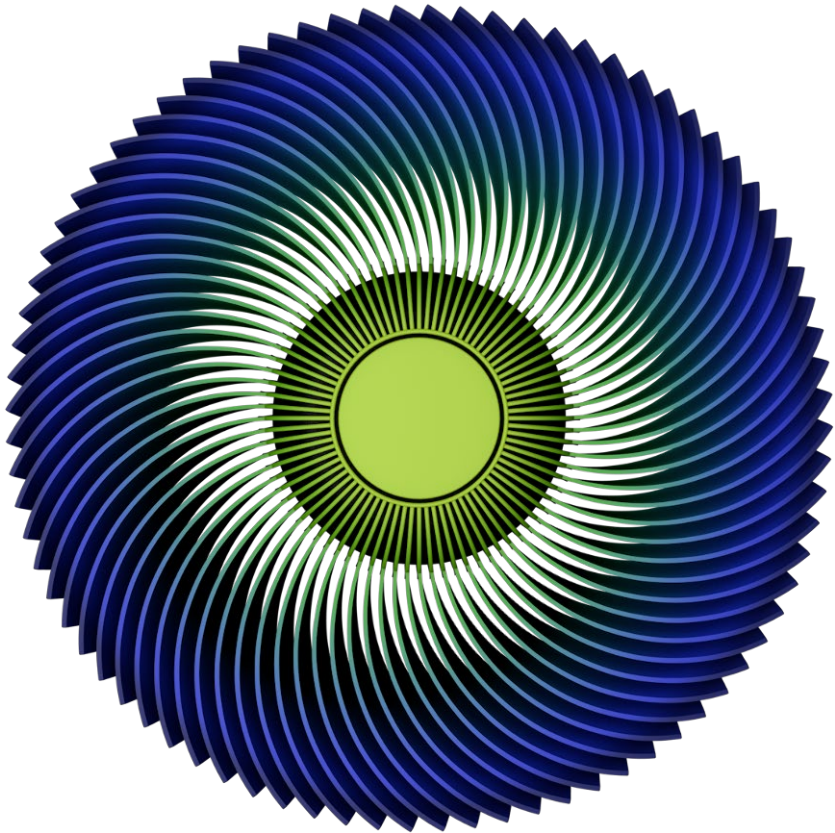
The City retained Deloitte Canada to complete the EDS update. Deloitte's presentation will provide an overview of the project including the workplan and timelines. This will be followed by discussion and a question and answer session that will allow EDAC the opportunity to provide input.

FINANCIAL IMPLICATIONS:

n/a

ATTACHMENTS:

- Economic Development Strategy Workshop PowerPoint Presentation
- [Economic Development Strategy & Action Plan 2017-22](#)



City of Spruce Grove
Economic Development Strategy

EDAC Meeting – June 2022



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Project Overview

City of Spruce Grove – Economic Development Strategy – EDAC Meeting

MDB Insight (Deloitte) led the development of the previous Strategy

Strong team of professionals that have considerable experience in Alberta and strategy development in particular

A Project Charter will be created to confirm the project scope and track progress towards the achievement of deliverables on an ongoing basis. The Charter provides:

- Project sequencing and staging of tasks
- Key decision points
- The expected completion date of the project deliverables
- The roles and responsibilities of both the consulting team and client
- Provides a description of the engagement plan and a detailed work plan and timeline.

Project Description

City of Spruce Grove – Economic Development Strategy – EDAC Meeting

The primary outcome for the project is an updated City of Spruce Grove Economic Development Strategy and Action Plan. The deliverables for this project include:

- Identifying key economic development objectives and targets for the next five years.
- Developing branding/messaging to engage external investors, developers and businesses.
- Assess the impacts of key technology changes including digitization and artificial intelligence, transition to a low carbon economy and regulatory changes related to climate action.
- Support business retention and expansion.
- Building on the success of the last Strategy & Action Plan in identifying opportunities for economic diversification and leveraging regional partners to advance its economic growth objectives

Project Methodology

City of Spruce Grove – Economic Development Strategy – EDAC Meeting

- The Team will take a phased approach to developing and updating the economic development strategy and use a methodology that seeks to answer three questions
- **Where Are We Now?**
- **Where do We Want to Go?**
- **How Do We Get There**

Project Workplan and Timeline

	May			June				July				August					September				October				
Phases and Tasks	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	31
Phase 1: Project Initiation and Planning																									
Project Launch & Progress Meetings	***			^^^			***		^^^		***			***	***		***	***		***	***		***	***	***
Project Charter	***																								
EDAC Sessions				^^^																		^^^			
Phase 2: Background Review and Competitive Analysis																									
Background and Literature Review				^^^																					
Demographic and Economic Profile				^^^																					
Competitiveness, COVID-19 Recovery and Brand Assessment																									
Target Sectors and Regional Alignment Analysis																									
Phase 2 Summary Report																***									
Phase 3: Where do we want to go?																									
Key Stakeholder Interviews (25)																									
Triage BR&E Business Survey (100)				^^^			***		^^^																
Target Sector Workshops (4)													***	***	***										
SOARR Assessment and Competitive Advantage Assessment																									
Vision Statement, Goals and Objectives Workshop																									
Phase 4: How do we get there?																									
Draft Economic Development Strategy and Action Plan & Presentation																									
Final Economic Development Strategy and Action Plan																									
Presentation of Strategy and Action Plan																									

*** Represents a project milestone

^^^ Represents a conference call meeting

2017 Economic Development Strategy

Vision and Goals

2017 Vision Statement

City of Spruce Grove – Economic Development Strategy – EDAC Meeting

Spruce Grove has a growing diversified economy – together with an attractive business climate that supports entrepreneurship, business retention and growth, and new business investment.

Spruce Grove is forward thinking in its approach to economic development, reflecting both the needs of our citizens and our business community and a desire for a sustainable approach to growth and development.

The quality of life that Spruce Grove offers its citizens distinguishes us as a community of choice for residents, business and new investment.

2017 Goal Statements

City of Spruce Grove – Economic Development Strategy – EDAC Meeting

Goal 1

Building our Quality of Place

Goal 2

Focusing on Business Retention and Attraction

Goal 3

Building our Community and Business Infrastructure

Goal 4

Ensuring an Adequate Supply of Market Ready Employment Lands

Goal 5

Raising Our Community Profile

2022 Economic Development Strategy

Initial Discussion

Initial Discussions

City of Spruce Grove – Economic Development Strategy – EDAC Meeting

- Given your involvement with EDAC and experience in the community, what has worked over the past five years from an economic development perspective? What results do you see?

Initial Discussions

City of Spruce Grove – Economic Development Strategy – EDAC Meeting

- What's your vision for Spruce Grove in the next 5 years, 10 years? What opportunities or priorities should we be focused on now?

Initial Discussions

City of Spruce Grove – Economic Development Strategy – EDAC Meeting

- What is holding us back? What challenges need to be overcome to achieve the community's growth potential?

Thank You!

Any questions?

Contact:

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**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC)
June 6, 2022**

REQUEST FOR DECISION

ITEM DESCRIPTION:

5. INFORMATION ITEMS

- a. On the Edge YEG Tourism Launch Update– Karla Gould

PROPOSED MOTION:

That the On the Edge YEG Tourism Launch Update be accepted as information as presented.

BACKGROUND/ANALYSIS:

Tri Region Tourism was a long standing joint tourism initiative involving Spruce Grove, Stony Plain, and Parkland County. After Parkland County made the decision to withdraw from this initiative, Spruce Grove and Stony Plain formed a new tourism partnership.

On the Edge YEG, a partnership between Spruce Grove and Stony Plain, replaces the former Tri Region Tourism. This consists of a dedicated website featuring visitor itineraries, places to stay and signature events. Regular blogs are posted on the social media channels to promote tourism experiences in our region.

On the Edge YEG was officially launched on May 17th, 2022.

FINANCIAL IMPLICATIONS:

n/a

ATTACHMENTS:

[On the Edge YEG website](#)