



**Economic Development Advisory Committee (EDAC)  
September 5, 2023  
7:00pm  
Virtual/In-Person**

**1. ADOPTION OF AGENDA**

**2. MINUTES**

- a. Approval of EDAC Meeting Minutes – June 5, 2023

**3. DELEGATIONS**

- a. Update City Centre Construction – Rae-Lynne Spila, Municipal Engineer
- b. Proposed Land Use Bylaw Changes to Home Occupation Land Uses – Mark Puczko, Manager of Planning
- c. Municipal Development Plan: Shaping Our Community - Carol Bergum, Director of Planning & Development

**4. BUSINESS ITEMS**

- a. Options for Delivery of Business Services & Supports – Jodi Fulford, Economic Development Specialist
- b. EDAC Presentation to Council – Dave. Walker, Director, Economic & Business Development

**5. INFORMATION ITEMS**

- a. Update on Economic Development Activity – Dave Walker, Director, Economic & Business Development
- b. December 2023 EDAC Meeting Date Change – from December 4<sup>th</sup> to December 5<sup>th</sup> – Dave Walker, Director, Economic & Business Development

**6. CLOSED SESSION**

n/a



**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC)  
September 5, 2023**

**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)  
September 5, 2023**

**REQUEST FOR DECISION**

**ITEM DESCRIPTION:**

**2. APPROVAL OF MINUTES**

**PROPOSED MOTION:**

That the June 5, 2023 EDAC Meeting Minutes be approved as presented.

**BACKGROUND/ANALYSIS:**

n/a

**FINANCIAL IMPLICATIONS:**

n/a

**ATTACHMENTS:**

June 5, 2023 Meeting Minutes

## Economic Development Advisory Committee

Minutes of the EDAC Meeting  
Held June 5, 2023  
In-Person/Virtual

### Committee Members Present:

Councillor Stuart Houston, Chair  
Councillor Jan Gillett, Vice-Chair  
Councillor, Reid MacDonald  
Charlene Bell  
Anthony Worbeck  
Heather Shewchuk  
Bruce Mullett  
Victor Moroz  
Frank DeAngelis  
Kelly John Rose

### Also In Attendance:

Dave Walker, Director, Economic & Business Development  
Anika Gutowski, Economic Development Coordinator  
Karla Daniels, Economic Development Specialist

### Regrets:

Robert Smith

### CALL TO ORDER

Vice Chairperson Jan Gillett called the meeting to order at 7:02 p.m.

#### 1. ADOPTION OF AGENDA

2023-01 Moved by Reid McDonald that the agenda be adopted as presented.

Carried

#### 2. MINUTES

a. EDAC Meeting Minutes – January 31, 2023

2023-02 Moved by Victor Moroz that the January 31, 2023 EDAC Meeting Minutes be approved as amended.

Carried

**3. DELEGATIONS**

- a. SMARTstart Program – Lauren Levay & Patti-Kay Powell

2023-03 Moved by Jan Gillett that the SMARTstart Program presentation be accepted as information. Carried

**4. BUSINESS ITEMS**

- a. Development Signage – Pankaj Nalavde

2023-04 Moved by Bruce Mullett that the Development Signage presentation be accepted as presented. Carried

- b. EDAC Work Plan – Dave Walker

2023-05 Moved by Charlene Bell that the EDAC Work Plan be accepted as information. Carried

**5. INFORMATION ITEMS**

- a. Economic Development Strategy & Action Plan 2023-28 – Dave Walker

2023-06 Moved by Kelly John Rose that the Economic Development Strategy & Action Plan 2023-28 presentation be accepted as information. Carried

- b. City Centre Storefront Improvement Program – Dave Walker

2023-07 Moved by Anthony Worbeck that the City Centre Storefront Improvement presentation be accepted as information. Carried

c. City-Owned South Century Industrial Park – Karla Daniels

2023-08 Moved by Reid McDonald that the City-Owned South Century Industrial Park presentation be accepted as information.

Carried

d. Shared E-Scooter Briefing – Dave Walker

2023-09 Moved by Charlene Bell that the Shared E-Scooter Briefing be accepted as information.

Carried

**6. CLOSED SESSION**

EDAC did not go into Closed Session.

Stuart Houston declared the meeting adjourned at 9:35 pm.

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CHAIRPERSON – STUART HOUSTON

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RECORDING SECRETARY



# ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC)

## September 5, 2023

### REQUEST FOR DECISION

**ITEM DESCRIPTION:**

**3. DELEGATIONS**

- a. Update on City Centre Construction – Rae-Lynne Spila, Municipal Engineer

**PROPOSED MOTION:**

That the Update on City Centre Construction as presented be accepted as information.

**BACKGROUND/ANALYSIS:**

This presentation will provide an update on the progress of the City Centre construction and plans going forward.

This will be more of a visual presentation with before and after drone pictures of the Main and McLeod work. A City Centre map will show what work has been done to date and plans/timelines for future construction.

**FINANCIAL IMPLICATIONS:**

**ATTACHMENTS:**

n/a



# ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC) September 5, 2023

## REQUEST FOR DECISION

### ITEM DESCRIPTION:

#### 3. DELEGATIONS

- b.** Proposed Land Use Bylaw Changes to Home Occupation Land Uses – Mark Puczko, Manager of Planning

### PROPOSED MOTION:

That the Proposed Land Use Bylaw Changes to Home Occupation Land Uses presentation be accepted as information.

### BACKGROUND/ANALYSIS:

Proposed changes to the Land Use Bylaw will be brought forward to City Council for first reading on September 25, 2023. The proposed changes are intended to provide a more customer friendly approach to residents seeking to open a Home Occupation. These changes include:

- Differentiating Home Occupations into Major and Minor Home Occupations to better reflect their intensity and impact on the surrounding neighbourhood (Table 1 below).
- Limiting Major Home Occupations to a maximum of six clients at a time, and Minor Home Occupations to a maximum of one client at a time.
- Allowing indoor storage within accessory buildings for Home Occupations, Major.
- Allowing residences to contain a maximum of two Home Occupations (Major and/or Minor).
- Allowing residences with a Minor Home Occupation to also contain a Secondary, Garage or Garden Suite.
- Prohibiting Home Occupations (Major and Minor) from generating noise, smoke, steam, odor, dust, fumes, or excessive deliveries.
- Allowing Major and Minor Home Occupations to have a small sign located inside the residence.
- Providing a definition for Home Offices.

### FINANCIAL IMPLICATIONS:

### ATTACHMENTS:

n/a





# ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC) September 5, 2023

## REQUEST FOR DECISION

### ITEM DESCRIPTION:

#### 3. DELEGATIONS

c. Municipal Development Plan: Shaping Our Community - Carol Bergum, Director of Planning & Development

### PROPOSED MOTION:

That the Municipal Development Plan: Shaping Our Community presentation be accepted as information.

### BACKGROUND/ANALYSIS:

The City of Spruce Grove has launched an update to the Municipal Development Plan called 'Shaping Our Community'. This plan will outline a vision for the evolution and growth of Spruce Grove over the next 20-30 years.

The process involves extensive community engagement to help the City understand their collective hopes and dreams for Spruce Grove and how they can build on what they have, to create the city they want to become.

The presentation will provide an update on the progress on the development of the new Municipal Development Plan: Shaping our Community.

### FINANCIAL IMPLICATIONS:

### ATTACHMENTS:



# ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC) September 5, 2023

## REQUEST FOR DECISION

### ITEM DESCRIPTION:

#### 4. BUSINESS ITEMS

- a. Options for Delivery of Business Services & Supports – Jodi Fulford, Economic Development Specialist

### PROPOSED MOTION:

That the Options for Delivery of Business Services & Supports as presented be accepted as information.

### BACKGROUND/ANALYSIS:

The main purpose of the Options for Delivery of Business Services & Supports report is to evaluate the best course of action for a potential 'business incubator' type program in Spruce Grove. This involves a thorough examination to determine if setting up a physical incubator location aligns with the city's overall goals, or if a different approach would be more suitable.

Furthermore, the report will also explore whether a broad, general strategy or a more focused, industry-specific approach would yield better results. Additionally, it will analyze whether the focus should be on supporting home-based businesses or those with an existing physical presence.

Recognizing that improving the local business landscape involves various aspects, the study goes beyond just the basics of an incubator and accelerator. It considers a range of additional services and programs, including mentorship, funding opportunities, technical resources, and ways to access the market.

In essence, this options report acts as a guide for the city's future actions. It aims to offer a well-informed recommendation based on a comprehensive analysis, to determine whether the traditional establishment of a physical incubator aligns with the city's vision or if an innovative alternative would better help achieve the city's economic and entrepreneurial objectives.

### FINANCIAL IMPLICATIONS:

### ATTACHMENTS:

PowerPoint Presentation: Delivery of Business Services & Supports

# DELIVERY OF BUSINESS SERVICES & SUPPORTS

DEPARTMENT OF ECONOMIC & BUSINESS DEVELOPMENT

# INTRODUCTION

Elevating Economic Growth

CITY HALL

BACKGROUND



ALIGNMENT WITH  
CITY'S VISION



NEW ECONOMIC  
DEVELOPMENT  
STRATEGIES



# CORPORATE PLAN 2023-25



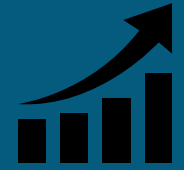
- The City's 2022-2025 Strategic Plan suggests exploring the concept of establishing a business incubator within the tri-municipal region
- The 2023-2025 Corporate Plan outlined a business case for a Feasibility Study for Business Incubator and Accelerator
- Companies nurtured in a business incubator have a survival rate much higher than that of unassisted companies
- It is important that Spruce Grove works with local business and entrepreneurs



# KEY OBJECTIVES

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Physical Incubator vs  
Program Delivery



General vs Industry Specific  
Strategies



# SOLUTION REQUIREMENTS

## Project Scope

### NEEDS ASSESSMENT

- Economic and Market Conditions
- Opportunities and Gaps
- Determine Specific Focus

### FEASIBILITY ANALYSIS

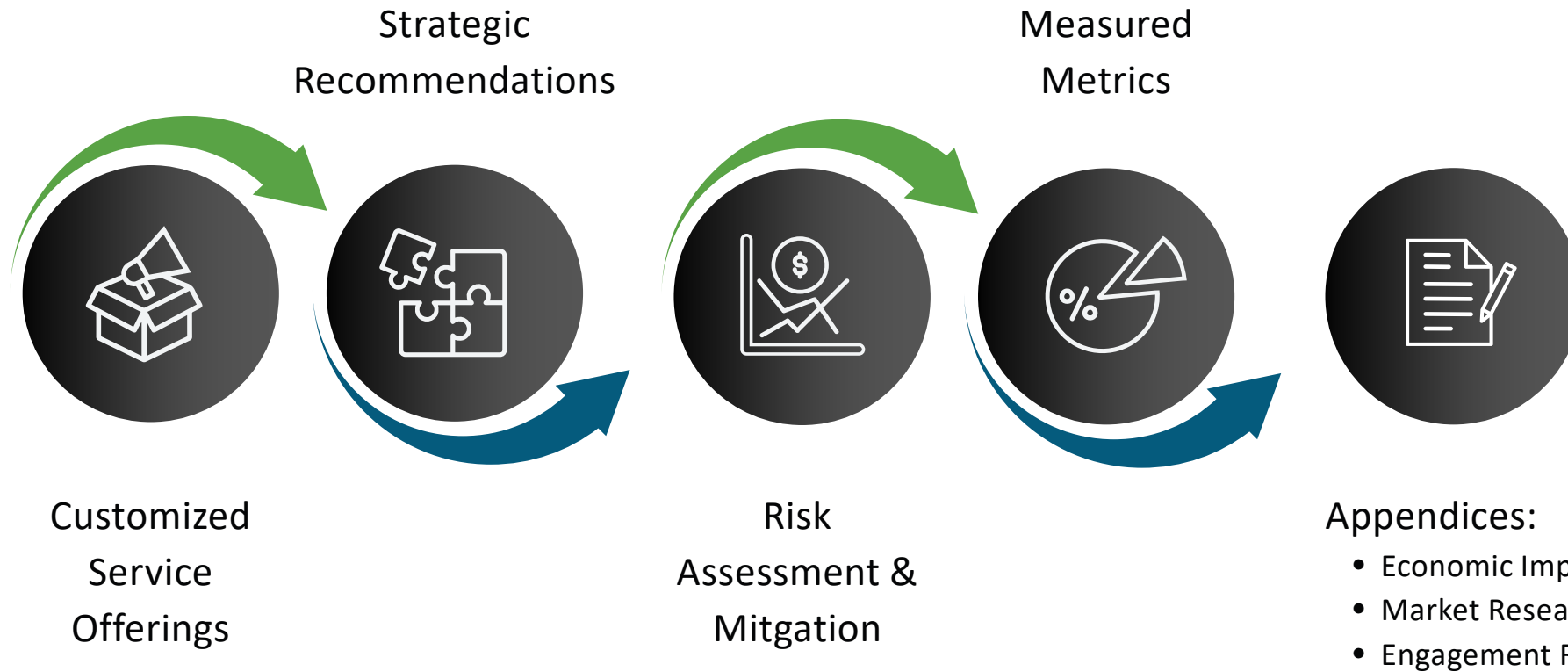
- Evaluating Practicality and Sustainability

### ENGAGEMENT

- Connect with various stakeholders
- Examine broader regional environment
- Explore practices of other municipalities

# SOLUTION REQUIREMENTS

Impactful Analysis





# INCUBATORS, ACCELERATORS & BUSINESS SERVICES

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## SPRUCE GROVE

- Co-Working Space - The Raspberry Patch Business Collective
- Pop-up Shops/Marketplace Stores: Pretty Little Industries & So Pretty Gift Store, Madge N' Makers
- Resource Space: Border Paving Athletic Center (BPAC)

## SURROUNDING REGION

- Food Processing Development Centre (FPDC), *Edmonton*
- Agrivalue Processing Business Incubator (APBI), *Leduc*
- Edmonton Research Park
- Edmonton Unlimited
- Alberta IoT, *Edmonton*
- Applied Pharmaceuticals Innovation (API), *Edmonton*

## POTENTIAL COLLABORATORS

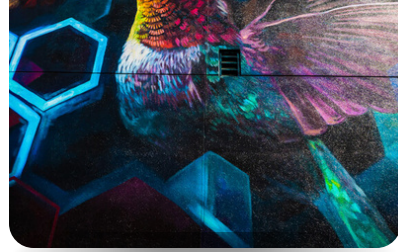
- Community Futures
- GPR Chamber of Commerce
- Northern Alberta Business Incubator (NABI), *St. Albert*

## UNIVERSITY INCUBATORS

- Venture Mentor Services (VMS), U of A
- MacEwan Business Hub
- NAIT Mawji Centre

# COLLABORATIVE VISION

- Evidence-based decision making
- Aid the City in achieving growth and entrepreneurship objectives
- Ensuring alignment with long-term economic vision



**BOOSTING  
GROWTH  
TOGETHER**





# ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC) September 5, 2023

## REQUEST FOR DECISION

### ITEM DESCRIPTION:

#### 4. BUSINESS ITEMS

- b. EDAC Presentation to Council – Dave. Walker, Director, Economic & Business Development

### PROPOSED MOTION:

That the EDAC Presentation to Council as presented be accepted as information.

### BACKGROUND/ANALYSIS:

In accordance with the Economic Development Advisory Committee Bylaw C-1121-20, the Committee is required to develop an annual work plan for Council approval that identifies key priorities and goals based on its mandate and bylaw.

The presentation to Council by EDAC will provide an update on the work the committee has accomplished in 2023 to date, specifically around the development and implementation of the Economic Development Strategy & Action Plan 2023-28. EDAC will also present to Council the annual workplan for 2024.

### FINANCIAL IMPLICATIONS:

### ATTACHMENTS:

n/a



**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC)  
September 5, 2023**

**REQUEST FOR DECISION**

**ITEM DESCRIPTION:**

**5. INFORMATION ITEMS**

- a. Economic Development Activity Update – Dave Walker, Director, Economic & Business Development

**PROPOSED MOTION:**

That the Economic Development Activity Update as presented be accepted as information.

**BACKGROUND/ANALYSIS:**

There are several economic development related activities and projects currently underway in Spruce Grove and this presentation is to provide an update on the status of these projects.

**FINANCIAL IMPLICATIONS:**

n/a

**ATTACHMENTS:**

n/a



**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC)  
September 5, 2023**

**REQUEST FOR DECISION**

**ITEM DESCRIPTION:**

**5. INFORMATION ITEMS**

**b.** December 2023 EDAC Meeting Date Change – Dave Walker, Director, Economic & Business Development

**PROPOSED MOTION:**

That the December 2023 EDAC Meeting Date Change is approved as presented.

**BACKGROUND/ANALYSIS:**

Due to a conflict with the December 2023 Council Meeting, it is proposed that the date of the EDAC meeting be moved from December 4<sup>th</sup> 2023 to December 5<sup>th</sup> 2023.

**FINANCIAL IMPLICATIONS:**

n/a

**ATTACHMENTS:**

n/a