

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

2024 WORKPLAN

1. **Early-Stage Business Support:** develop and make recommendations for start-up and early-stage business support that the City should consider to promote business retention and expansion. The options range from incubators to developing support networks which link to programs and services provided by government and non-profit organizations.
2. **City Centre Redevelopment Incentives:** develop and make recommendations on the potential use of incentives and bylaw changes to promote redevelopment in the City Centre. The City is investing \$43 million to enable the revitalization of the area and attention is now turning on how to kick-start new investment in commercial and high-density residential projects.
3. **Tourism Attraction:** develop and make recommendations on a strategy to promote Spruce Grove as a destination for hosting events. This would consider the extensive facilities and amenities available in Spruce Grove and region, and the opportunities this presents for the attraction of sporting, cultural, exhibitions and other events as an economic driver.
4. **CN Rail Line Impacts:** consider the impact of the CN Rail line through Spruce Grove and scoping the options potentially available to the City for planning future growth of the community. There are no economic benefits from the line running through the community – just costs and inconvenience that are getting worse. How does this get framed in discussions with CN Rail and other levels of government.