



ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING

Thursday, September 18, 2025, 7 p.m.

3rd Floor - Poplar Room

315 Jespersen Ave

Spruce Grove, AB T7X 3E8

	Pages
1. <u>CALL TO ORDER</u>	
2. <u>AGENDA</u>	
2.1 Adoption of the Agenda - Economic Development Advisory Committee - September 18, 2025	3
3. <u>MINUTES</u>	
3.1 Approval of Minutes - Economic Development Advisory Committee - June 24, 2025	5
4. <u>CLOSED SESSION</u>	
4.1 Spruce Grove City Centre Incentives - Presentation of Draft Report <i>Section 29; Advice from officials</i>	Jodi Fulford
4.2 Spruce Grove Event Tourism Strategy - Presentation of Draft Strategy <i>Section 29; Advice from officials</i>	Jodi Fulford
4.3 Return to Open Session - September 18, 2025	
5. <u>BUSINESS ARISING FROM CLOSED SESSION</u>	
6. <u>DELEGATIONS</u>	
7. <u>ADMINISTRATIVE UPDATES</u>	
7.1 Industrial Land Incentives Program Update	Dave Walker 11

7.2	Early-Stage Business Support Program Update	Monique Pelletier	13
8.	<u>BUSINESS ITEMS</u>		
8.1	Economic Development Advisory Committee 2025 Meeting Schedule Amendment	Dave Walker	22
9.	<u>INFORMATION ITEMS</u>		
10.	<u>ADJOURNMENT</u>		
10.1	Adjournment - Economic Development Advisory Committee - September 18, 2025		25



REQUEST FOR DECISION

MEETING DATE: September 18, 2025

TITLE: Adoption of the Agenda - Economic Development Advisory Committee - September 18, 2025

DIVISION: Strategic and Communication Services

SUMMARY:

Committee members are provided the opportunity to add items they would like to discuss during the meeting, remove items, or change the order of proceedings.

PROPOSED MOTION:

THAT the agenda be adopted as presented.

BACKGROUND / ANALYSIS:

The agenda sets the course of action for the meeting. This ensures the business of the day is followed through and completed as required.

The agenda is approved by a motion of the Committee and must be passed by a majority of the members present. Once the agenda is approved, no further changes may be made unless approved by the majority of the Committee members present.

OPTIONS / ALTERNATIVES:

THAT the agenda be adopted as amended.

CONSULTATION / ENGAGEMENT:

n/a

IMPLEMENTATION / COMMUNICATION:

n/a

IMPACTS:

n/a

FINANCIAL IMPLICATIONS:

n/a



REQUEST FOR DECISION

MEETING DATE: September 18, 2025

TITLE: Minutes - Economic Development Advisory Committee - June 24, 2025

DIVISION: Strategic and Communication Services

SUMMARY:

The minutes of the previous Economic Development Advisory Committee meeting are placed on the agenda for approval.

PROPOSED MOTION:

THAT the June 24, 2025 Economic Development Advisory Committee meeting minutes be approved as presented.

BACKGROUND / ANALYSIS:

The Economic Development Advisory Committee meeting minutes are the official written record of the actions that took place during the meeting; a snapshot of the decisions that the Committee made and the outcome of the vote.

The minutes are written without notes or transcribing of discussions that may have taken place during an agenda item.

Committee members review the minutes prior to the meeting to review for any changes that may need to be made. A motion for an amendment is required if an error has been noted. If there are no amendments to the minutes, a motion to approve the minutes as presented is made by a member of the Committee. The minutes are signed by the Chair and the Recording Secretary.

A copy of the minutes will be included in a future Regular Council Meeting agenda package.

OPTIONS / ALTERNATIVES:

THAT the June 24, 2025 Economic Development Advisory Committee meeting minutes be approved as amended.

CONSULTATION / ENGAGEMENT:

n/a

IMPLEMENTATION / COMMUNICATION:

n/a

IMPACTS:

n/a

FINANCIAL IMPLICATIONS:

n/a



THE CITY OF SPRUCE GROVE

Minutes of Economic Development Advisory Committee

**June 24, 2025, 7 p.m.
3rd Floor - Poplar Room
315 Jespersen Ave
Spruce Grove, AB T7X 3E8**

Members Present: Councillor Carter, Chair
Councillor Houston, Vice-Chair
Councillor Oldham
Bruce Mullett, Commercial Sector Representative
Charlene Bell, Public-at-Large
Don Cooper, Industrial Sector Representative (attended virtually)
Teresa Bateman, Public-at-Large
Tyler Perozni, Commercial Sector Representative
Victor Moroz, City Centre Business Association Representative
(attended virtually)

Members Absent: Kelly John Rose, Greater Parkland Regional Chamber Representative

Also in Attendance: Dave Walker, Administrative Liaison
Jodi Fulford, Economic Development Specialist - Commercial
Karla Daniels, Economic Development Specialist - Industrial
Monique Pelletier, Economic Development Specialist - Business
Development
Laura Hall, Deputy City Clerk

Karie Nothof, Recording Secretary

1. CALL TO ORDER

Chair Carter called the meeting to order at 7:01 p.m.

2. AGENDA

2.1 Adoption of the Agenda - Economic Development Advisory Committee - June 24, 2025

Moved by: Councillor Houston

Resolution: EDAC-010-25

THAT the agenda be adopted as presented.

Unanimously Carried

3. MINUTES

3.1 Approval of Minutes - Economic Development Advisory Committee - April 1, 2025

Moved by: Tyler Perozni

Resolution: EDAC-011-25

THAT the April 1, 2025 Economic Development Advisory Committee meeting minutes be approved as presented.

Unanimously Carried

4. DELEGATIONS

4.1 City Centre Incentives Workshop

Jodi Fulford, Economic Development Specialist - Commercial, introduced Andrew Fayn and Penny Gaze.

Andrew Fayn, Senior Vice President - MXD, and Penny Gaze, Development Planner - MXD, facilitated a City Centre Initiatives Workshop for the Committee.

Committee thanked Andrew Fayn and Penny Gaze for the workshop.

4.2 Event Hosting Strategy Presentation

Jodi Fulford, Economic Development Specialist - Commercial, introduced Steve Slawuta.

Steve Slawuta, RC Strategies, provided a presentation on the Event Hosting Strategy.

Committee thanked Steve Slawuta and Jodi Fulford for the presentation.

5. ADMINISTRATIVE UPDATES

5.1 Early-Stage Business Support Program

Monique Pelletier, Economic Development Specialist - Business Development, provided a presentation on the Early-Stage Support Program.

Council thanked Monique Pelletier for the presentation.

6. BUSINESS ITEMS

There were no Business Items on the agenda.

7. INFORMATION ITEMS

There were no Information Items on the agenda.

8. CLOSED SESSION

Moved by: Charlene Bell

Resolution: EDAC-012-25

THAT the Economic Development Advisory Committee go into Closed Session at 8:52 p.m. under the following section of the *Freedom of Information and Protection of Privacy Act*:

Item 8.1 - Industrial Land Incentives Program

Section 25: Disclosure harmful to economic and other interests of a public body

Unanimously Carried

8.1 Industrial Land Incentives Program

The following persons were also in Closed Session to provide information or administrative support for item 8.1 Industrial Land Incentives Program:

Dave Walker, Jodi Fulford, Karla Daniels, Laura Hall, Monique Pelletier, and Karie Nothof.

8.2 Return to Open Session - June 24, 2025

Moved by: Teresa Bateman

Resolution: EDAC-013-25

THAT the Economic Development Advisory Committee move out of Closed Session at 9:23 p.m.

9. **BUSINESS ARISING FROM CLOSED SESSION**

There was no Business Arising from Closed Session.

10. **ADJOURNMENT**

10.1 Adjournment - Economic Development Advisory Committee - June 24, 2025

Moved by: Victor Moroz

Resolution: EDAC-014-25

THAT the Economic Development Advisory Committee meeting adjourn at 9:23 p.m.

Danielle Carter, Chair

Karie Nothof, Recording Secretary

Date Signed



REQUEST FOR DECISION

MEETING DATE: September 18, 2025

TITLE: Industrial Land Incentives Program Update

DIVISION: City Manager's Office

SUMMARY:

The Industrial Land Incentives Program aims to incentivize the development of additional serviced industrial land in Spruce Grove by offering incentives to encourage investment by developers. The City will be launching an RFP in October 2025 to select a consultant for the purposes of developing an Industrial Land Incentives Program.

PROPOSED MOTION:

A motion is not required.

BACKGROUND / ANALYSIS:

This proposed program is intended to incentivize the servicing of additional industrial land in Spruce Grove. It is intended to deal with the depletion of available serviced industrial land by providing incentives to encourage new investment by developers.

This is needed in part to offset incentives offered by other municipalities to remain competitive in attracting industrial investment. It is also needed to reinforce Spruce Grove's position as a viable location for industrial businesses in the Edmonton region.

Industrial development is an important factor in the long-term financial sustainability of the City in terms of tax assessment and fostering the growth of our employment lands.

This study was included as part of the 2025 EDAC Work Plan but the start has been delayed until October 2025 due to budgetary constraints.

OPTIONS / ALTERNATIVES:

n/a

CONSULTATION / ENGAGEMENT:

n/a

IMPLEMENTATION / COMMUNICATION:

The RFP will be launched in October 2025 and a consultant selected starting in November 2025.

The completion of the study is targeted for March 2026.

IMPACTS:

n/a

FINANCIAL IMPLICATIONS:

n/a



REQUEST FOR DECISION

MEETING DATE: September 18, 2025

TITLE: Early-Stage Business Support Program Update

DIVISION: City Manager's Office

SUMMARY:

The presentation will provide an update of the Early-Stage Business Support Program (EBSP). The EBSP is designed to foster entrepreneurship growth and support early-stage businesses in Spruce Grove. This presentation will provide an update on the progress of the EBSP, including the SMARTstart program, and other efforts.

PROPOSED MOTION:

A motion is not required.

BACKGROUND / ANALYSIS:

The EBSP aims to enhance the local economic ecosystem by supporting small businesses and startups, as outlined in the City's Strategic Plan 2022 - 2025 (Goals 10 and 13).

The EBSP includes several initiatives including the SMARTstart program, a partnership with Community Futures Centre West. The SMARTstart program, which launched on February 3, 2025, is a foundational component in supporting early-stage businesses by providing entrepreneurial support through online learning, in-person / virtual workshops, and mentorship.

OPTIONS / ALTERNATIVES:

n/a

CONSULTATION / ENGAGEMENT:

On May 8, 2025, a Welcome Launch Kick-off was held to bring together the entrepreneurs, mentors, and program supporters. This event included a speed connecting session between the entrepreneurs and the mentors, that served as part of the matching process.

The inaugural 2025 SMARTstart cohort was formed with seventeen entrepreneurs and seventeen mentors.

On May 28, 2025, the entrepreneurs participated in their first workshop, “Monsters Under the Bed - Identifying Your Fears”, and have since then completed 8 of 12 workshops.

Workshops include topics on Business and Strategic Planning, Legal Matters, Insurance, Cyber Security, Financial Tools and Reports, Financing, Taxation, Branding, Marketing, AI, and Networking.

Later this year, entrepreneurs and mentors will gather over two peer-to-peer sessions, to inspire participants through roundtable discussions with insights from local entrepreneurs at different stages of their business evolution.

IMPLEMENTATION / COMMUNICATION:

Ongoing collaborations with organizations such as Community Futures, Business Link, Edmonton Regional Innovation Network (ERIN), and Technology Alberta. The coalition of organizations in the Edmonton region that support innovation startups and enterprises. They provide support services aimed at assisting innovation companies to improve market readiness to increase profitability and longevity.

IMPACTS:

n/a

FINANCIAL IMPLICATIONS:

An approved budget of \$15,000 for the first year of the program was approved and is part of the Economic and Business Development operating budget.

Early-Stage Business Support Program

Economic & Business Development Department
Presentation to EDAC – September 18, 2025

Early-Stage Business Support Program

Agenda

- Summary
- Updates
- Next steps



Early-Stage Business Support Program

Summary:

Launched the **SMARTstart** program on February 03, 2025



- An award winning & successful entrepreneurial training program
- 50-to-60-hour program over 8 months, in cohorts of up to 20 entrepreneurs and 20 mentors
- That provides:
 - **Online training** – through Masterclass at Work and the GoForth Institute
 - **Workshops** – 12 workshops, delivered aprox. twice per month facilitated by local experts
 - **Mentorship** - established business owners from the community paired with entrepreneurs
 - **Entrepreneurs** – complete the program with a business, feasibility study, or strategic plan for their business or business idea

Early-Stage Business Support Program

Updates:

- 2025 SMARTstart cohort has 17 entrepreneurs and 17 mentors
- Entrepreneurs have completed 8 of the 12 workshops:
 - Identifying Fears
 - Business & Strategic Planning
 - Legal Matters
 - Insurance for Small Business
 - Cyber Security
 - Financial Tools & Reports
 - Financing
 - Taxation
 - Branding
 - Marketing
 - Artificial Intelligence
 - Networking

Early-Stage Business Support Program

Updates:

- Entrepreneurs & Mentors will gather over two Peer-to-Peer sessions, to inspire participants through roundtable discussions with insights from local entrepreneurs at different stages of their business evolution.
- Entrepreneurs are working on their business, feasibility, or strategic plan, with support from their mentors.
- Entrepreneurs complete online learning throughout the program
- Entrepreneurs will receive a Certificate of Completion at the end of the program
- SMARTstart will wrap up with a Celebration Event on Dec 11th

Early-Stage Business Support Program 2025 SMARTstart Cohort



Early-Stage Business Support Program

Next steps:

1. SMARTstart will launch again Feb 2026 for a new cohort, and will run from March – November
2. Once successful implementation of the **SMARTstart** program, we will consider a secondary programing, potentially to support a broader range of entrepreneurs outside of SMARTstart.

The **Early-Stage Business Support Program** will increase the chances of business success rate and will adapt and change over time to meet the needs of Small Businesses in our community.

Thank you!

Economic & Business Development



REQUEST FOR DECISION

MEETING DATE: September 18, 2025

TITLE: Economic Development Advisory Committee 2025 Meeting Schedule Amendment

DIVISION: City Manager's Office

SUMMARY:

To amend the Economic Development Advisory Committee 2025 Meeting Schedule by adding an additional meeting in December 2025.

PROPOSED MOTION:

THAT the Economic Development Advisory Committee 2025 Meeting Schedule be amended by scheduling an additional meeting on December 2, 2025.

BACKGROUND / ANALYSIS:

The Economic Development Advisory Committee is required to establish an annual meeting schedule for all regular Committee meetings. The annual meeting schedule is typically approved at the Committee's annual organizational meeting in January.

C-1121-20 - Economic Development Advisory Committee (EDAC) Bylaw, section 5.5, states; "The Committee may vote to change the date, time, or place of a scheduled meeting, or schedule an additional meeting as long as the Committee provides at least 24 hours' notice of the change to the Committee members by email and to the public by notice on the City's website."

The purpose of the additional meeting is to complete the 2025 EDAC Work Plan.

OPTIONS / ALTERNATIVES:

If, throughout the year, there is a scheduling conflict or additional meetings are required, an amendment to the approved meeting schedule can be made. Discussion may take place to find the best schedule for all members.

CONSULTATION / ENGAGEMENT:

n/a

IMPLEMENTATION / COMMUNICATION:

Once approved, the amended Economic Development Advisory Committee 2025 Meeting Schedule will be posted on the Economic Development Advisory Committee webpage and the City of Spruce Grove Events Calendar.

IMPACTS:

An approved calendar ensures there is a set schedule allowing for proper and effective planning for the meetings.

FINANCIAL IMPLICATIONS:

n/a

Economic Development Advisory Committee (EDAC) Meeting Schedule

2025 Meeting Dates

Held in the Poplar Room

315 Jespersen Avenue, Spruce Grove, AB

7 - 9 p.m.

2025 Meetings

Tuesday, January 21 (Organizational and Regular meeting)

Tuesday, April 1

Tuesday, June 24

Thursday, September 18

Tuesday, December 2*

**Amendment for consideration at the September 18, 2025 EDAC meeting.*



REQUEST FOR DECISION

MEETING DATE: September 18, 2025

TITLE: Adjournment - Economic Development Advisory Committee - September 18, 2025

DIVISION: Strategic and Communication Services

SUMMARY:

Adjournment indicates the end of the meeting and the completion of the agenda items.

PROPOSED MOTION:

THAT the Economic Development Advisory Committee meeting adjourn at TIME p.m.

BACKGROUND / ANALYSIS:

The Chair shall ask for a motion from the Committee. Once the motion has been made and the members vote, the meeting is now complete.

OPTIONS / ALTERNATIVES:

n/a

CONSULTATION / ENGAGEMENT:

n/a

IMPLEMENTATION / COMMUNICATION:

n/a

IMPACTS:

n/a

FINANCIAL IMPLICATIONS:

n/a