



REQUEST FOR DECISION

MEETING DATE: January 24, 2022

TITLE: Council Delegation – Economic Development Advisory Committee 2022 Workplan

DIVISION: City Manager's Office

SUMMARY:

The Economic Development Advisory Committee is presenting their proposed 2022 workplan for Council approval.

PROPOSED MOTION:

THAT the proposed 2022 workplan for the Economic Development Advisory Committee be approved as presented.

BACKGROUND / ANALYSIS:

In accordance with the Economic Development Advisory Committee (EDAC) 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 proposed 2022 Workplan is focused on collaborating with the City's Economic and Business Development Department to update the Economic Development Strategy and Action Plan 2017-22. The intent is to have an updated 5-year strategy covering the period 2023-2028 presented to Council for approval by year-end 2022.

Mr. Anthony Worbeck will be making the presentation on behalf of EDAC. He is an industrial sector stakeholder member of the Committee.

OPTIONS / ALTERNATIVES:

In addition to the update of the Economic Development Strategy & Action Plan, Council can add other items to the 2022 workplan if so desired.

CONSULTATION / ENGAGEMENT:

The 2022 workplan was discussed and supported by EDAC at their December 6, 2021 meeting to be submitted to Council for approval.

IMPLEMENTATION / COMMUNICATION:

As part of the 2022 workplan, the next steps will be to develop a detailed terms of reference pertaining to the update of the Economic Development Strategy. Once this is done, a lead consultant will be secured. The 2023-2028 Strategy will be brought forward for Council approval by the end of 2022.

The workplan will provide for extensive consultation and stakeholder engagement. The stakeholders will include commercial and industrial businesses, Greater Parkland Regional Chamber of Commerce, City Centre Business Association, Acheson Business Association, City departments, Edmonton Global, Economic Development Offices in Stony Plain and Parkland County, and community residents.

IMPACTS:

The approval of the 2022 EDAC workplan and subsequent update to the Economic Development Strategy & Action Plan will guide the City in their efforts to continue to grow the non-residential tax base as a proportion of total assessment and expanding and diversifying our local employment base.

FINANCIAL IMPLICATIONS:

The Economic Development Strategy & Action Plan was approved as part of the 2022 Corporate Plan with funding of \$50,000.

STRATEGIC VISION ELEMENT:

This topic relates to all three of the City's strategic vision elements contained in Council's Strategic Plan

RELATED GOAL:

The City has well developed relationships with key stakeholders in the community and the region who impact the economic success of the City's business sector.