

Economic Development and Tourism Advisory Committee (EDTAC) 2016 Update

January 24, 2017

Todd Banks, EDTAC Committee Chair
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Agenda

1. Review purpose and duties of EDTAC
2. Review Accomplishments of the Committee
3. Review Go Forward Ideas from members

2016 Committee Members

- EDTAC Members are:
- Mayor Roxanne Carr - Ex-Officio
- Councillor Bonnie Riddell- Council Representative
- Todd Banks - Chair & Chamber Representative
- Dave Quest - Vice Chair
- Myron Dennis
- Ken Lesniak
- Len Shrimpton
- Karim Giga
- Ian Large
- Jerry Keller
- Chase Walker

EDTAC Purpose

- BYLAW 46-2015 The purpose of the Economic Development & Tourism Advisory Committee is to consider and recommend actions and propose policies that are in alignment with the:
 - A. Economy pillar of sustainability as set out in Council's Strategic Plan;
 - B. Economic Priority Areas and Strategic Goals as identified by Council from time to time;
 - C. The Economic Development & Tourism Advisory Committee shall assist Administration and Council with the implementation of the strategic objectives related to Economic Development and Tourism.

Duties

- A. Provide strategic advice and information to Council and Administration on business and collaboration; product development; marketing and promotion; and investment attraction and development opportunities in advancing the strategic objectives of Economic Development and Tourism.
 - B. Review and provide advice on Administration's implementation of strategies related to Economic Development and Tourism.
- * Note: The committee meets four times per year and each meeting has a major theme.

Accomplishments of EDTAC

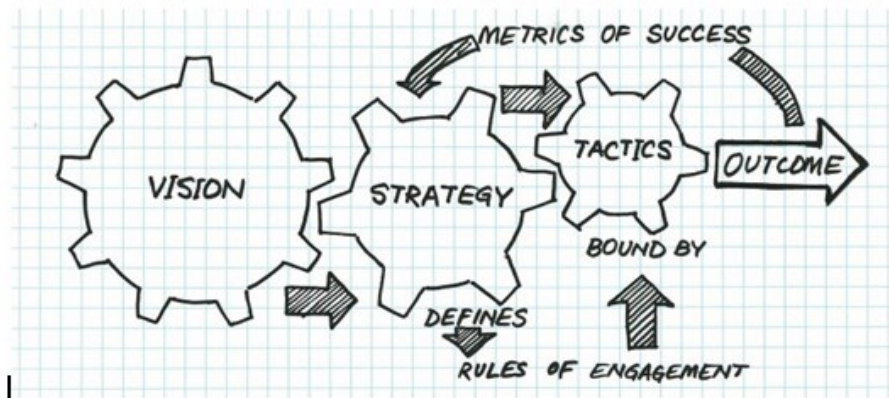
Topic	Comments	Committee Involvement
Tourism- Beaver Hills Initiative, Festivals & Events	Information provided on BHI, Savour Strathcona	Feedback from committee on the topics. More input required on BHI potential from members
Small Business Conference	Information on the agenda and format of the event shared, business visitation process and feedback shared.	1 member from committee attended
Agricultural Master Plan	Input sought from members	Comments received on the Ag Master Plan and Urban Ag Strategy
Industrial Petrochemical Diversification	Alberta Industrial Heartland updates regularly provided	
Pipeline Projects	Input provided for resolutions to both AUMA and AAMDC on Northern Gateway Pipeline and ongoing efforts against the tanker moratorium	Motions by Committee and follow up by Admin and Council

Accomplishments of EDTAC continued...

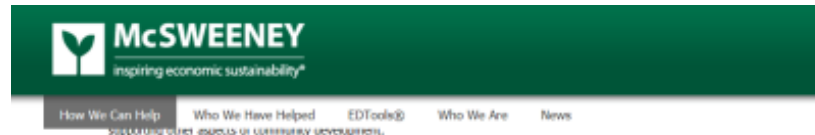
Topic	Comments	Committee Involvement
Pride of Strathcona Awards	Discussion on investigating new business award as part of our Pride of Strathcona Awards	Motion by Committee. (discussed by Council and draft criteria is being developed for approval).
McSweeney Economic Diversification & Sector Review Report	Discussions on competitiveness	Consultation with consultants and committee members
Commercial & Industrial intelligence sharing and Updates	Regular updates and discussion at committee	Updates provided by Admin at each meeting.
Capital Region Board	Growth Plan Consultation	Mayor and one member attended
Municipal Government Act Review (MGA review)	Updates on process and timing and soliciting comments from members	Members provided input that was followed up by Admin and Council with the GOA.

Orientation and Visioning Exercise – McSweeney Report

Vision vs. Strategy vs. Tactics



Identify Strategies EDTAC would like to have positive impact on and define how by supplying tactical activities which will aid in achieving those goals. Affect 1 or 2 of the goals by identifying strategies to follow as a group and the tactics involved that translate to action items.



McSweeney Economic Development Process Wheel



- 1. Preparing:** These activities form a strong foundation for economic success and other higher level economic activities around the Wheel. They include, but are not limited to: current year data; community/economic profile; an inventory of available properties; maps; and an economic development website.
- 2. Strategizing:** In our opinion, the greatest challenge in economic development is the ability to focus. Analyzing and strategizing activities (such as an economic base analysis, or preparing an economic development strategy) help you to focus on which **Economic Doing®** activities will achieve the greatest return on limited economic development resources.
- 3. Economic Doing®:** These are the activities that really engage with businesses (such as BR+E, entrepreneurship support, investment attraction) whereby economic development officers work to keep, grow and attract business investment.

The **Preparing** and **Strategizing** activities greatly enhance successful outcomes from **Economic Doing®** activities.

Formula for Economic Development Success™

People and organizations working in collaboration, to leverage the Economic Development Process - triggering economic development success.



People (and organizations) are a multiplier of the Process. A weakness in either People or Process results in significantly LESS success in keeping, growing and attracting business investment.

- 1. People:** The right attitude and belief of people and organizations that they can affect positive community and economic change through collaboration.
- 2. Process:** The *McSweeney Economic Development Process Wheel* indicates a logical build order for economic activities. Preparing activities are fundamental, upon which Analyzing and Strategizing activities can occur, all of which support **Economic Doing®** activities that are core to economic development, such as business visitation and investment attraction.
- 3. Power of Economic Development:** to increase the economic sustainability (and quality of life) by keeping, growing, and getting businesses that succeed. Growing businesses pay more employees, re-invest more in their community, and pay more taxes – thereby supporting other aspects of community development.

Go Forward Ideas from the Committee members...

- Improve two way communication with Council throughout the year by developing a formal process to ensure the committee's advice is heard by Council and for the committee to seek specific feedback from Council
- Suggestion that Administration & Council communicate back to the committee (desire for improved feedback loop) on all recommended action items where committee input has been implemented and/or considered
- Suggestion for improved avenues or tactics for Council and Administration to communicate i.e. social media, utility statement mailings.
- Recommend to Council a review of the EDTAC Terms of Reference
 - Suggestion to focus on the Purpose, Duties and Direction as well as committee communication.

Go Forward Ideas from the Committee members continued...

- Agenda format changes so as to group items under “Advice” and “Information” headings with precedence given to items of “Advice”
- New members have challenged EDTAC to continue along the path of being effective and thoughtful – this is exciting and energizing!
- Would like to meet more than once per quarter
- Suggestion that future members must be either current or past business owners as a requirement to sit on the committee
- Several members would like to see one “tourism” related opportunity or item discussed on each meeting agenda
- Concerns on the carbon tax discussed and suggest more future discussion

Next Steps for EDTAC

- Continue to provide input that aligns with strategic business plans, priorities and goals of Strathcona County
- Continue to provide advice to Administration and Council
- To act as ambassadors of the committee within the community
- Relay economic trends seen in the business community and how to maximize opportunity for Strathcona County
- For members and/or admin to generate one “tourism” topic per agenda
- Continue to foster relationships with current and new partners to create opportunity for Strathcona County businesses
- Consider improving the communication channels between committee and Council
- EDTAC engages in positive relationships with all of the community, not just the business community

