

Economic Development and Tourism Advisory Committee 2017 Council Update

November 21, 2017

Dave Quest, Chair EDTAC
Ian Large, Vice-Chair EDTAC
Gerry Gabinet, Director, Economic Development and Tourism

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2017 Committee Members

- Councillor Bonnie Riddell- Council Representative
- Todd Banks - Chamber of Commerce Representative
- Dave Quest – Chair
- Ian Large – Vice-Chair
- Michael Dowler (new member)
- Brian Fjeldheim (new member)
- Norm Greenwood (new member)
- Jerry Keller
- Ken Lesniak
- Vincent O'Brien (new member)

Agenda

1. Review Purpose and Duties of EDTAC
2. Mandate Letter Ideas
3. Strategic Challenges and Business Competitiveness
4. Tourism and Key Discussion Points
5. Strategic Opportunities

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 Council and Administration with the implementation of the strategic objectives related to Economic Development and Tourism.

Duties of Committee

- 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 a minimum of four times per year.

Mandate Letter Ideas

Committee has submitted proposed area's for focused discussion and advisory direction over the next two years:

2018: Land Strategies (land supply), Industrial development (petrochemical diversification), Tourism (product development and tourism marketing), Commercial Attraction (office, retail gaps, innovation and technology).

2019: Economic Diversification (recommendations of McSweeney Diversification Review), Business Retention & Expansion (agriculture and agri-food sectors), Small Business & Entrepreneurial Support (mentorship, coaching, education).

Note: Submitted committee mandate items to Legislative and Legal Services for Council discussion and direction.

Strategic Challenges

- Serviced Industrial land shortages
- Competitiveness
- Taxation level risks from various levels of government
- Edmonton Global (new way of regional economic development)
- Minimum Wage increases
- Labour shortages

Business Competitiveness Tax Split

65% of tax revenue is non-residential

35% of tax revenue is residential

EDTAC advises caution on business taxation levels to remain competitive in the Edmonton Region.

Tourism Discussions

- More focus on tourism and tourist opportunities in 2017: Hotel Familiarization Tour completed, how to impact heads in beds, increase visitation and potential for a local hotel marketing group.
- Tourism good opportunity for growth and a variety of funding models to support tourism marketing reviewed.
- Beaver Hills Initiative opportunity to explore product development. More involved with BHI and promotion of assets in 2017.

Key Discussion Points

- MGA Review Discussions and input received this year.
- Various topics on petrochemical diversification discussed.
- Exploring opportunities for the transportation & logistics industry as a result of the expansion of Anthony Henday Ring Road.
- Referral of items to EDTAC welcomed and encouraged.
- Positive relationship between EDTAC Members and Staff.

Strategic Opportunities

- Provide input that aligns with strategic business plans, priorities and goals
- Provide advice to Council and Administration
- To act as ambassadors for Strathcona County
- Relay economic trends seen in the business community and how to maximize opportunity
- Generate one “tourism” topic per agenda
- Foster relationships with current and new partners to create opportunity for businesses
- Improving the communication channels between the committee and Council
- Engage in positive relationships with all of the community, not just the business community

Strategic Opportunities Cont..

- Improve two way communication with Council and the Council representative.
- Committee would like to request an alternate Council member at each meeting if the regular Councillor member cannot attend.
- Committee would like to request one meeting per year with the entire Council to review key motions and topics from the previous year.
- Suggestion that Council & Administration communicate back to the committee (desire for improved feedback loop) on all recommended action items where committee input has been implemented and/or considered.

Thank you