

Economic Development and Tourism Advisory Committee 2018 Council Update

November 13, 2018

Ken Lesniak, Chair EDTAC

Jerry Keller, Vice-Chair EDTAC

Shane Olson, Manager, Commercial Development Economic Development and Tourism

Sean McRitchie, Manager, Industrial Development Economic Development and Tourism

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Agenda

1. Introductions
2. Acknowledgements
3. EDTAC Purpose and Duties
4. Topics discussed in 2018
5. Committee Reflections

2018 Committee Members

- Councillor Bill Tonita- Council Representative
- Councillor Robert Parks- Alternate Council Representative
- Ken Lesniak- Chair
- Jerry Keller - Vice-Chair
- Todd Banks - Chamber of Commerce Representative
- Michael Dowler
- Brian Fjeldheim
- Norm Greenwood
- Mae Nandlall
- Vincent O'Brien
- Dave Quest

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.

Topics discussed in 2018

The committee has discussed and/or provided advice on topics contained within the mandate letter provided by Council including:

- 1) Land availability and future land supply (Industrial, Commercial, & Residential)
- 2) Petrochemical Diversification Opportunities
- 3) Economic Diversification (Transportation & Logistics, Agriculture (Food sector development and Agri-Business), Innovation, Tourism, and Tourism product development marketing
- 4) Post-Secondary Education opportunities (high level discussions)

Topics discussed in 2018 cont...

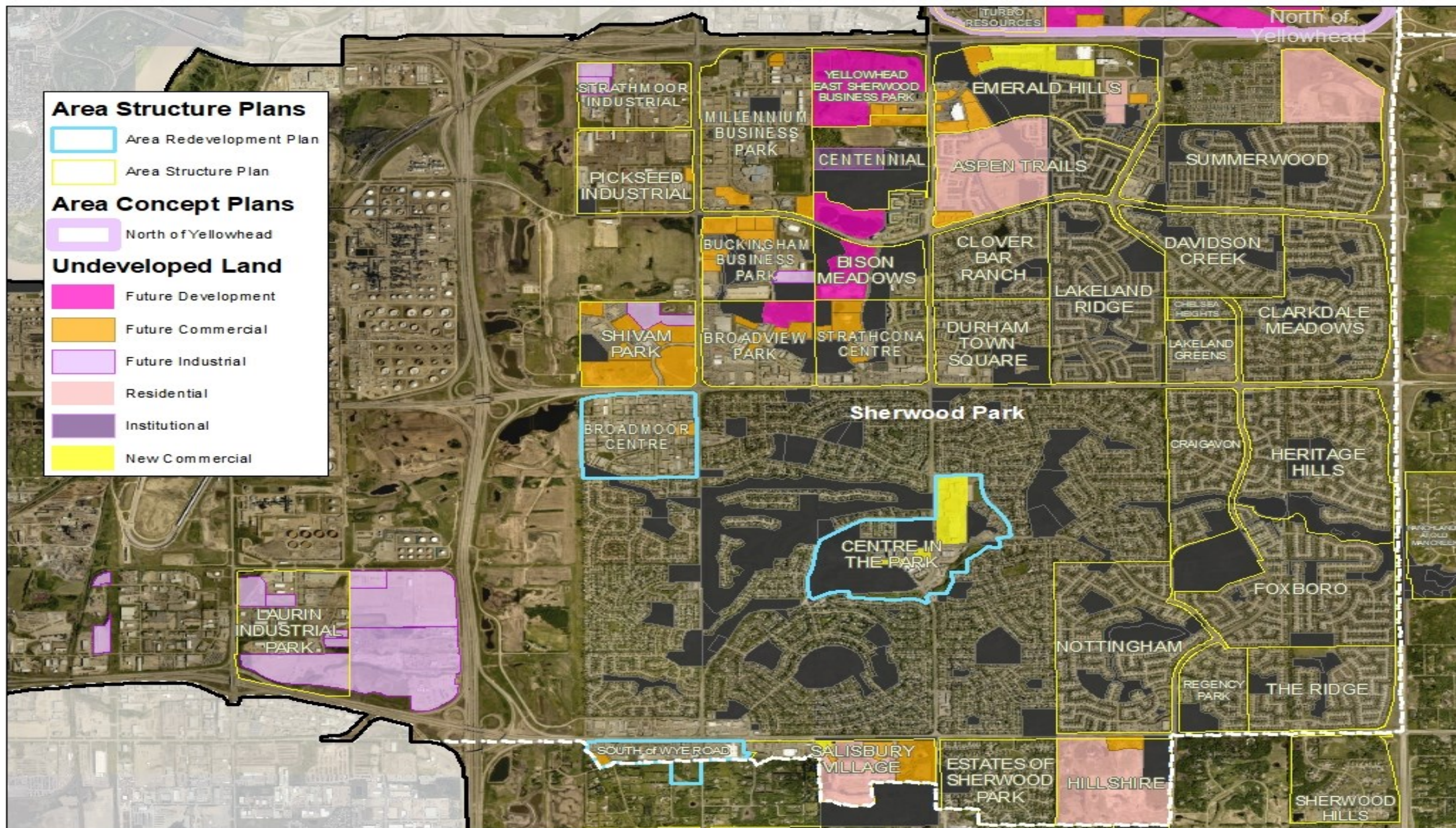
- 5) Foreign Direct Investment
- 6) Trans Canada Pipeline support letter
- 7) Free Trade agreements
- 8) Hotel marketing ideas and opportunities for hotels to work together
- 9) Retail market study and commercial development

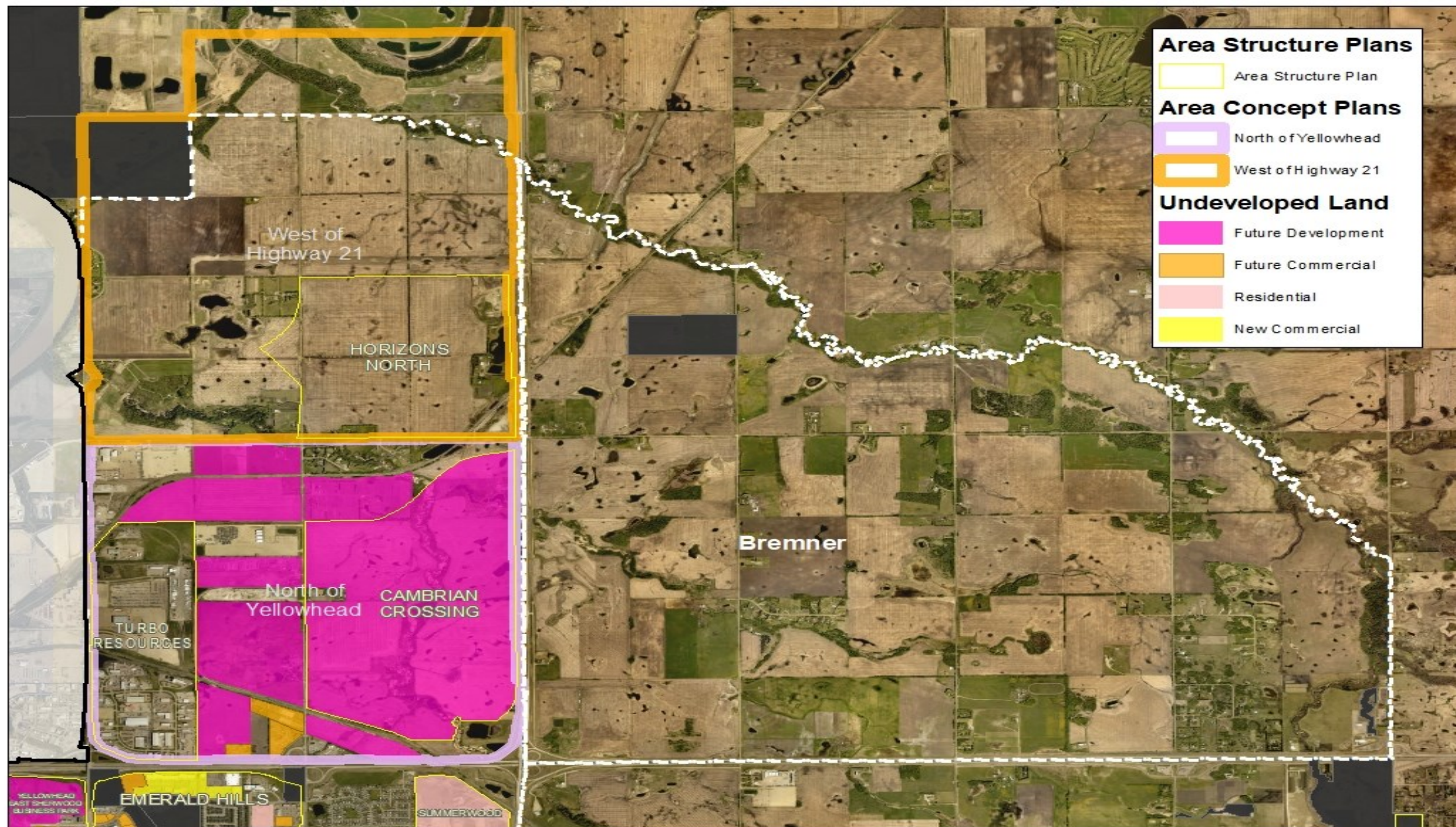
Committee Reflections

- **Land Availability/Supply:**

- EDTAC has concerns that the municipality will not remain competitive for land supply within the Edmonton region in the short to medium term. Potential land opportunities for development ready commercial, industrial and residential lands may result in county being uncompetitive.
- **Approximate** land inventories in Sherwood Park and Cambrian **not including Bremner area or opportunities for redevelopment

Future Industrial	Future Commercial	Future Development (residential, commercial or industrial, but require further infrastructure investment or approvals)
~ 350 acres	~ 300 acres	~ 1,500 acres





Committee Reflections

- When looking at land availability for discussion purposes EDT staff have assigned basic definitions of A, B, C to various properties to help determine approximate shovel ready parcels versus those that require more effort or investment.
- Best educated estimation that we have 3-5 years of commercial land supply.

A sites are properties zoned with services and readily available

B sites are properties with no services or require at least one type of additional municipal approval

C sites require multiple steps for development approval. (Could include but not limited to servicing, zoning, area concept or area structure plans or other types of municipal approvals)

Committee Reflections

Land Availability/Supply:

- Full range of housing options are critical i.e. single detached, multi family as we could become less competitive at certain price points in the region.
- Review of land inventory for future development, future commercial and industrial within Sherwood Park and north of the yellowhead highway in Cambrian Crossing as well as potential future long term lands in Bremner.

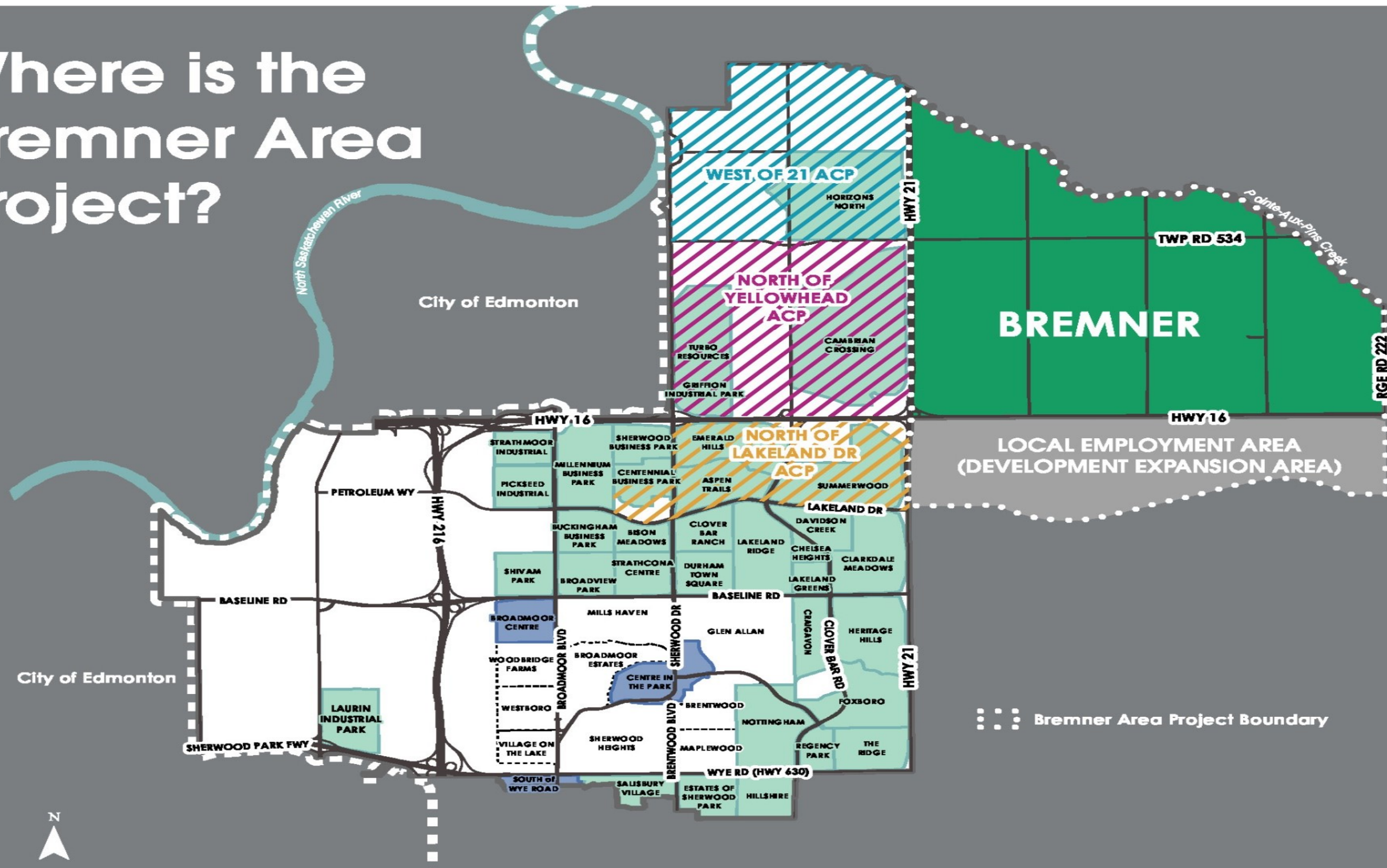
Based on draft concepts on Bremner shared at the open house in June 2018:

- Bremner Business Park: approx. 100 ha (247.11 ac)
- Town Centre: approx: 40 ha (98.84 ac)
- Village Centre: Several of them: approx: 13-15 ha each (32.12 – 37.07 ac)

Local Employment Area south of Bremner, the entire area is approx. 980 ha – predominantly

planned as rural light/ medium industrial (2,421.63 ac)

Where is the Bremner Area Project?



Committee Reflections

- Taxation level risks from various levels of government and MGA changes related to non-residential assessment.
 - When tax decreases occur landlords do not have to pass along the savings and when increases occur due to utilities or taxes those increases get added quickly to base rent
- Minimum Wage increases and impacts on business

Committee Reflections

- Business Competitiveness: Adopt a unified “yes we can culture” to enhance and streamline process timelines for developer approvals. Enhance the customer service experience through communication and other means.
 - If a project meets the requirements of the bylaws there needs to be greater certainty to proceed in a timely fashion keeping in mind a 22 week construction season.
- The County should consider strategic investments to complete infrastructure (road, water, sewer) up front for commercial, residential and industrial areas on a case by case basis to encourage business prosperity and physical connectivity in a timely manner.

Committee Reflections

- Provide input that aligns with strategic business plans, priorities and goals
- Relay economic trends seen in the business community and how to maximize opportunity
- Committee members are encouraged to utilize and share their contacts to allow for the creation of new business opportunities in the County.

Recognition Marketing Awards

- 2018 – Gold Excellence Award, International Economic Development Council (IEDC), "You Can" print promotion
- 2018 - Award of Excellence, Economic Developers of Alberta (EDA), "You Can" campaign, business investment and attraction
- Gerry Gabinet now president of Economic Developers Association of Canada



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Thank you