

# Economic Development & Tourism Advisory Committee (EDTAC) Update

November 22, 2016

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STRATHCONA  
COUNTY

# Agenda

Who we are:

- Committee Members
- History

What we have done:

- Accomplishments
- Next Steps

# Committee Members

EDTAC Members are:

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

## History to Today

- Past Council direction to form EDTAC
- EDTAC 2.0 has emerged
- Alignment with current Council Direction and Strategy
- Focused discussions and revamped meeting schedule
- More formalized structure and discussion
- Round table discussions

## Accomplishments

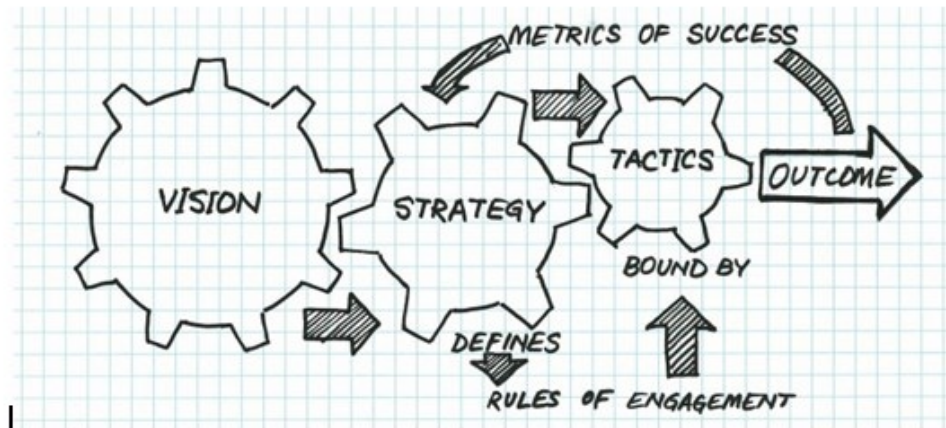
- Organizational meeting with election of new chair and vice chair, orientation for new members – aligning the group with council strategic direction and strategic plan.
- Focused discussions on: Tourism, Residential, Commercial and Industrial development challenges of Strathcona County and Small Business to date.
- Extensive information intelligence sharing regarding economic perspectives, realities and trends.
- Continued support of events like Grand Openings, Small Business Conference (Week), County and Regional Festivals & Events

## Accomplishments Continued...

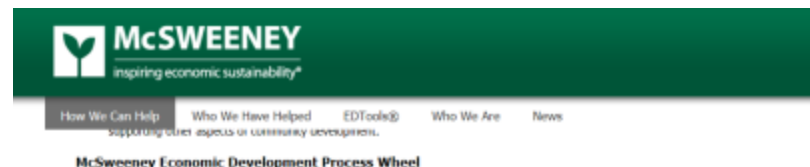
- Committee members participated in Capital Region Board Growth Plan and consultations.
- Motion by committee for Council to investigate new business award as part of our Pride of Strathcona Awards (discussed by Council and draft criteria is being developed for approval).
- Input provided for resolutions to both AUMA and AAMDC on Northern Gateway Pipeline and ongoing efforts against the tanker moratorium.
- Opportunity to comment on the Ag Master Plan and Urban Ag Strategy.

# 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.



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.

# Major Themes from Visioning and Emergent Items

- Number of Meetings per year - 4
  - Each meeting to have a theme presentation
- Themes chosen:
  - Industrial - Petrochemical Diversification
  - Tourism: Beaver Hills Initiative (BHI)
  - Competitiveness (small business & commercial development)
  - Ag Master Plan
- Emergent Items
  - Municipal Government Act Review
    - Update about process and timing
- Update about Regional Economic Activity:
  - AIH updates
  - CRB updates
  - Group of 9 updates



## Points of Note

- New members have challenged EDTAC to continue along the path of being effective and thoughtful – this is exciting and energizing!
- Referral of items to EDTAC welcomed and encouraged.
- Positive relationship between EDTAC Members and Staff.

## Next Steps for EDTAC

- Continue to align with Strategic and business plans of Strathcona County.
- EDTAC to continue in local economic intelligence gathering and information sharing.
- Relay economic trends seen in the business community and how to maximize opportunity for Strathcona County.
- Continue to foster relationships with current and new partners to create opportunity for Strathcona County businesses.

## Conclusion

- Members of the Economic Development and Tourism Advisory Committee will continue to make positive impacts on Strathcona County's economic development initiatives.
- EDTAC engages in positive relationships with all of the community, not just the business community.