



AGENDA FOR THE TOWN OF BEAVERLODGE COMMITTEE OF THE WHOLE MEETING  
TO BE HELD TUESDAY OCTOBER 11, 2022 @ 6:00 PM  
COUNCIL CHAMBERS, 400 10 ST BEAVERLODGE, AB

1.0	<b><u>CALL TO ORDER:</u></b>	
2.0	<b><u>ADOPTION OF AGENDA:</u></b>	
3.0	<b><u>OLD BUSINESS:</u></b>	
4.0	<b><u>NEW BUSINESS:</u></b> 4.1 Regional Economic Development – Administrative Working Group 4.2 Intermunicipal Meeting – Councillor Corbett 4.3 Community Enhancement Committee – Councillor Kokotilo-Bekkerus 4.4 Walking Trails – Councillor Jones	PP 2-11
5.0	<b><u>TOPICS FOR NEXT AGENDA:</u></b>	
6.0	<b><u>CLOSED SESSION:</u></b>	
7.0	<b><u>ADJOURNMENT:</u></b>	

## Nichole Young

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**Subject:** FW: Follow up to 2022 Intermunicipal Meeting  
**Attachments:** Economic Development Regional Project Update\_.pptx

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**From:** Rachel Wueschner <[admin@sexsmith.ca](mailto:admin@sexsmith.ca)>  
**Sent:** August 9, 2022 1:42 PM  
**Subject:** Follow up to 2022 Intermunicipal Meeting

Good afternoon,

I am writing as a follow up to the April 12, 2022 intermunicipal meeting.

At this meeting we had a presentation by MDB Insight reviewing the Regional Economic Development Strategy project that has been worked on by the regional partners. After the presentation it was recommended that each municipality discusses with their Council whether there was interest to continue the work with the implementation of an Administrative working group. The Town of Sexsmith has approved the establishment of an administrative working group to explore the implementation of the Regional Economic Development Strategy on May 16, 2022.

We have recently gained a new Assistant CAO, Hasan Akhtar. His main focus is Economic Development and Planning and Development. We have been waiting for his arrival to start the process of determining if an administrative group will be started to carry on this project. Hasan will be leading this project from this point forward. Please advise if your Council was in favor of forming the Administrative working group or whether this is something your Council has not yet discussed so that we can determine what steps to take next.

Email address for Hasan: [assistcao@sexsmith.ca](mailto:assistcao@sexsmith.ca)

Please also include me in your response so that I can stay up to date with the progress.

As a refresher, this project was started through an Alberta Community Partnership grant opportunity. It was a two year project at a cost of \$200,000 which was entirely grant supported.

We look forward to hearing from you.

Rachel Wueschner, CLGM  
Chief Administrative Officer  
Town of Sexsmith  
Office: 780-568-3681  
Direct Line: 780-568-7246





## Jordan Tidey



### Professional Experience

- Nine years of experience in economic development
- Extensive BR+E Experience
- CRM Administrator
- Member Economic Developers of Alberta
- Board member with Economic Development Association of Manitoba



### Role at MDB Insight

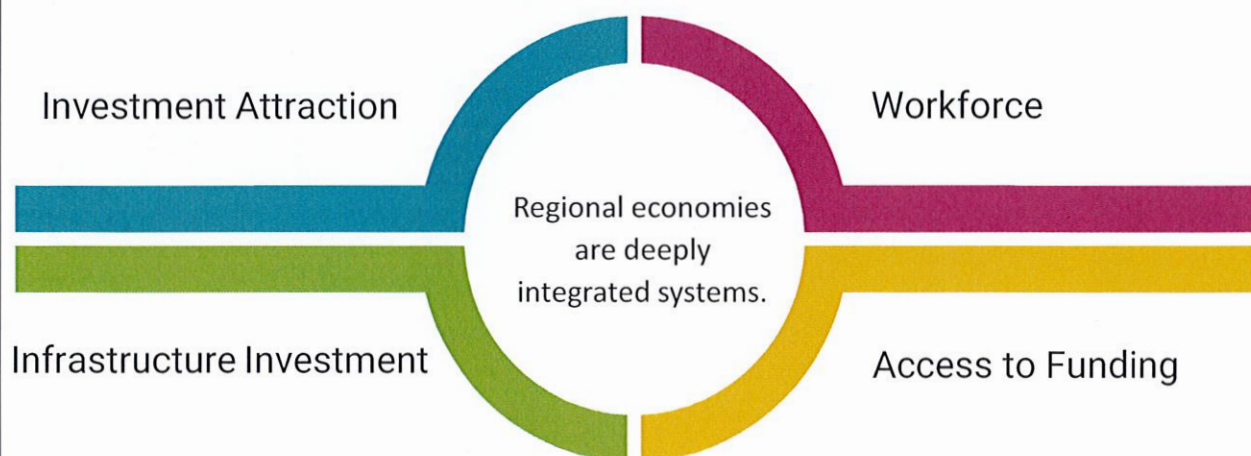
- Senior Consultant
- Works with municipalities across North America on community and business surveys and economic development projects



## Key Takeaways



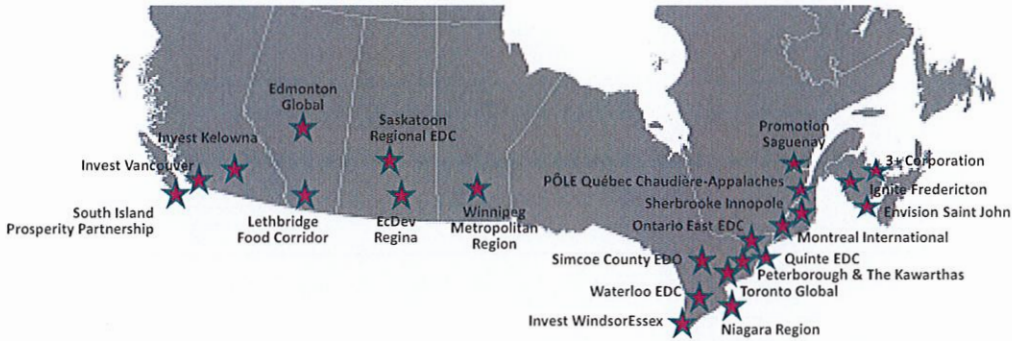
## Why Regional Economic Development





Why Regional Economic Development

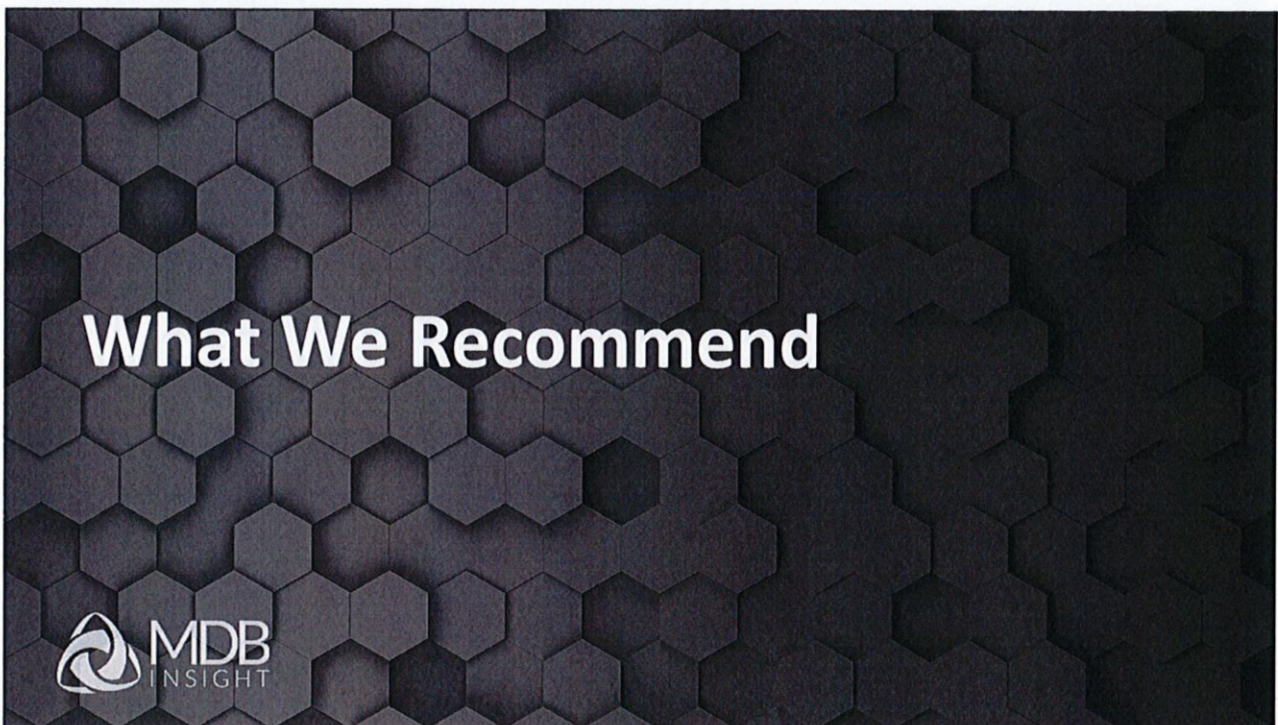
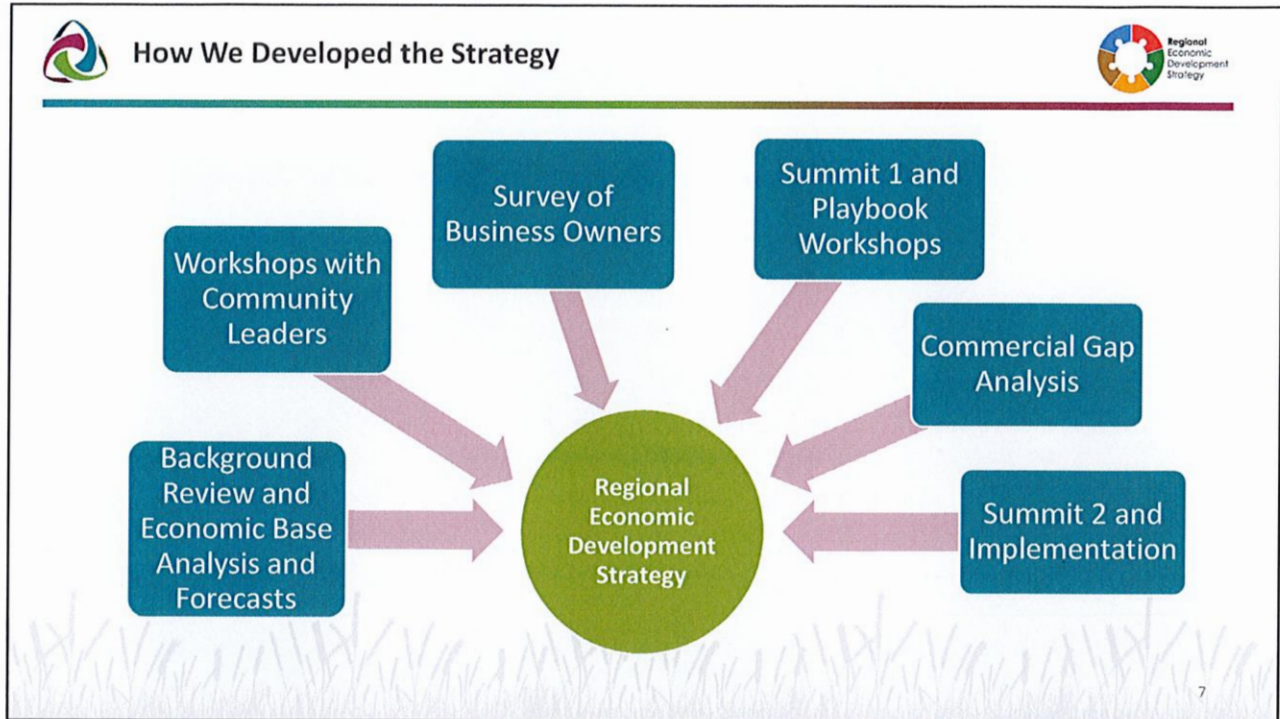
Regional Economic Development Services in Canada's Most Populous Metros



Overview

Regional Economic  
Development Strategy  
Development







## Playbooks

**Playbook 1: Investment Attraction and Infrastructure**

**Playbook 2: BR+E and Business Friendliness**

**Playbook 3: Entrepreneurship**

**Playbook 4: Development Process and Investment Readiness**

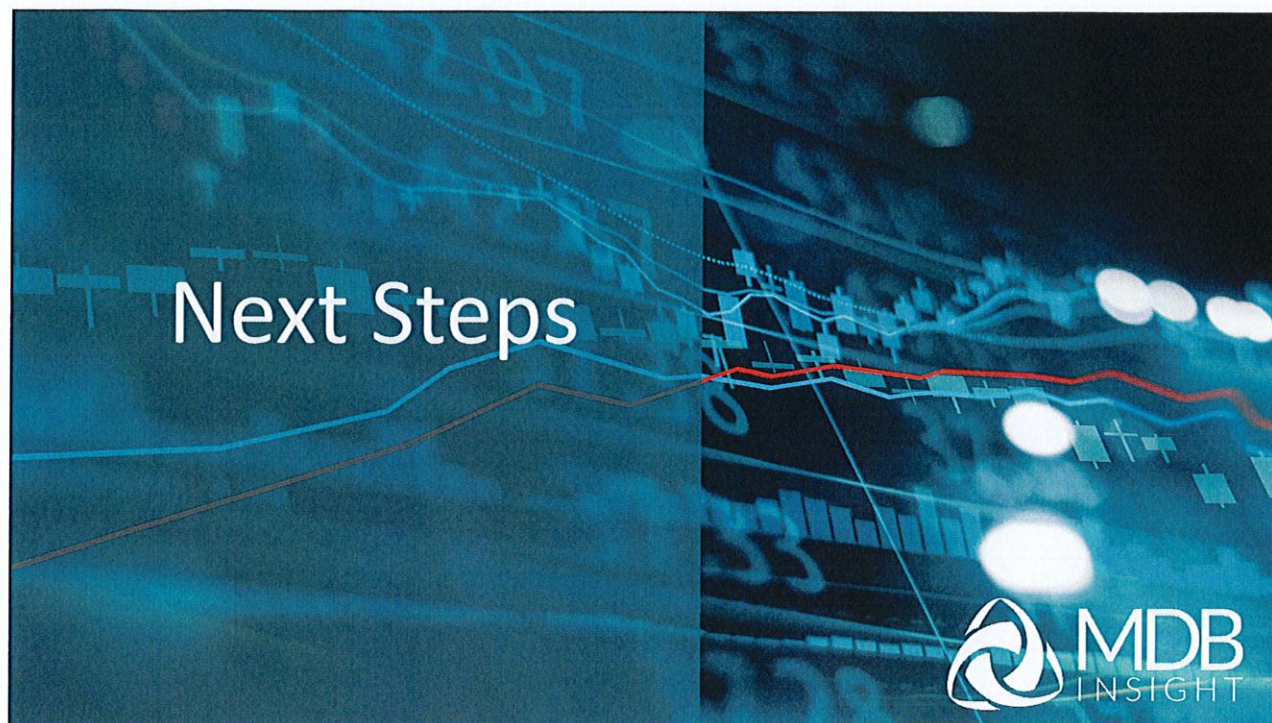
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## Continuous Improvement







## Implementation



Playbook	Objectives
Playbook 1: Investment Attraction and Infrastructure	1.1. Develop a Regional Lead Generation Pipeline
	1.2. Marketing Collateral
	1.3. Develop a "Certified Site" Program
	1.4. Secure Key Infrastructure Projects
Playbook 2: BR+E and Business Friendliness	2.1. Establish Regional BR+E Framework
	2.2. Support Ongoing Business Engagement
Playbook 4: Development Process and Investment Readiness	4.1. Develop Investment Readiness Guidelines





## Implementation



### Proposed Implementation

- The opportunity is a regional position that works closely with the City of Grande Prairie, County of Grande Prairie, Town of Sexsmith, Town of Beaverlodge and Town of Wembley to coordinate investment attraction initiatives.
- The position is intended to be a three-year pilot with funding initially from the regional communities with the goal of developing other funding sources.
- The position will have a robust communication and reporting plan to highlight the benefits to the region.

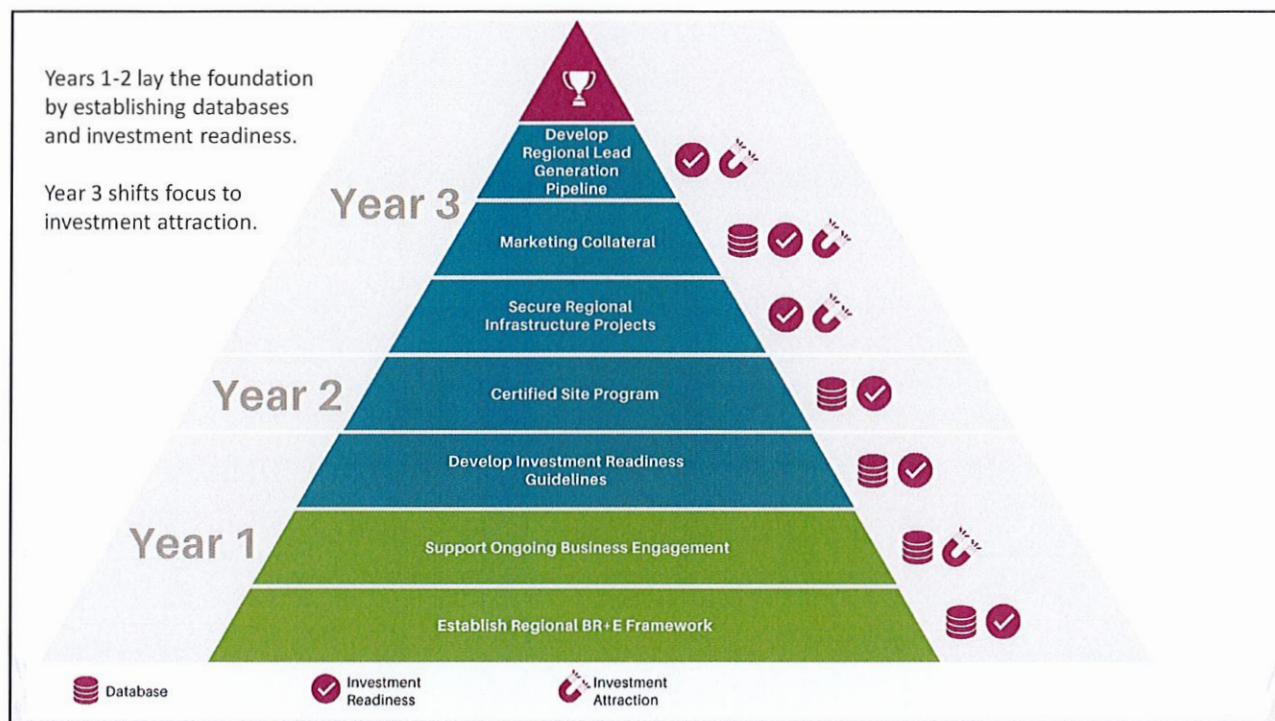


## Implementation



### Implementation Details

- The regional position is supported by the partner's marketing, administrative and business development resources.
- Objectives have been broken down into three categories:
  - Database: Activities that develop data assets that support the strategic objectives,
  - Investment Readiness: Activities that support the region's ability to support investment attraction,
  - Investment Attraction: Using the databases and investment readiness platforms to develop leads and support investors.



## Implementation



### Long-term and Project Funding Sources

In the long term the region will work to secure additional funding from other levels of government and the private sector to support programming.

Source	Yearly Cost	Percentage
Municipalities	\$60,000	30%
Private Sector	\$20,000	10%
Federal Government	\$60,000	30%
Provincial Government	\$60,000	30%
<b>Total</b>	<b>\$200,000</b>	<b>100%</b>





## Next Steps



### Long-term and Project Funding Sources

- Establish an administrative regional working group to oversee the project.
- Second an existing staff member or invest \$100,000 to establish the position.
- Approve three-year operational budget, gauging the interest of non-municipal funding opportunities and securing federal/provincial support.
- Drafting the agreements between the municipal partners.
- Working with the municipalities to balance activities.
- Creating project lead handling protocols.

**On behalf of our  
team, thank you!**



### Contact Details

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