



Agenda Item

Economic Development Documents

June 11, 2020

BACKGROUND

The County has recently participated in a project coordinated by the Central Alberta Economic Partnership (CAEP) to produce a community profile. In order to fund the project CAEP secured \$60,000 through the Community & Regional Economic Support (CARES) grant. The consultancy McSweeney & Associates was engaged to produce a community profile for up to 10 municipalities for a bulk discount. Each interested municipality was required to contribute \$6,600 for a total budget of \$126,000 for the entire project. The community profile contains data that potential businesses are typically looking for when determining whether to locate in the area. Please see the attached *2019 Community Profile for Lacombe County* document attached as 'Schedule A'.

After reviewing the document, County staff decided to create a more user friendly version of the community profile with more information on Lacombe County's specific development areas, and target defined sectors. The *Business Development Guide* was created with the intention of attracting new business development. The guide will focus on industries in the area, as well as on our various (commercial, industrial, residential and recreational) development opportunities and amenities. This guide was completed internally and is the product of cross department collaboration. Please see the attached *Business Development Guide* document attached as 'Schedule B'.

BUDGET IMPLICATIONS

The 2019 Community Profile for Lacombe County document was produced as a cost to the County of \$6,600. The Lacombe County Business Development Guide was produced internally, and has no budget implications.

PUBLIC PARTICIPATION

Lacombe County sees the value in engaging the public through a variety of mediums and is committed to open, accountable and responsive decision making, including different levels of engagement with the public as outlined in the Policy AD(40): Public Participation Policy. The appropriate level of engagement for each public participation opportunity

should be selected on a project-to-project basis. The levels of engagement within the policy are as follows:

- *Inform*: To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.
- *Consult*: To obtain public feedback on analysis, alternatives and/or decisions.
- *Involve*: To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.
- *Collaborate*: To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.
- *Empower*: To place final decision making in the hands of the public.

This project was determined not to warrant public participation; however, these documents will be made freely available to the public once endorsed by Council.

RECOMMENDATION

Staff recommend that Council endorse the *2019 Community Profile for Lacombe County*.

Staff recommend that Council endorse the County's *Business Development Guide*.

PREPARED BY: Peter Duke, Planner / Development Officer

REVIEWED BY: Dale Freitag, Director of Planning Services

REVIEWED BY: Tim Timmons, County Manager

