






Subject: **CAEP Economic Development Events in Central Alberta**  
 Meeting Date: Tuesday, May 14, 2024  
 Prepared By: Wendy Gerbrandt, Manager of Economic Development  
 Presented By: Wendy Gerbrandt, Manager of Economic Development

**RECOMMENDED MOTION:**

1. That Council direct administration to purchase tickets/table for the Central Alberta Economic Partnership Economic Development in Central Alberta event on May 23<sup>rd</sup> to be funded through Strategic Initiatives.
2. That Council direct administration to purchase tickets for Council to attend the Business and Blue Jeans Event to be funded through Strategic Initiatives.

**STRATEGIC PLAN ALIGNMENT: (Check all that apply)**

	<input type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
High Quality Infrastructure		Economic Resilience		Quality of Life		Effective Leadership		Level of Service	

**RELEVANT LEGISLATION:**

Provincial (cite)- N/A

Council Bylaw/Policy (cite)- N/A

**BACKGROUND/PROPOSAL:**

Administration has received several invitations encouraging participation from both the Council and our Economic Development team. These invitations present valuable opportunities not only to engage with economic leaders and municipal partners but also with like-minded individuals, including provincial economic development policymakers.

As these invitations were also addressed to Council, Administration wanted to present these opportunities for their consideration and explore how Administration can offer support should they choose to participate.

**DISCUSSION/OPTIONS/BENEFITS/DISADVANTAGES/OTHER CONSIDERATIONS:**

Central Alberta Economic Partnership (CAEP) is hosting an Economic Development in Central Alberta event on May 23, 2024, at 5:30 p.m. at Westerner Park. The event features Premier Danielle Smith, Ministers from Jobs, Economy and Trade, Health, Agriculture and Irrigation, a Speaker, and MLA Jason Stephan and Jennifer Johnson. There will be opportunities to network and discuss economic opportunities within the Central Alberta Region. From our understanding, all funds raised from this event go to CAEP.

Also, CAEP, along with Camrose County, are inviting representatives, Councils, and the economic development team to join them at the 'Business and Blue Jeans' event, which will take place on June 12th (Wednesday) from 9:30 AM until 3:30 PM at the charming Cherry Lane B&B (<https://cherrylanebb.com/>) in the heart of Camrose County. Their primary objective for this event is to



introduce Camrose County from an economic development perspective, build relationships, explore cooperation opportunities, and share inspiring messages from great speakers.

These opportunities present an excellent chance for Council, Administration, and Economic Development Team to connect with various Ministries and neighboring communities in the CAEP region. It's an opportunity to grasp and to further explore the economic prospects for Kneehill County within Central Alberta.

The Blue Jeans event provides further insight into what another rural communities is driving within their economic development portfolio. The invitation indicated “ Be inspired by the amazing speakers, Kevin Van Lagen and Tim Carson. Following a delicious meal, you'll be invited to tour one of the most technologically advanced dairy farms in Western Canada” Additional information can be found via event brite <https://www.eventbrite.com/e/business-blue-jeans-tickets-884959095477>

**FINANCIAL & STAFFING IMPLICATIONS:**

CAEP Member Ticket Price: \$120 each plus travel; alternatively a table may be purchased at \$800.00.

The Business and Blue Jean Event cost would be \$43.93 per person plus travel

**RECOMMENDED ENGAGEMENT:**

Directive Decision (Information Sharing, One-Way Communication)

Tools:	Individual Notification	Other:	
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**ATTACHMENTS:**

CAEP Event held at Westerner Park Invite

**COUNCIL OPTIONS:**

1. That Council directs Administration to register members of Council for the CAEP Economic Development in Central Alberta event.
2. That Council direct Administration to register members of Council for the Business and Blue Jean event.
3. That Council receive this report as information.

**FOLLOW-UP ACTIONS:**

If Council chooses to send representatives to these events Administration would book the tickets/table requested and reserve the County vehicle should it be required by Council.

**APPROVAL(S):**

Mike Haugen, Chief Administrative Officer

Approved-

