






Subject: **Economic Development Plan**  
 Meeting Date: Tuesday, October 15, 2024  
 Prepared By: Wendy Gerbrandt, Manager, Economic Development  
 Presented By: Wendy Gerbrandt, Manager, Economic Development

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

	<input checked="" 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)** - Municipal Government Act  
**Council Bylaw/Policy (cite)**- Municipal Development Plan, Land Use Bylaw

**BACKGROUND/PROPOSAL:**

In 2023, Administration received approval from Council to develop an Economic Development Plan aimed to foster sustainable growth and prosperity within the county. Tara Zeller, Economic Development Consultant, was contracted to aid in the development of this 3-Year Economic Development Plan through data analysis and community engagement.

Through this plan, Kneehill County aims to establish a framework that fosters opportunities to build a resilient and diverse economy. In turn, this will enhance the livelihoods of its businesses and residents, making the County an attractive destination for investment and growth.

The Economic Develop Plan aligns with the County’s Strategic Plan, 2019 Municipal Development Plan (MDP) and the preliminary outcomes from the 2024 Municipal Development Plan working groups, Land Use Bylaw, and through open dialogue and engagement with stakeholders, businesses, residents and Council in the economic development planning process.

Administration presented the Economic Development Plan to Council at the Committee of the Whole of June 18, 2024 and made recommendations in which to present and bring forward to Council on July 23, 2024. At this meeting, Council motioned that the Economic Development Plan return to the Committee of Whole on September 17, 2024 for further discussion on the Executive Summary, Key Performance Indicators, the Conclusion along with the removal of the renewal energy references in the Opportunities and Threats. On September 17, 2024 Council requested the Economic Development Plan be deferred to Committee of the Whole on October 15 to provide sufficient time for review and discussion.

In addition, Administration made additional enhancements to the verbiage in Goal 1, changing goals and tactics to goals and strategies, and organizing the strategies by year 1, 2 and 3.

The Economic Development Plan, once approved by Council, will guide Administration on the priorities and goals in which to focus. Through the annual budgetary process, operating and project initiatives and budgets are created and submitted to Council for approval.

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

Administration presents Council with following recommendations for review and further discussion in which to provide Administration with the direction to update the Economic Development Plan.



The discussion will present a review of the following:

Executive Summary (page 1) – There are three (3) options for Council’s review and discussion.

Revise Goal 1 (Page 1, 49, 50) - Increase awareness and understanding of economic development principles for elected officials, senior staff, businesses and residents to: Increase awareness and understanding of economic development principles amongst internal and external stakeholders

Purpose – Page 4 – refined the verbiage on the Purpose of the document to be more alignment with the intent of the Economic Development Plan.

Opportunities – Pg 47 – Removal of “Seek renewable energy opportunities and innovation within the energy sector. Central Alberta is one of Canada’s sunniest and windiest places, making it the ideal location for renewable energy projects.”

Threats – Pg 47 – Removal of “Opposition from residents on renewable energy projects.”

Revise Goals and Tactics verbiage to Goals and Strategies (pages 50 – 53).

Organized the strategies under each Priority by Year 1, Year 2, Year (pages 50 – 53).

Success Measurement (Page 54) –Success Measurement. Enter into discussion on how success of the Economic Development is determined, what metrics should be explored to measure the plan, where Kneehill County is current situation is with Economic Development activities, what baseline data is available and what statistical information is available to monitor effectiveness. Through this discussion, Administration will have obtained the necessary information to better understand in establishing how it will measure the plans effectiveness.

Conclusion – Page 56 – There four (4) options for Council to review and provide direction to Administration.

Upon the conclusion of the discussion, Council will direct Administration to update the Economic Development Plan with the necessary changes and bring forward to the next Council meeting for approval.

### **FINANCIAL & STAFFING IMPLICATIONS:**

Resulting direction from the Economic Development Plan can have varying degrees of financial and staffing impact. Any projects that align with the Master Plan and Strategic Plan will be brought to Council for consideration through the budgetary process.

### **ATTACHMENTS:**

Economic Development Plan – Rev 4 – August 2024

EDP Discussion – September 17, 2024

### **RECOMMENDATION:**

Motion to accept the Economic Development Plan for information and bring forward with the Changes discussed to Council for approval.

### **APPROVAL(S):**

Mike Haugen, Chief Administrative Officer

Approved-

