






Subject: **Economic Development Plan 2024 - 2027**

Meeting Date: Tuesday, November 12, 2024

Prepared By: Wendy Gerbrandt, Manager, Economic Development

Presented By: Wendy Gerbrandt, Manager, Economic Development
Jenna Kester, Economic Development Officer

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 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 Development 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 on October 15, 2024. Council motioned “That the Committee of the Whole recommend to Council to accept the Economic Development Plan as amended.”

DISCUSSION/OPTIONS/BENEFITS/DISADVANTAGES/OTHER CONSIDERATIONS:

Administration presents Council with the attached Economic Development Plan with the following amendments:

Executive Summary (second paragraph)

Revised the second sentence to demonstrate Kneehill County’s willingness to seek opportunities a diverse range of sectors:



“Strategically located in south-central Alberta, Kneehill County's proximity to key transportation routes and neighboring municipalities positions it as an ideal location for diverse economic growth. Kneehill County will actively seek to attract new industries by embracing innovation and diversification. This strategic focus will create a wealth of new opportunities for businesses and residents alike, fostering an environment where entrepreneurship can thrive and new ventures can take root.”

SWOT Analysis (pages 46 - 47)

Add a descriptor statement under Strengths, Weakness, Opportunities and Threats.

Threats (page 47)

Removed “Desire to maintain agricultural heritage limits the ability to attract development” and “Concern over development having negative impact on agriculture” and revised it to: “Concern over development having a negative impact on the agricultural sector”

Goals and Strategies (pages 50 – 53)

Inserted a progressive 3-year timeline of strategies.

Conclusion - Preparing Today for Kneehill County’s Future (page 56)

Revised the second paragraph to address preparation of land:

“The Plan outlines a strategic approach that proactively positions Kneehill County for future investments, identifying new and emerging industries, and implementing a robust business retention program. By building capacity among community leaders and positioning Kneehill County to compete on a global scale, the County is setting the stage for a prosperous future.”

FINANCIAL & STAFFING IMPLICATIONS:

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

RECOMMENDED ENGAGEMENT:

Directive Decision (Information Sharing, One-Way Communication)			
Tools:	Individual Notification	Other:	

ATTACHMENTS:

Economic Development Plan – Revision 5 November 2024

COUNCIL OPTIONS:

Motion to accept the Economic Development Plan as presented.



RECOMMENDED MOTION:

That Council approve the 3 Year Economic Development Plan as presented.

FOLLOW-UP ACTIONS:

Administration to post the Economic Development Plan on the website.

Administration to execute the plan as presented and in alignment with the budget and processes.

APPROVAL(S):

Mike Haugen, Chief Administrative Officer

Approved-

