






Subject: **Business Retention & Expansion Survey Report**
 Meeting Date: Tuesday, November 21, 2023
 Prepared By: Tara Zeller, Economic Development Consultant
 Presented By: Tara Zeller, Economic Development Consultant

RECOMMENDATION:

That the Committee of the Whole receive this report as information

STRATEGIC PLAN ALIGNMENT: (Check all that apply)

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

RELEVANT LEGISLATION:

Provincial (cite)- Start typing here
Council Bylaw/Policy (cite)- Start typing here

BACKGROUND/PROPOSAL:

On June 13, 2023, Council approved the Economic Development Plan (EDP) project, enlisting the services of a specialized contractor. Administration is delighted to have the opportunity to engage Tara Zeller Consulting, a recognized expert in Municipal Economic Development.

Tara brings to our team more than 15 years of experience in community and economic development, as well as marketing and communications. She has a track record of collaborating with various organizations to create and promote community and business development initiatives.

Tara will work closely with our team to craft an EDP that will provide a comprehensive 5-year roadmap for our community. The project's outcomes will establish a fundamental framework for Kneehill County's economic vision, mission, and goals, benefiting Council, Administration, and the Community. The project team continues to actively collaborate with numerous internal and external stakeholders in the development of this future plan. The information collected will be integral in shaping the EDP to ensure alignment with Council's Strategic Plan, Municipal Development Plan, and Tourism & Recreation Master Plan.

Tara, with support from Deloitte Canada, conducted a Business Retention & Expansion (BR&E) survey, targeting businesses specifically. This was followed by a community survey to engage local residents and, subsequently, a survey tailored to the Council's needs.



DISCUSSION/OPTIONS/BENEFITS/DISADVANTAGES/OTHER CONSIDERATIONS:

Tara is present today to introduce herself to Council and to deliver a report containing the results of the BR&E works. She will also discuss our forthcoming priorities and action plan, anticipating that the Economic Development Plan will be finalized in the spring of 2024.

FINANCIAL & STAFFING IMPLICATIONS:

ATTACHMENTS:

Kneehill Council Tara Introduction pdf

APPROVAL(S):

Mike Haugen, Chief Administrative Officer

Approved-

Kevin Gannon, Director of Community Services

Approved-

