



ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING

Tuesday, October 1, 2024, 7 p.m.

3rd Floor - Poplar Room

315 Jespersen Ave

Pages

1.	<u>CALL TO ORDER</u>		
2.	<u>AGENDA</u>		
2.1	Adoption of the Agenda - Economic Development Advisory Committee - October 1, 2024		3
3.	<u>MINUTES</u>		
3.1	Approval of Minutes - Economic Development Advisory Committee - June 3, 2024		5
4.	<u>DELEGATIONS</u>		
4.1	Information Presentation - CN Rail	Dave Walker	11
4.2	Urban Agriculture Enabling Policy Plan Project	Christina Kortmeyer	13
4.3	Event Tourism Strategies	Dave Walker	36
5.	<u>BUSINESS ITEMS</u>		
5.1	Start Ups and Early-Stage Business Support Program	Jodi Fulford	38
5.2	2025 Economic Development Advisory Committee Meeting Dates	Dave Walker	47
6.	<u>INFORMATION ITEMS</u>		
6.1	City Centre Incentives	Dave Walker	49
6.2	2024 Economic Development Advisory Committee Annual Report to Council	Dave Walker	

7. CLOSED SESSION

8. BUSINESS ARISING FROM CLOSED SESSION

9. ADJOURNMENT

9.1 Adjournment - Economic Development Advisory Committee - October 1, 2024

57



REQUEST FOR DECISION

MEETING DATE: October 1, 2024

TITLE: Adoption of the Agenda - Economic Development Advisory Committee - October 1, 2024

DIVISION: Strategic and Communication Services

SUMMARY:

Committee members are provided the opportunity to add items they would like to discuss during the meeting, remove items, or change the order of proceedings.

PROPOSED MOTION:

THAT the agenda be adopted as presented.

BACKGROUND / ANALYSIS:

The agenda sets the course of action for the meeting. This ensures the business of the day is followed through and completed as required.

The agenda is approved by a motion of the Committee and must be passed by a majority of the members present. Once the agenda is approved, no further changes may be made unless approved by the majority of the Committee members present.

OPTIONS / ALTERNATIVES:

THAT the agenda be adopted as amended.

CONSULTATION / ENGAGEMENT:

n/a

IMPLEMENTATION / COMMUNICATION:

n/a

IMPACTS:

n/a

FINANCIAL IMPLICATIONS:

n/a



REQUEST FOR DECISION

MEETING DATE: October 1, 2024

TITLE: Minutes - Economic Development Advisory Committee - June 3, 2024

DIVISION: Strategic and Communication Services

SUMMARY:

The minutes of the previous Economic Development Advisory Committee meeting are placed on the agenda for approval.

PROPOSED MOTION:

THAT the June 3, 2024 Economic Development Advisory Committee meeting minutes be approved as presented.

BACKGROUND / ANALYSIS:

The Economic Development Advisory Committee meeting minutes are the official written record of the actions that took place during the meeting; a snapshot of the decisions that the Committee made and the outcome of the vote.

The minutes are written without notes or transcribing of discussions that may have taken place during an agenda item.

Committee members review the minutes prior to the meeting to review for any changes that may need to be made. A motion for an amendment is required if an error has been noted. If there are no amendments to the minutes, a motion to approve the minutes as presented is made by a member of the Committee. The minutes are signed by the Chair and the Recording Secretary.

A copy of the minutes will be included in a future Regular Council Meeting agenda package.

OPTIONS / ALTERNATIVES:

THAT the June 3, 2024 Economic Development Advisory Committee meeting minutes be approved as amended.

CONSULTATION / ENGAGEMENT:

n/a

IMPLEMENTATION / COMMUNICATION:

n/a

IMPACTS:

n/a

FINANCIAL IMPLICATIONS:

n/a



THE CITY OF SPRUCE GROVE

Minutes of Economic Development Advisory Committee

June 3, 2024, 7 p.m.

3rd Floor - Poplar Room

315 Jespersen Ave

Members Present: Councillor Oldham, Chair
Councillor Carter, Vice Chair
Councillor Houston
Bruce Mullett, Commercial Sector Representative (arrived at 7:07 p.m.)
Charlene Bell, Public-at-Large
Don Cooper, Industrial Sector Representative
Kelly John Rose, Greater Parkland Regional Chamber Representative
Theresa Bateman, Public-at-Large

Members Absent: Robert Smith, Industrial Sector Representative
Tyler Perozni, Commercial Sector Representative
Victor Moroz, City Centre Business Association Representative

Also in Attendance: Jennifer Hetherington, Director of Corporate Communications (attended virtually)
Maggie DesLauriers, Director of Strategy and Policy Development
Dave Walker, Director of Economic and Business Development

DRAFT

Jodi Fulford, Economic Development Specialist - Commercial
Karla Daniels, Economic Development Specialist - Industrial
Nicole Hitchens, Recording Secretary

1. **CALL TO ORDER**

Chair Oldham called the meeting to order at 7:02 p.m.

2. **AGENDA**

2.1 **Adoption of the Agenda - Economic Development Advisory Committee - June 3, 2024**

Resolution: EDAC-009-24

Moved by: Charlene Bell

THAT the agenda be adopted as presented.

Unanimously Carried

3. **MINUTES**

3.1 **Approval of Minutes - Economic Development Advisory Committee - March 26, 2024**

Resolution: EDAC-010-24

Moved by: Theresa Bateman

THAT the March 26, 2024 Economic Development Advisory Committee minutes be approved as presented.

Unanimously Carried

4. **DELEGATIONS**

4.1 **City of Spruce Grove Housing Strategy Engagement**

Chair Oldham introduced Maggie DesLauriers, Director of Strategy and Policy Development for the City of Spruce Grove.

Bruce Mullet joined the meeting at 7:07 p.m.

Maggie DesLauriers provided a presentation on the City of Spruce Grove Housing Strategy Engagement.

Committee thanked Maggie DesLauriers for the presentation.

4.2 City of Spruce Grove Brand Strategy Initiative

Chair Oldham introduced Jennifer Hetherington, Director of Corporate Communications for the City of Spruce Grove, and Rachel Kamstra and Andrea Dyer, Cinnamon Toast.

Jennifer Hetherington, Rachel Kamstra, and Andrea Dyer provided a presentation on the City of Spruce Grove Brand Strategy Initiative.

Committee thanked Jennifer Hetherington, Rachel Kamstra, and Andrea Dyer for the presentation.

5. **BUSINESS ITEMS**

There were no Business Items on the agenda.

6. **INFORMATION ITEMS**

6.1 Start Ups and Early Stage Business Support Program Update

Jodi Fulford, Economic Development Specialist - Commercial, provided an update on the Start Ups and Early Stage Business Support Program.

Committee thanked Jodi Fulford for the presentation.

7. **CLOSED SESSION**

There was no Closed Session on the agenda.

8. **BUSINESS ARISING FROM CLOSED SESSION**

There was no Business Arising from Closed Session.

9. **ADJOURNMENT**

9.1 Adjournment - Economic Development Advisory Committee - June 3, 2024

Resolution: EDAC-011-24

Moved by: Bruce Mullet

THAT the Economic Development Advisory Committee adjourn at 9:01 p.m.

Unanimously Carried

Dave Oldham, Chair

Nicole Hitchens, Recording Secretary

Date Signed



REQUEST FOR DECISION

MEETING DATE: October 1, 2024

TITLE: Information Presentation - CN Rail

DIVISION: City Manager's Office

SUMMARY:

The presentation will focus on the general CN operations and investment overview both within Alberta and then narrowed to Spruce Grove.

PROPOSED MOTION:

A motion is not required.

BACKGROUND / ANALYSIS:

The presentation by CN Rail will address the potential for a separated grade crossing in Spruce Grove, whether CN has done any work looking at options, and what the process would be for the City to raise the issue.

The City has received several inquiries into rail spurs in Spruce Grove and area. There was a plan for a rail spur at one time at the former ATCO site. The presentation will provide a better understanding on the CN policy around spurs (i.e., when would they be considered).

EDAC will also be briefed on the number and length of trains passing through Spruce Grove. At times, it appears that the crossings in the City are blocked which could pose a problem for emergency services, which may be further impacted by residential growth in the newly annexed lands south of the rail line.

The presentation will be followed by a discussion on the Certified Rail Ready Site Program and an opportunity for a Q&A discussion.

OPTIONS / ALTERNATIVES:

n/a

CONSULTATION / ENGAGEMENT:

n/a

IMPLEMENTATION / COMMUNICATION:

n/a

IMPACTS:

n/a

FINANCIAL IMPLICATIONS:

n/a



REQUEST FOR DECISION

MEETING DATE: October 1, 2024

TITLE: Urban Agriculture Enabling Policy Plan

DIVISION: Sustainable Growth and Development Services

SUMMARY:

The Urban Agriculture Plan will identify opportunities to support urban agriculture within the City and also connects the values within the Municipal Development Plan. The Urban Agriculture Plan will identify future tasks and projects that the City and the community could undertake to support and enable urban agriculture in Spruce Grove.

PROPOSED MOTION:

A motion is not required.

BACKGROUND / ANALYSIS:

The Edmonton Metropolitan Region Board (EMRB) created a Regional Agricultural Master Plan (RAMP), which is part of its 30-year growth plan for the Edmonton region, with a focus on safeguarding prime agricultural land.

To support the agriculture industry and promote its diversification, EMRB urban member municipalities must complete an Urban Agriculture Plan (UAP) for their community by the end of 2024. The intent of the UAP is to identify opportunities to support and implement urban and value-added agricultural pursuits in Spruce Grove. This is also one of the first projects coming from the implementation plan of the newly adopted Municipal Development Plan called *The Shape of Our Community*.

OPTIONS / ALTERNATIVES:

n/a

CONSULTATION / ENGAGEMENT:

Administration is requesting ideas on economic development related endeavours tied to urban agriculture that could assist in drafting a robust plan that supports and enables the advancement of locally grown food and value added activities.

IMPLEMENTATION / COMMUNICATION:

n/a

IMPACTS:

n/a

FINANCIAL IMPLICATIONS:

n/a



Urban Agriculture Plan

Economic Development Advisory Committee Presentation

October 1, 2024





Project Introduction

- What is urban agriculture?
 - Urban agriculture is growing or producing food within urban environments on private and public lands. It can include the cultivation, processing and distribution of agricultural products. Some common examples are backyard hens, backyard bees, market gardening, and edible public landscaping.
- What is an urban agriculture plan?
 - An urban agriculture plan (UAP) is a document that identifies the opportunities for urban agricultural pursuits in the community, how urban agriculture can benefit the community, and enables the community and the municipality to undertake urban agricultural activities. It also identifies and provides direction for how to remove barriers to urban agriculture that may exist in current documents, policies, procedures or bylaws.



Project Introduction

- Why are we doing an UAP?
 - To support the agriculture industry and promote its diversification, Edmonton Metropolitan Region Board (EMRB) urban member municipalities must complete an urban agriculture plan for their community by the end of 2024. The intent of the UAP is to identify opportunities to support and implement urban and value-added agricultural pursuits in Spruce Grove.
- Why is UA important to Spruce Grove?
 - Urban agriculture is important to help improve local access to safe, quality food; promote self-sufficiency and resilience; reduce food costs; support pollinators; reduce ecological footprint; stimulate the local economy; and more.



Public Survey Results

- 452 respondents
- 97% live in Spruce Grove
- 15.5% own/operate a business in SG
- 28.4% aged 41 -50
- 25.1% aged 31-40
- 17.7% aged 51-60
- 15.1% aged 61-70
- 7.4% 71 and older
- 4.6% aged 20-30
- 1.7% aged 19 and younger

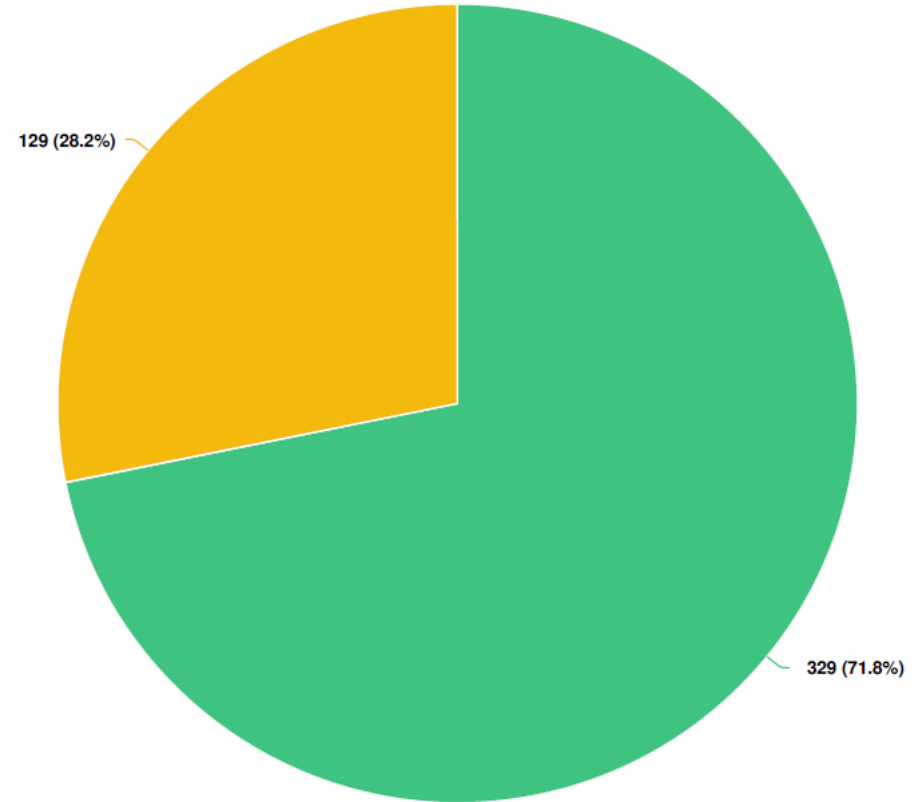


Public Survey Results

- Do you grow some of your own food in the city?

Yellow = yes (28.2%)

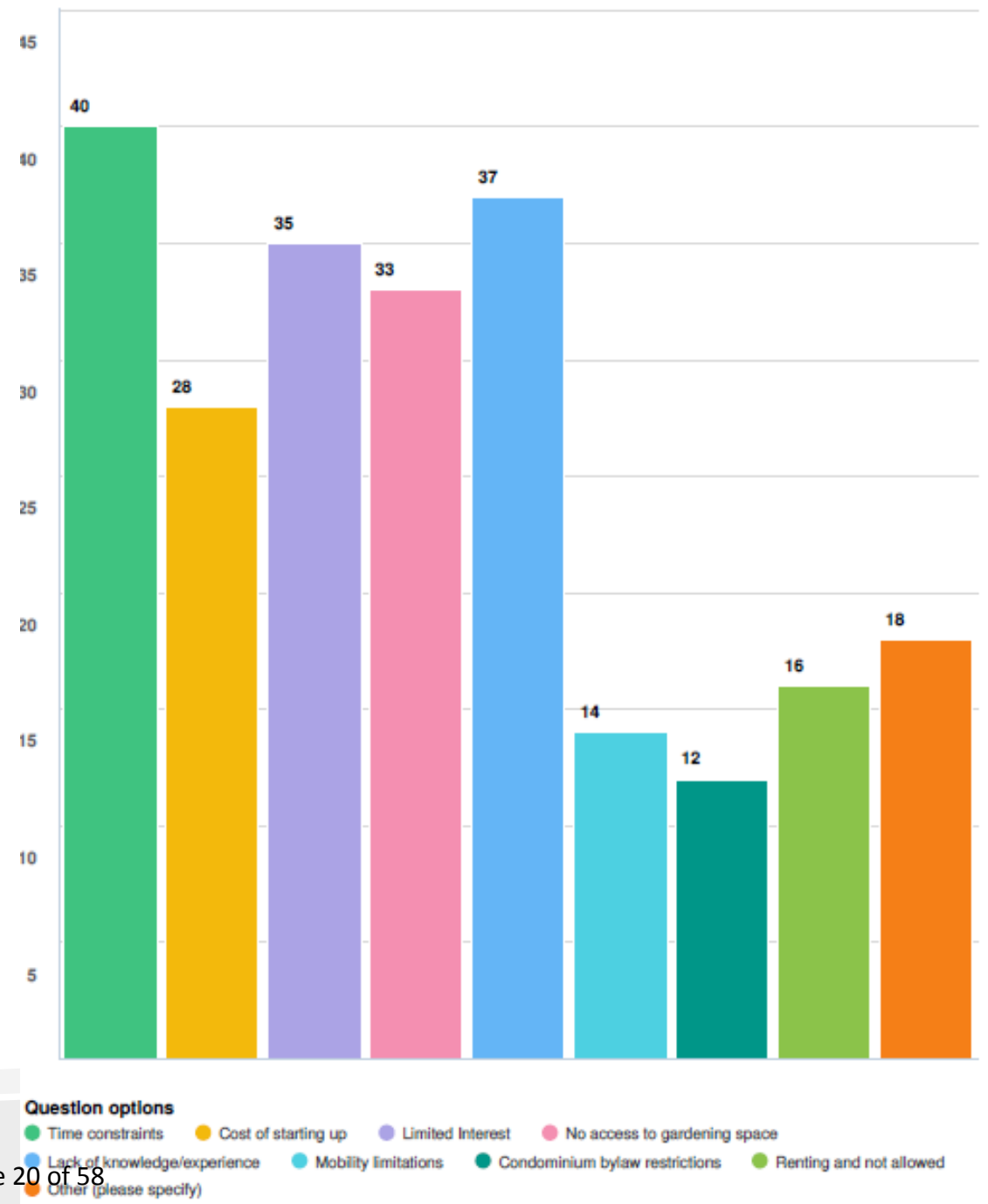
Green = no (71.8%)





Public Survey Results

- What are the barriers to growing some of your own food?
 - Time constraints
 - Lack of knowledge/experience
 - Limited interest
 - No access to gardening space
 - Cost of starting up



Public Survey Results

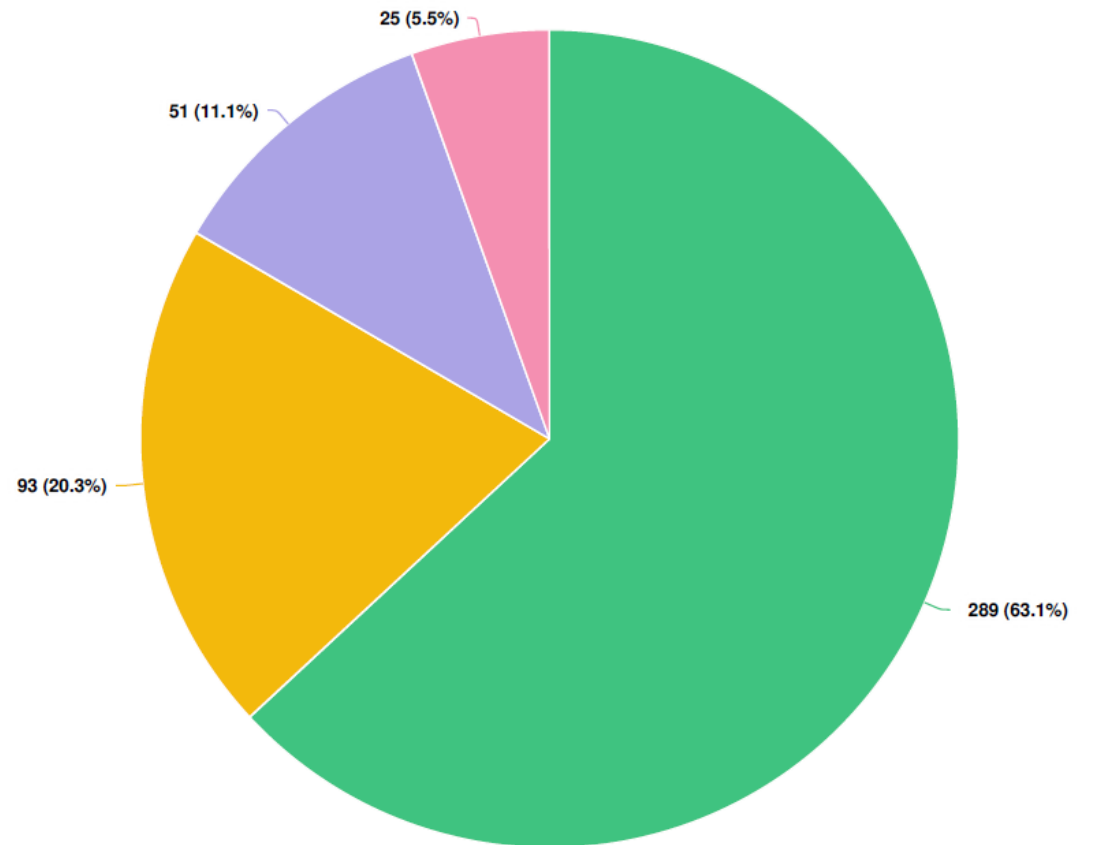
- How important is urban agriculture to you?

Green = very important (63.1%)

Yellow = important (20.3%)

Purple = somewhat important (11.1%)

Pink = not important (5.5%)



Public Survey Results

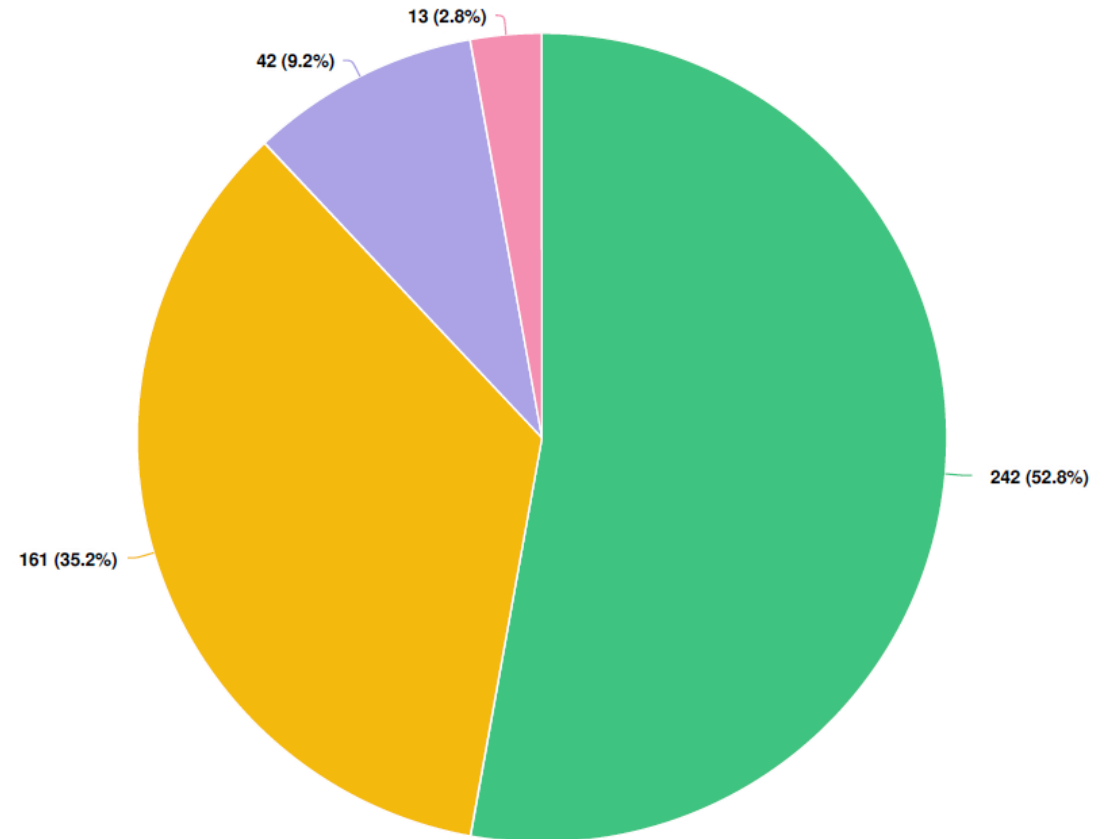
- We should allow community gardens on private land?

Green = strongly agree (52.8%)

Yellow = agree (35.2%)

Purple = disagree (9.2%)

Pink = strongly disagree (2.8%)



Public Survey Results

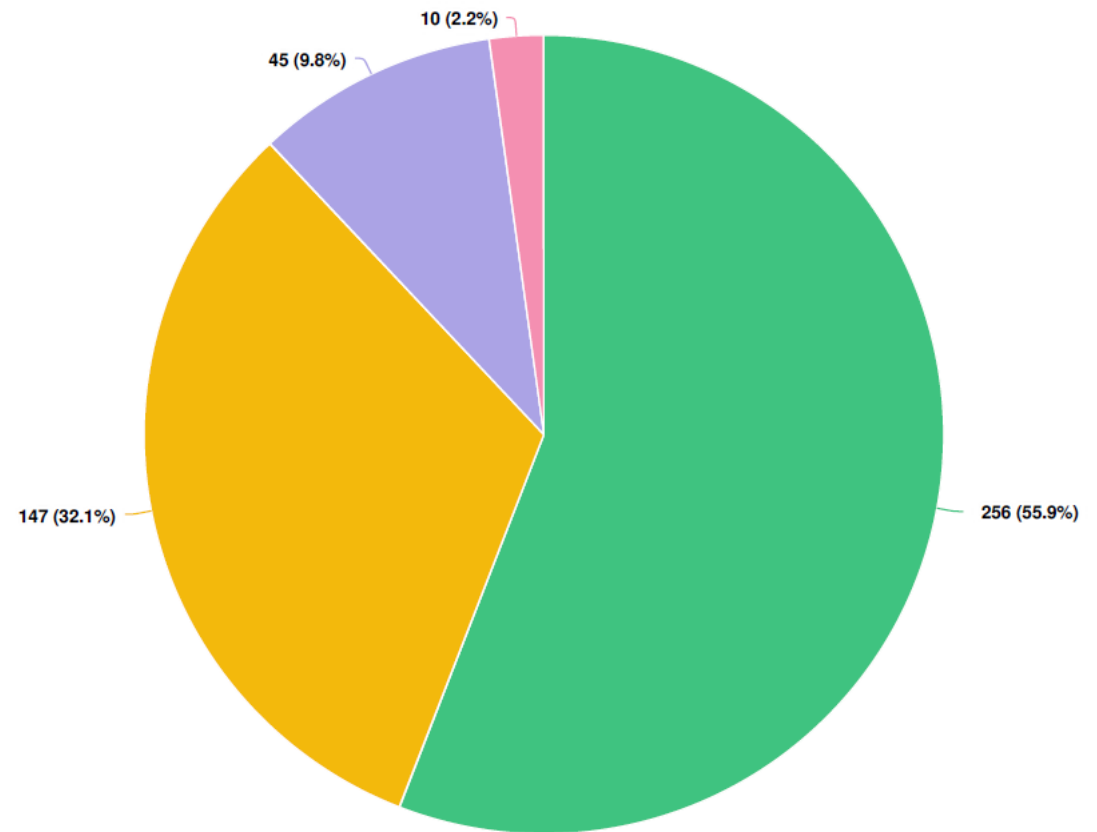
- Create community gardens on public land, like parks?

Green = strongly agree (55.9%)

Yellow = agree (32.1%)

Purple = disagree (9.8%)

Pink = strongly disagree (2.2%)



Public Survey Results

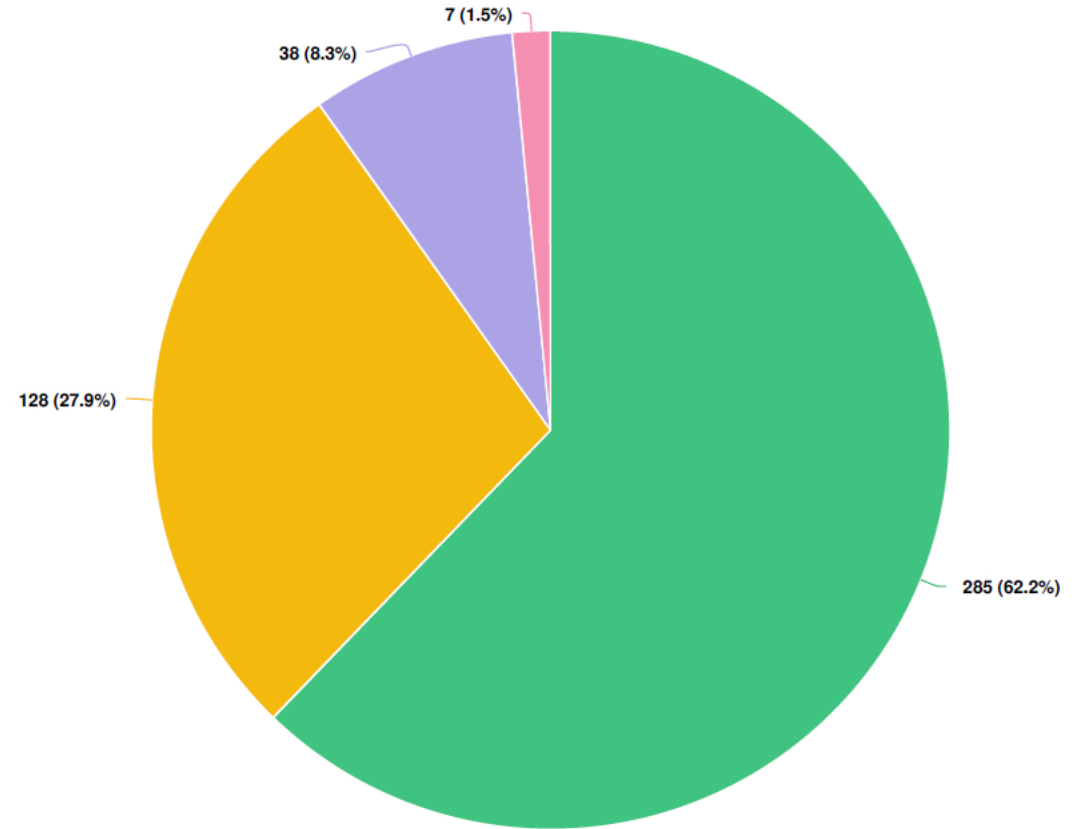
- Create neighbourhood orchards on public land for fruit trees?

Green = strongly agree (62.5%)

Yellow = agree (27.9%)

Purple = disagree (8.3%)

Pink = strongly disagree (1.5%)



Public Survey Results

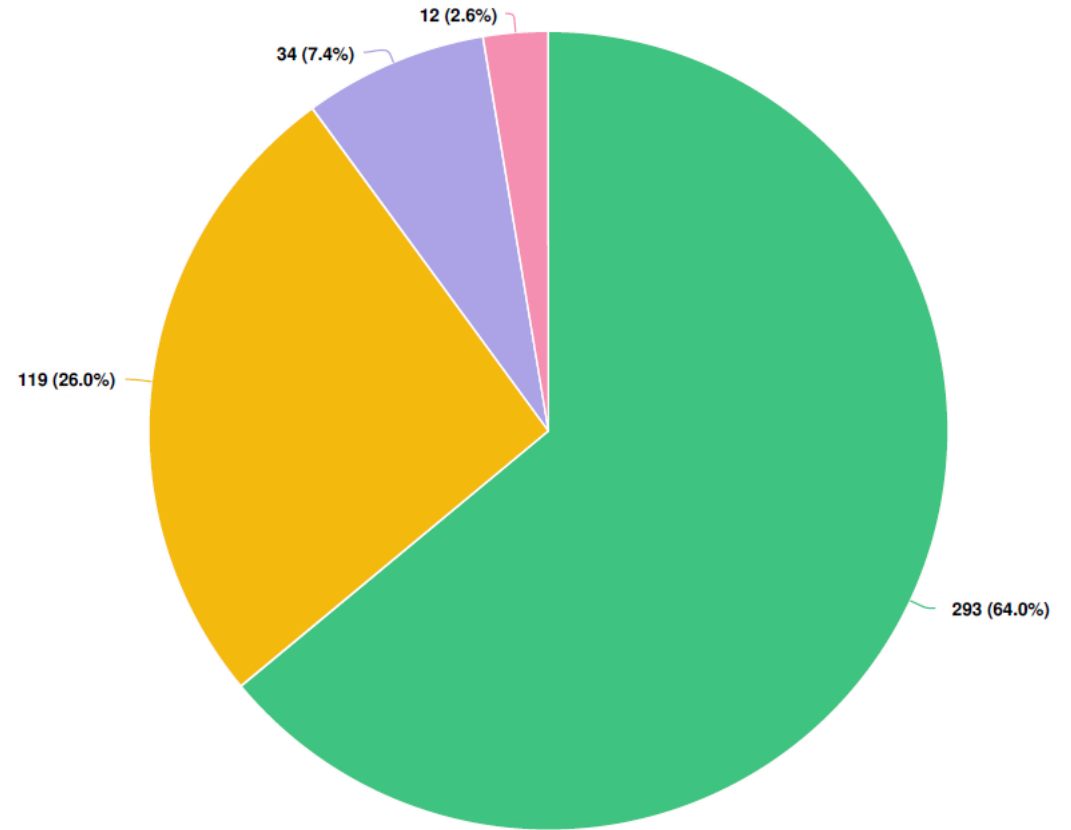
- Include edible landscaping in public areas (like berry bushes, fruit trees, annual vegetables)?

Green = strongly agree (64%)

Yellow = agree (26%)

Purple = disagree (7.4%)

Pink = strongly disagree (2.6%)





Public Survey Results

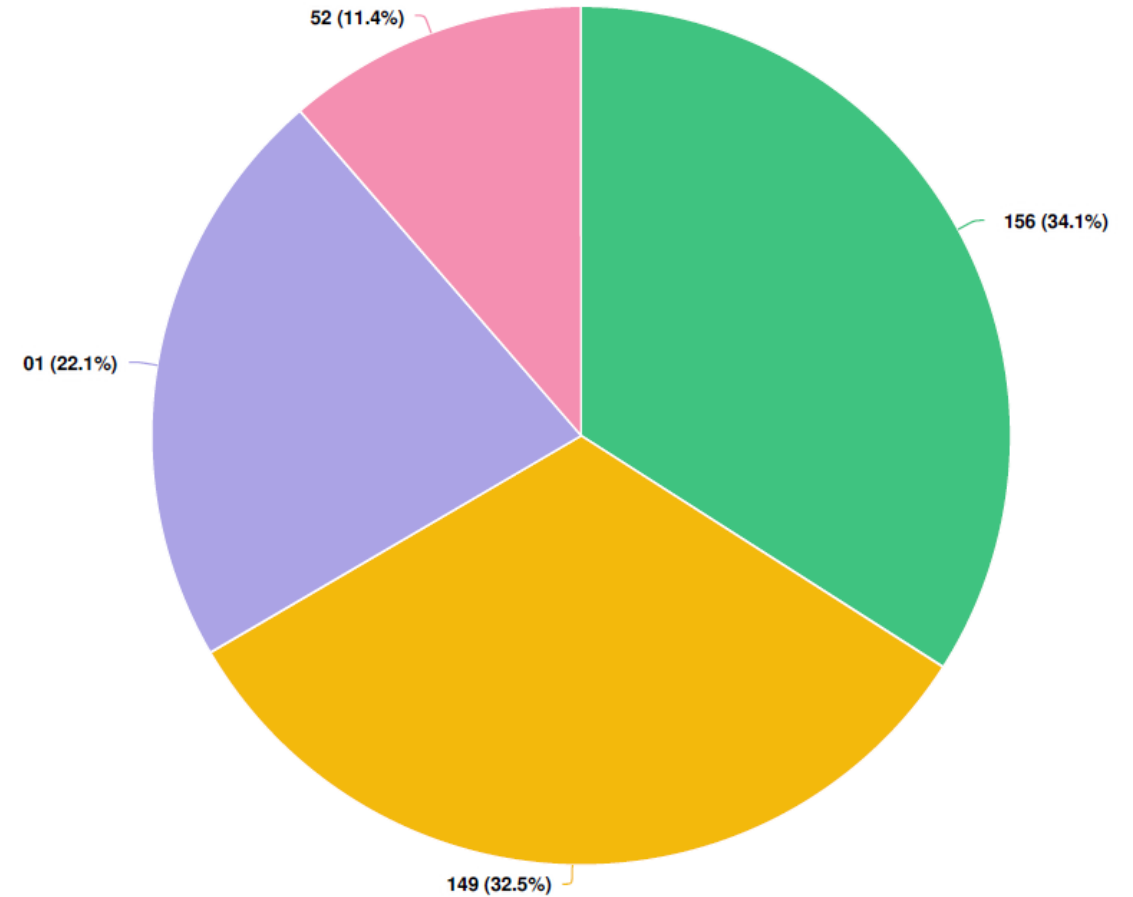
- Residents could convert all yards into market garden space and sell produce off-site?

Green = strongly agree (34.1%)

Yellow = agree (32.5%)

Purple = disagree (22.1%)

Pink = strongly disagree (11.4%)

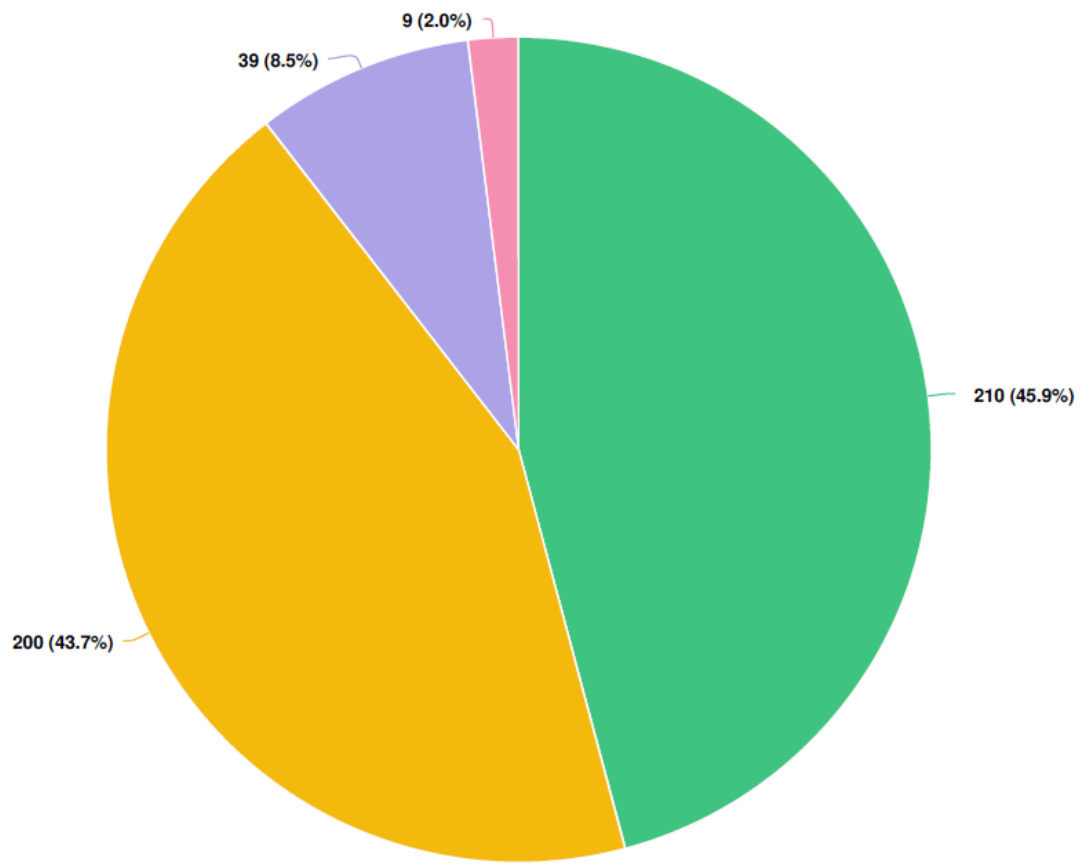




Public Survey Results

- Allow indoor, year-round local food production such as aquaponics or hydroponics?

Green = strongly agree (45.9%)
Yellow = agree (43.7%)
Purple = disagree (8.5%)
Pink = strongly disagree (2.0%)



Public Survey Results

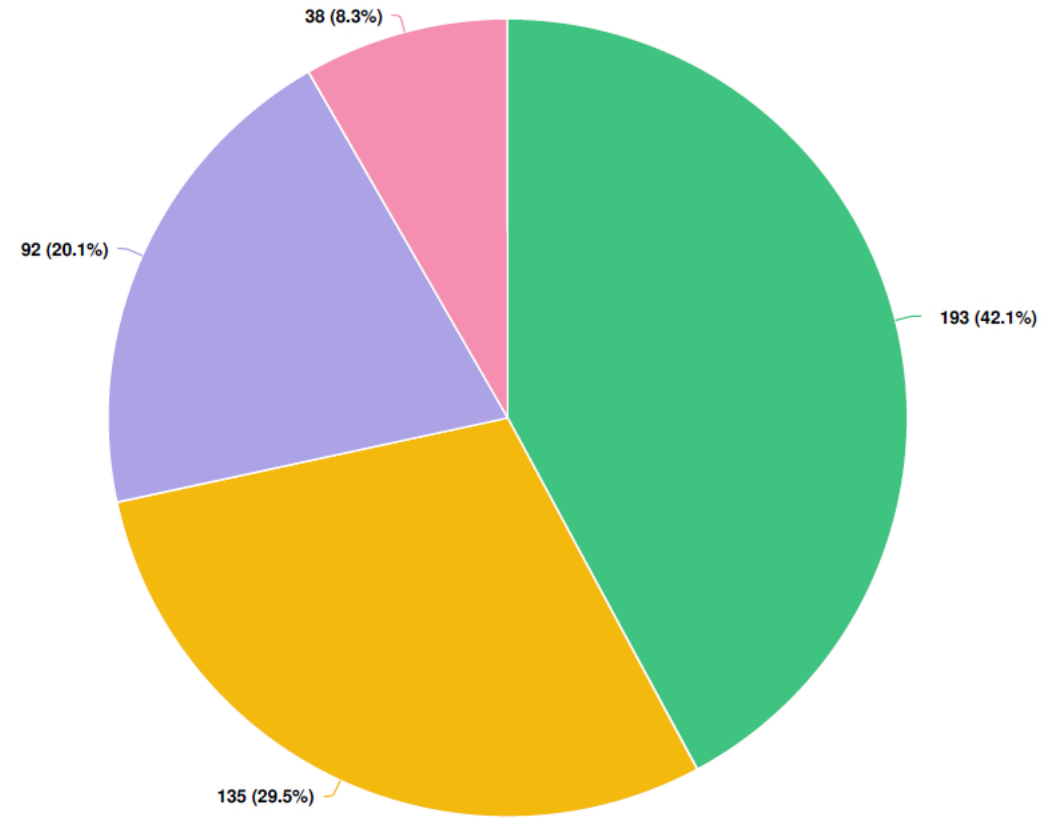
- Offer tax incentives to owners who use their property for food productions for local consumption?

Green = strongly agree (42.1%)

Yellow = agree (29.5%)

Purple = disagree (20.1%)

Pink = strongly disagree (8.3%)



Public Survey Results

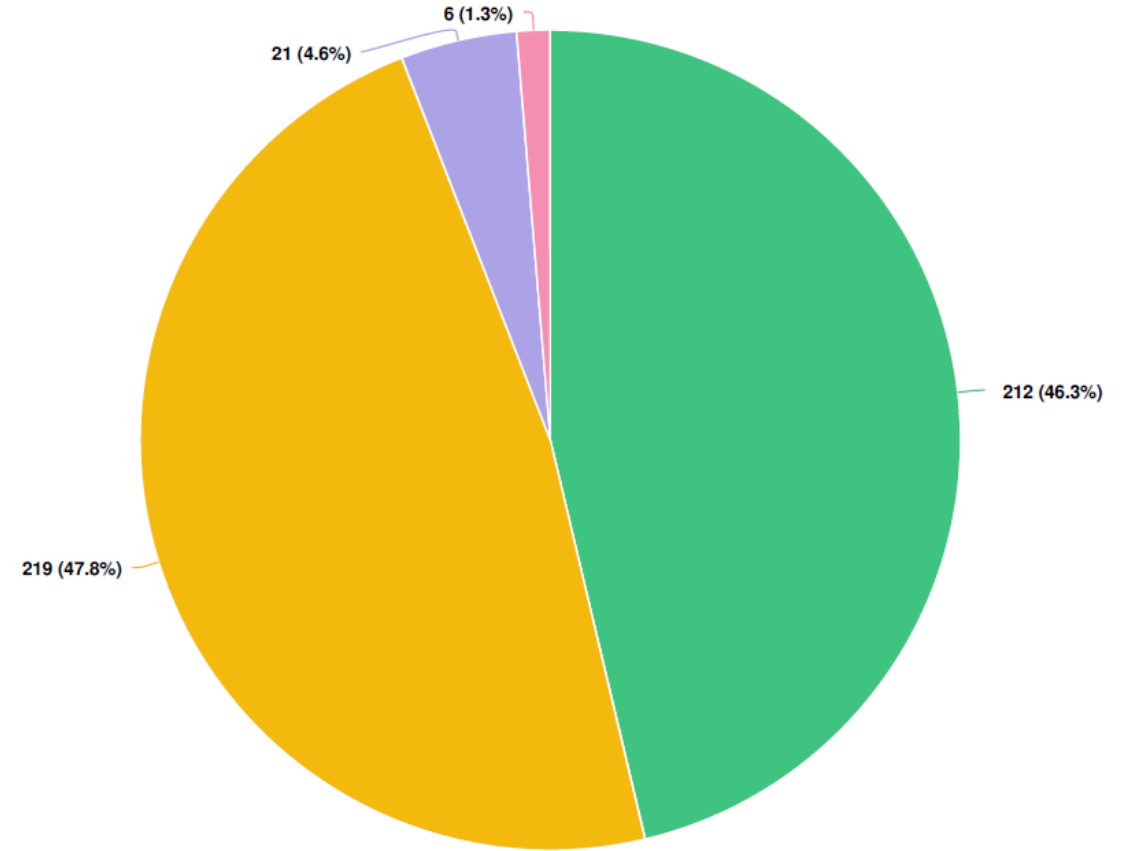
- Encourage new and promote existing value-added food industry in Spruce Grove?

Green = strongly agree (46.3%)

Yellow = agree (47.8%)

Purple = disagree (4.6%)

Pink = strongly disagree (1.3%)



Public Survey Results

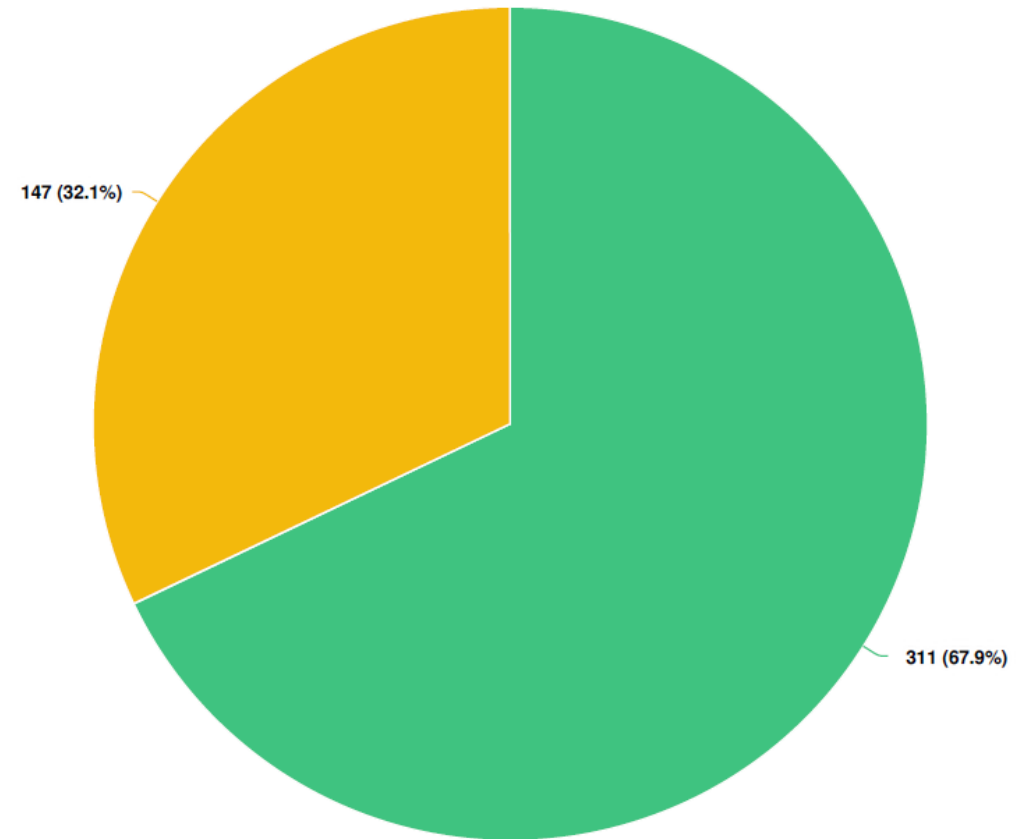
- Interested in hands-on food prep and preservation learning events?

Green = strongly agree (67.9%)

Yellow = agree (32.1%)

Purple = disagree (0%)

Pink = strongly disagree (0%)

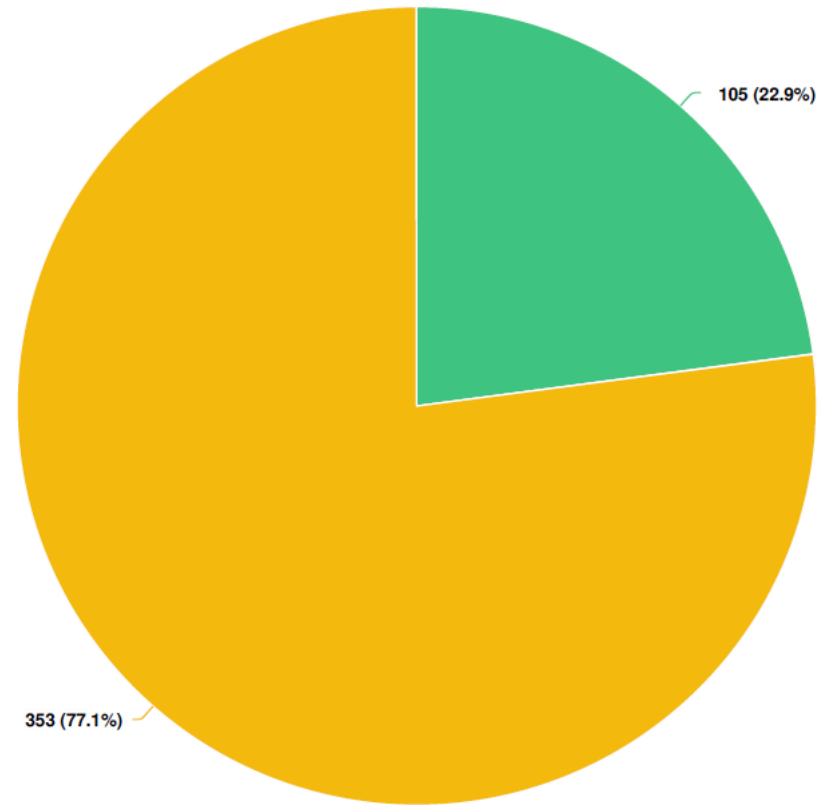


Public Survey Results

- In the last year, have you or your household experienced food insecurity?

Green = yes (22.9%)

Yellow = no (77.1%)

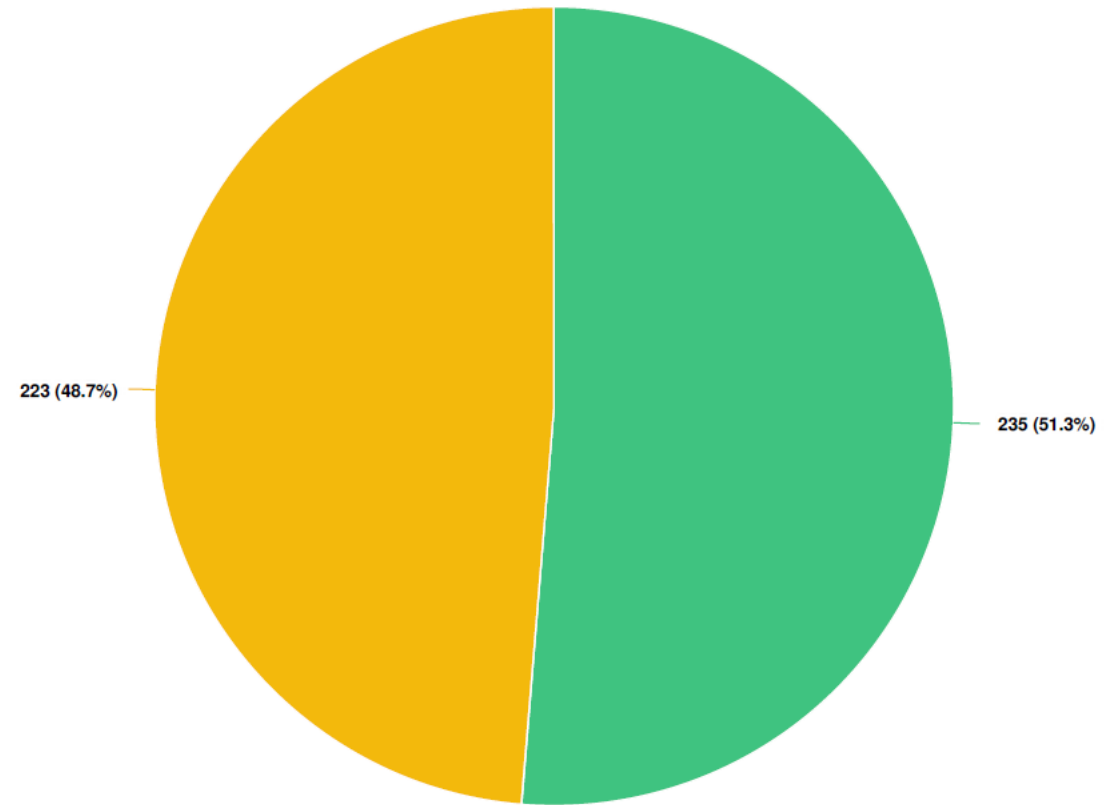


Public Survey Results

- Has a Spruce Grove resident you know experienced food insecurity in the last year?

Green = yes (51.3%)

Yellow = no (48.7%)





Land Stewardship

- Education
- Responsibility
- Environment
- Connection
- Economic Development

Food Security & Sovereignty

- Education
- Responsibility
- Environment
- Connection
- Economic Development

Leveraging Community Assets

- Education
- Responsibility
- Environment
- Connection
- Economic Development



Next Steps

1. Summarize all feedback (WWHR)
2. Consult with Council
3. Prepare draft UAP
4. Review & revise draft UAP
5. Present draft UAP to Council
6. Provide draft UAP to public for review
7. Finalize UAP for Council approval



Thank you!

For more information:

connect.sprucegrove.org/urban-agriculture-plan



REQUEST FOR DECISION

MEETING DATE: October 1, 2024

TITLE: Event Tourism Strategies

DIVISION: City Manager's Office

SUMMARY:

RC Strategies is presenting the Event Tourism Strategy and the Economic Development Advisory Committee (EDAC) will be asked to provide input and feedback.

PROPOSED MOTION:

A motion is not required.

BACKGROUND / ANALYSIS:

Spruce Grove's 2024 work plan emphasizes "Tourism Attraction" to promote the City as a destination for hosting events. With its extensive facilities and amenities, Spruce Grove aims to attract sporting, cultural, exhibition, and other events to drive economic growth.

Overview of the Strategy Development:

RC Strategies is creating a comprehensive Event Strategy to align with the City's strategic goals and provincial/national guidelines. The strategy will focus on enhancing event-hosting capacity, promoting Spruce Grove as an event destination, and driving economic impact.

Key elements include market analysis, stakeholder engagement, infrastructure assessment, and marketing plans.

EDAC will be asked to provide input into the following topics:

- Strategic direction and focus areas for the strategy;
- Priority ideas and initiatives to include; and
- Potential barriers, opportunities, and partnerships.

OPTIONS / ALTERNATIVES:

n/a

CONSULTATION / ENGAGEMENT:

n/a

IMPLEMENTATION / COMMUNICATION:

n/a

IMPACTS:

n/a

FINANCIAL IMPLICATIONS:

n/a



REQUEST FOR DECISION

MEETING DATE: October 1, 2024

TITLE: Start Ups and Early-Stage Business Support Program

DIVISION: City Manager's Office

SUMMARY:

The presentation will provide an overview of the Early-Stage Business Support Program (EBSP). The EBSP is designed to foster entrepreneurship and support early-stage businesses in Spruce Grove.

PROPOSED MOTION:

THAT the Early-Stage Business Support Program be accepted as presented.

THAT the letter of support for the Early-Stage Business Support Program be approved and submitted to Council.

BACKGROUND / ANALYSIS:

The City of Spruce Grove aims to enhance the local economic ecosystem by supporting small businesses and startups, as outlined in the City's Strategic Plan 2022-2025 (Goals 10 and 13).

This commitment is further emphasized in the Economic Development Strategy and Action Plan 2023-2028, which identifies five key goals, including "Support Entrepreneurship and Innovation in Spruce Grove."

As part of this effort, several initiatives are under consideration, such as a SMARTStart program partnership, a startup support network, and the potential establishment of a business incubator and accelerator.

The presentation will cover the following overview of the Early-Stage Business Support Program (EBSP). The EBSP is designed to foster entrepreneurship and support early-stage businesses in Spruce Grove.

The program's implementation will include five key components:

1. Business Development Specialist: A dedicated specialist to coordinate and manage the program.
2. SMARTStart Program: A foundational component providing mentorship and entrepreneurial support.
3. Secondary Stream Programming: Additional support for entrepreneurs not enrolled in the SMARTStart program.
4. Partnership Development: Collaborations with organizations such as Community Futures, Northern Alberta Business Incubator (NABI), and tri-region municipalities.
5. Tools for Success: Utilization of a Customer Relationship Management (CRM) system, Artificial Intelligence tools to increase productivity, and a cloud-based storage system for documentation.

OPTIONS / ALTERNATIVES:

n/a

CONSULTATION / ENGAGEMENT:

Throughout the development of the Early-Stage Business Support Program (EBSP), the Economic Development Advisory Committee (EDAC) has been actively engaged in the consultation process, providing valuable input and feedback. EDAC's support and insights have helped shape the program's focus areas, ensuring alignment with Spruce Grove's economic development goals and priorities

IMPLEMENTATION / COMMUNICATION:

n/a

IMPACTS:

n/a

FINANCIAL IMPLICATIONS:

n/a

October 1, 2024

Dear Members of Council,

The Economic Development Advisory Committee (EDAC) is pleased to convey our full support for the Early-Stage Business Support Program (EBSP) recently developed by the City of Spruce Grove. We are also proud to have played an active role in the consultation and development process of this program, as it aligns with the objectives outlined in our 2024 workplan.

The City's initiative to launch this program reflects a strong commitment to fostering entrepreneurship and supporting startup and early-stage businesses within our community. As a key component of the City's Economic Development Strategy and Action Plan, the EBSP also aligns with the strategic goals outlined in the City's Strategic Plan. It underscores our shared objective to build a robust economic ecosystem that promotes business growth, innovation, and markets Spruce Grove as a destination to do and open business.

The Early-Stage Business Support Program focuses on several key areas, including networking, partnership development, and comprehensive support for entrepreneurial development. The program offers access to a full range of business skills education and support resources, aimed at encouraging business growth and increasing the success rate of early-stage businesses in Spruce Grove.

EDAC believes this program will be pivotal in enhancing Spruce Grove's economic development efforts by:

- Providing structured mentorship and support through the SMARTStart Program.
- Developing additional programming streams tailored to a broader range of entrepreneurs.
- Strengthening partnerships with key stakeholders such as Community Futures and the Greater Parkland Regional Chamber of Commerce
- Utilizing innovative tools such as CRM systems, AI productivity tools, and cloud-based documentation to support business development.

Through the completion of this work plan item, EDAC is pleased to present this letter to Council, confirming the successful development of the Early-Stage Business Support Program and our continued support for initiatives that promote business retention and expansion in Spruce Grove.

Sincerely,

Dave Oldham
Chair, Economic Development Advisory Committee (EDAC)
City of Spruce Grove

Business Support Program (ESBP): Project Overview

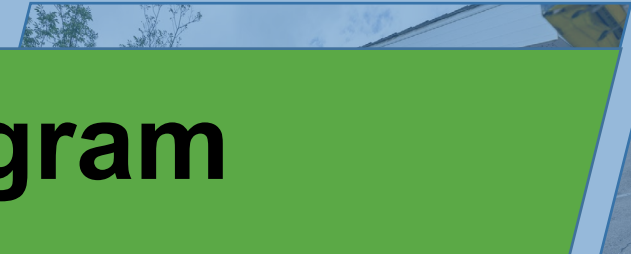
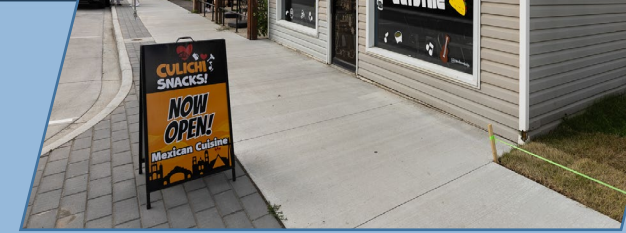
Presented October 1, 2024
Department of Economic & Business Development

Early-Stage Business Support Program (EBSP)

- **Objective:** Foster entrepreneurship and support early-stage businesses in Spruce Grove.
- **Alignment:** Supports the City's Strategic Plan 2022-2025 (Goals 10 & 13) and Economic Development Strategy and Action Plan 2023-2028 (Goal 5: Support Entrepreneurship and Innovation).
- **Purpose:** Implementation of practical strategies to enhance the local economic ecosystem.

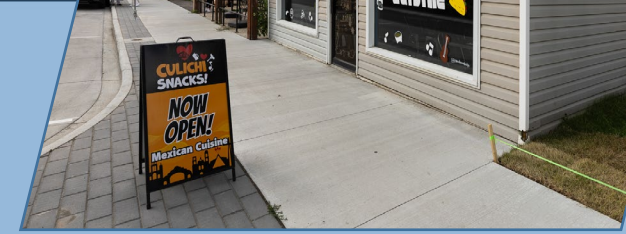
Core Components of the Program

- **Business Development Specialist (BDS):**
 - Manages the program, engages stakeholders, implements initiatives, and tracks success.
- **SMARTStart Program:**
 - 8-10 month flagship program with mentorship, workshops, and experiential learning.
- **Additional Programming:**
 - Future expansion to include introductory courses, networking, and specialized workshops.



Partnership Development & Key Tools

- Partnership Development
 - Collaborate with organizations like Community Futures, Greater Parkland Regional Chamber of Commerce
- Tools:
 - Use a Customer Relationship Management (CRM) system (e.g., HubSpot) and AI programs
 - Centralizes data, tracks progress, and facilitates personalized support.



Conclusion & Next Steps



**Your business'
next address:**

**CITY OF
Spruce
Grove**

Find out why: InvestSpruceGrove.ca





REQUEST FOR DECISION

MEETING DATE: October 1, 2024

TITLE: 2025 Economic Development Advisory Committee Meeting Dates

DIVISION: City Manager's Office

SUMMARY:

In anticipation of Economic Development Advisory Committee (EDAC) approving the 2025 meeting dates at the EDAC Organizational Meeting in January, EDAC members are asked to hold several dates in their calendar.

PROPOSED MOTION:

A motion is not required.

BACKGROUND / ANALYSIS:

In anticipation of Economic Development Advisory Committee (EDAC) approving the 2025 meeting dates at the EDAC Organizational Meeting in January, EDAC members are asked to hold the following dates in their calendar (from 7 - 9 p.m.):

2025 Organizational EDAC Meeting:

Tuesday, January 21

2025 Regular EDAC Meetings:

Tuesday, January 21

Tuesday, April 1

Tuesday, June 24

Tuesday, September 16

Please note these dates are tentative and *may* change based on discussion of the Committee at the EDAC Organizational Meeting in January.

OPTIONS / ALTERNATIVES:

n/a

CONSULTATION / ENGAGEMENT:

n/a

IMPLEMENTATION / COMMUNICATION:

n/a

IMPACTS:

n/a

FINANCIAL IMPLICATIONS:

n/a



REQUEST FOR DECISION

MEETING DATE: October 1, 2024

TITLE: City Centre Incentives

DIVISION: City Manager's Office

SUMMARY:

A business case has been included in the City's 2025 budget plan to review whether Spruce Grove should implement direct and indirect incentives to encourage development and redevelopment in the City Centre.

PROPOSED MOTION:

A motion is not required.

BACKGROUND / ANALYSIS:

City Centre development incentives are used extensively by municipalities across Canada and the United States. The types of incentives vary widely depending on the specific goals being targeted. The City undertook a review of how City Centre incentives are used across a number of Canadian municipalities and the study generated a number of recommendations.

This presentation is to inform EDAC that a business case has been included in the City's 2025 budget plan to review whether Spruce Grove should implement direct and indirect incentives to encourage development and redevelopment in the City Centre.

OPTIONS / ALTERNATIVES:

n/a

CONSULTATION / ENGAGEMENT:

n/a

IMPLEMENTATION / COMMUNICATION:

n/a

IMPACTS:

n/a

FINANCIAL IMPLICATIONS:

n/a

City Centre Development Incentives

Economic & Business Development Department
Presentation to EDAC – October 1, 2024

City Centre Development Initiatives

- Used by municipalities to promote downtown development, revitalization, and investment
 - Incentives vary depending on the specific goals being targeted
- The City undertook a review of how city centre incentives are being used across Canadian municipalities and the study generated several recommendations

City Centre Development Initiatives

3 types of incentives were recommended for Spruce Grove to consider:

- **Grant Incentives**

- Common form of development/revitalization incentive where grants are provided to support of a variety of undertakings:

- Storefront beautification & improvements & building exterior renovations
- Premises improvements (building exterior renovations, landscaping, amenities)
- Building interior (barrier free, accessibility, mechanical systems)
- Redevelopment of existing buildings
- Underground & surface parking
- Murals & patios
- Activation, events & collaboration
- Demolition
- Heritage
- Development (new construction and renovation)

City Centre Development Initiatives

- Tax & Regulatory Incentives

- Widely used to encourage City Centre development and can include:
 - Fee reductions, exemptions and rebates
 - Priority processing
 - Business loan program (accessibility, environmental, building improvements)
 - Amenity contribution
 - Land use policy (density bonus, upzoning, parking, multi-use development)
 - Parking reform

City Centre Development Initiatives

- Direct Municipal Investment Incentives
 - Where new investment is not happening as quickly as planned, municipalities can take a more direct role to stimulate investment and can take the following forms:
 - **Municipal Lease Agreements**
 - Requires entering into lease agreements between developers and the municipality, incentivizing City Centre development while concurrently meeting municipal space needs.
 - **Municipal Land Assembly or Acquisition**
 - This addresses the difficulty in assembling City Centre development sites that are large enough for the development of mixed-use, multi-unit buildings;
 - Involves acquiring and assembling under-utilized parcels or brownfield sites to create viable developable parcels.

City Centre Development Initiatives

- In 2023, the City implemented the City Centre Storefront Improvement Program (SIP)
 - A 3-year grant incentive program that provides funding to commercial property and business owners in the City Centre to make exterior improvements to their storefronts.
- A business case has been included in the City's 2025 budget plan to review whether Spruce Grove should implement other direct and indirect incentives to encourage development and redevelopment in the City Centre.



REQUEST FOR DECISION

MEETING DATE: October 1, 2024

TITLE: Adjournment - Economic Development Advisory Committee - October 1, 2024

DIVISION: Strategic and Communication Services

SUMMARY:

Adjournment indicates the end of the meeting and the completion of the agenda items.

PROPOSED MOTION:

THAT the Economic Development Advisory Committee adjourn at TIME p.m.

BACKGROUND / ANALYSIS:

The Chair shall ask for a motion from the Committee. Once the motion has been made and the members vote, the meeting is now complete.

OPTIONS / ALTERNATIVES:

n/a

CONSULTATION / ENGAGEMENT:

n/a

IMPLEMENTATION / COMMUNICATION:

n/a

IMPACTS:

n/a

FINANCIAL IMPLICATIONS:

n/a