



Governance and Priorities Committee Meeting

Economic Development Activities Report

April 2, 2024

A decorative graphic in the bottom right corner consisting of overlapping geometric shapes in various shades of blue. One prominent light blue diagonal band contains the text "Access Opportunity" in white, sans-serif font.

Access Opportunity

Economic Development Team Highlights

Activities

Fire Hall opening

Blackjacks Hydrogen station opening

VilleAero Conference

Innovate Canada Partner Reception

2023 Chamber Awards

Emerging Tourism & Experience Providers round table

Leduc County Business Website Statistics Nov-Feb

Newsletter
subscribed users:
391

Visitor's	#
November	921
December	601
January	870
February	947

Highest highest-viewed page in January and February

WHY LEDUC COUNTY

Leduc County Chamber award winners :



Business and Entrepreneur Centre

BEC Events and meetings

Mother/ Chartier Pop up Lunches

Alternate Route coffee shop

Yelo'd Ice Cream and Fife N Dekel pop ups

Private business held 3 day training

Inquiries and meetings for potential tenancy

BIZ EXCHANGE



Figendekel
Pie Shop Cafe

**ALTERNATE
ROUTE**

Mother
sourdough | patisserie | confections



Yelo'd
ICE CREAM + BAKE SHOPPE

Upcoming Activities

April 20-21

2024 Expo and Job Fair

Chamber of Commerce
Economic development and
human resources attending
with a booth.



May 8

Career Connector Part 2

Regional Collaboration Michelle
Devlin from Creating People Power is
presenting an interactive session on
retaining employees.



PART 2

May 10

Celebration of Economic Development:

A collaborated regional event with
YEG, the City of Beaumont, the City
of Leduc, the Town of Devon and
Leduc County.

Business Retention Expansion Program

Year End 2023

What we projected

- Businesses visited :
 - Business visits goal: 50
- Businesses supported:
 - Assist with inquiries 30
- Business attended events:
 - Workshops and programs 20
 - Event participation 75

What we accomplished

Businesses visited: 96

16 Donut drops
30 Info drop-offs
43 Business visit
03 Open houses
04 Grand openings

Businesses supported: 39

30 assisted with inquiries
9 building inquiries

Business attended events: 19 events

Workshops and programs:

4 Biz exchange
5 Agritourism workshops
4 Partner workshops/events
2 Founder's coffee
4 Food truck events

Event participated: 114

21 Career Connector event
8 Ag Tourism Group
10 Biz Exchange
15 Food Trucks at rallies
60 Growing From Here Summit

Creating Connections

BEC connections:

An employee gained full time hours by job sharing.
Cross sharing of knowledge and improved customer experience for both businesses.

Use of one company's product by an employee in another company at an international competition = Leduc County local brand was featured internationally.
This connection was made through BEC programs.

Business Visits and BRE connections

A company struggling with staffing was introduced to a service provider and new employees were found.

A business owner has been connected to resources, networks and potential funding opportunities that they were unaware of.

In business, working together means pooling resources and skills to tackle challenges and make big things happen.



Investment Strategy updates

Q1 2024 Items.

Priority 1: Competitiveness

Provide council with potential policy and bylaw amendment options:

- Continued workings with the various planning groups on the Land Use Bylaw Review.
- Potential items may include zoning, agriculture and tourism uses

Priority 1: Competitiveness

Engage in an internal investigative study on potential new sector development.

- Refinement of the internal study is ongoing
- Review of existing and potential infrastructure is integrated into the planning and partnerships

