

Project ID: 2024-MP-018



"The Pantry" retail incubator



Café and coffee experience development

Project Name

Business and Entrepreneur Centre drink, food & tourism capacity development project

\$200,000

Project Information

Project Summary:

This project will enhance, preserve and continue to reimagine the BEC; increase farm and food retailing opportunities, incubate and support small and marginal businesses.

The proposed scope of work will consist of the following:

1. Minor renovations to the BEC.
2. Building operating costs.
3. Hop on hop off bus pilot.
4. Wayfinding signage and marketing.
5. Programs and workshops.

Business Case:

The County was successful in securing a \$200,000 provincial grant through the Northern and Regional Economic development program. With this grant, the County will co-design and create place-based community-led tourism offerings that support the agriculture and food industry, pilot a series of activations and continue to develop the BEC as the Edmonton region's largest incubator of small, independent culinary tourism and agritourism businesses.

The proposed scope of work for this project includes:

1. Minor renovations to the BEC.
 - Create additional meeting spaces for small businesses and private event spaces to complement larger social spaces for tourism operations.
2. Building operating costs

- Additional security, landscaping and grounds maintenance.
- Increased electricity consumption.
- Increased costs of supporting additional evening and weekend events.

3. Hop on hop off bus pilot.

- Develop and pilot a weekly agri-tourism program from May long weekend to September long weekend.

4. Wayfinding signage and marketing.

- Develop wayfinding signage for the BEC so that tourists and locals can find the centre and the offerings within it.
- Proposed signage locations include Highway 2 (north and south bound) and freestanding directional signs within Nisku.

5. Programs and workshops to promote agritourism.

- Create monthly workshops and two major events per year to be hosted at the BEC
- Hire consultants to host programs and provide training at workshops and events.

This project builds on the strategic work completed through the Investment Readiness and Implementation Strategy, the Rural West Diversification Strategy, the Agritourism Action Plan, and the Leduc County Strategic Plan. Funding will allow us to implement actions outlined in those strategies to increase economic development and business capacity, particularly focused on the development of culinary tourism and agritourism in Leduc County and the surrounding region.

Project Costs

Project Phase	Estimated Expenditure Per Year (\$)				
	2024	2025	2026	2027	2028
BEC Renovations	\$56,353	-	-	-	-
Operating Costs	\$44,769	-	-	-	-
Hop on Hop off Bus Prototype	\$12,800	-	-	-	-
Wayfinding Signage & Marketing	\$32,104	-	-	-	-
Programs & Workshops	\$53,974	-	-	-	-
Total Estimated Project Costs	\$200,000	-	-	-	-

General Information

Priority Category	5 - Expanded Service
Project Need	Department Operational Plan
Anticipated Start Date	2024 Q2
Anticipated Completion Date	2025+

Department	County Manager's Office
Project Manager	Bryanna Kumpula-Yung