




Economic Development 2016

Overview

The Economic Development and Communications Department provides professional support to retain and attract businesses, grow tourism, provide business license services, provide public communications via the Town's website, social media outlets and advertising while working closely with all other Town departments to create and maintain a sustainable community.



Mission

To augment the municipal tax base by working with all departments to help create an environment that is conducive to investment; to engage in marketing campaigns that support commercial, residential, industrial and tourism development and to ensure that the Community and the Organization are provided information through regular and timely communication methods.

Key Service Deliverables

- Maintain communications and relationships with local businesses and community groups (i.e. Chamber of Commerce); develop strategic partnerships; assist investors with navigating the investment process; calculating monthly vacancy rates; administer Committees of Council and the issuance of grants
- Submit grants for tourism development; coordinate advertising across multiple channels; calculate tourism outcomes; maintain tourism partnerships; support for events attracting visitors.

Key Service Deliverables

- Assist with Town communications to public; assist with public consultations; edit monthly messaging from Mayor; issue monthly email updates to listserv; write bi-monthly newspaper column; write press releases; manage website updates
- Process issuance of between 260-280 business licenses per year

Key Community Statistics

- 2016 Sundre population – 2,700
- 2037 Sundre population forecast – 5,500
- Approximate number of businesses in the Town - 300

Key Department Statistics

- Staffing of 1.25 FTE
 - Director of Planning and Operational Services (0.25 FTE)
 - Economic Development Officer (1 FTE)

2016 Budgets and Projects

- 2016 Operating Budget:
- Projected Revenue - \$71,500 (includes grants and sponsorships)
- Projected Expenses - \$326,395
- Tax Supported - \$254,000
- 2016 Capital Budget Project:
- Wayfinding Signage \$28,000
- 2016 Department Projects:
- Create a Public Communication Plan
- Create an Economic Development Strategy
- Create a Wayfinding Signage Plan and install signs
- Investigate Foothills Lodge repurposing options

2016 Key Initiatives

- Update the Department 5 year Business Plan
- Create a 2 year Operating Budget for 2017-2018
- Create a Public Communications Plan
- Create an Economic Development Strategy
- Implement the “Explore Sundre” advertising campaign
- Implement the Way-finding signage installation
- Continue to issue grants for SEDIF and SIP

2016 Key Initiatives Cont.

- Increase the amount and type of communications to the public and within the organization
- Continue with the management consulting partnership for business retention with Olds College School of Business
- Continue to work with the DARC committee on downtown revitalization initiatives
- Continue to work with the BARE committee to support business development activities, attract new investment and seek guidance on strategic plans

Looking Forward – 2017 and 2018 Department Priorities

- Implementation of Economic Development Strategy
- Create Investment, Attraction, Marketing and Advertising Plan
- Conduct Foothills Lodge feasibility research if required
- Continued Exploration of a satellite campus facility
- Continue installation of Way-finding signage
- Continuation of Explore Sundre advertising campaign.
- Investigate upgrades to the Town website to promote business investment, attraction, marketing and tourism development
- Conduct target sector commercial/industrial recruitment meetings

Key Issues which Impact the Economic Development Department

- High workload due to department covering both economic development and Town communication duties
- Lack of serviced or developed real estate (commercial and residential), particularly an issue in the downtown core making it difficult to attract new businesses
- Reduced amount of affordable housing, makes it difficult for new businesses to attract employees



Thank You
Jon Allan
Economic Development Officer