

**TOWN OF BLACKFALDS**  
**ECONOMIC DEVELOPMENT & TOURISM ADVISORY COMMITTEE**

Civic Cultural Center – 5018 Waghorn Street  
Monday, November 4, 2024, at 7:00 p.m.

## **AGENDA**

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**1. WELCOME AND CALL TO ORDER**

- 1.1 Welcome
  - 1.2 Call to Order
  - 1.3 Receive Agenda
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**2. LAND ACKNOWLEDGEMENT**

- 2.1 Treaty Six Land Acknowledgement - Blackfalds Economic Development & Tourism Advisory Committee acknowledges that we are on Treaty Six Territory, a traditional meeting ground, gathering place, and traveling route to the Cree, Saulteaux (So-toe), Blackfoot, Métis, Dene (De-nay) and Nakota Sioux (Sue). We acknowledge all the many First Nations, Métis, and Inuit whose footsteps have marked these lands for centuries.
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**3. PRESENTATIONS**

- 3.1 Tourism Red Deer – *Executive Director, Jesse Smith*
  - 3.2 Highway 2a Tourism Corridor – *EDO McGee*
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**4. BUSINESS**

- 4.1 Approval of Minutes from September 2, 2024
  - 4.2 Report for Committee, Blackfalds EDO Fall Update (Sept-Oct)
  - 4.3 Report for Committee, Economic Development 2025 Workplan
  - 4.4 Report for Committee, Enforcement and Development Monthly Reports
  - 4.5 Request for Direction, Blackfalds Economic Development Website Sub-Committee
  - 4.5 Request for Direction, Blackfalds Economic Development Strategy Sub-Committee
  - 4.6 Request for Direction, Highway 2a Tourism Corridor
  - 4.7 Committee Round Table – *Verbal*
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**5. CONFIDENTIAL**

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**6. ADJOURNMENT**

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**TOWN OF BLACKFALDS  
ECONOMIC DEVELOPMENT & TOURISM ADVISORY COMMITTEE**

Civic Cultural Centre – 5018 Waghorn Street  
Monday, September 9, 2024, at 7:00 p.m.

**MINUTES**

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**MEMBERS PRESENT**

Ray Olfert, Chair  
Denise Sumner, Vice Chair  
Jim Sands, Town of Blackfalds Deputy Mayor  
Brenda Dennis, Town of Blackfalds Councillor  
Kala Pandit, Member at Large  
Tyler Mitchell, Member at Large  
Robert Hogan, Member at Large

**OTHERS ATTENDING**

Mayor Hoover, Town of Blackfalds Mayor (Ex Officio)  
Peter McGee, Economic Development Officer  
Lorrie Logan, Municipal Clerk

**REGRETS**

Craig Schroh, Member at Large  
Christa French, Member at Large  
Cory Twerdoclib, Member at Large  
Kyle Braithwaite, Member at Large

**WELCOME AND CALL TO ORDER**

Chair Olfert welcomed all attending and called the Economic Development & Tourism Advisory Committee Meeting to order at 7:00 p.m.

**RECEIVE THE AGENDA**

Addition of Business Item 4.2 was added - Member at Large Resignation and renumber the remaining items.

Vice Chair Sumner moved That the Economic Development & Tourism Advisory Committee receive the Agenda for September 9, 2024, as amended.

**CARRIED UNANIMOUSLY**

**TREATY SIX LAND ACKNOWLEDGEMENT**

A Land Acknowledgement was read to acknowledge that the Town of Blackfalds is on Treaty Six territory.

**PRESENTATIONS**

None

**TOWN OF BLACKFALDS  
ECONOMIC DEVELOPMENT & TOURISM ADVISORY COMMITTEE**

Civic Cultural Centre – 5018 Waghorn Street  
Monday, September 9, 2024, at 7:00 p.m.

**MINUTES**

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**BUSINESS**

**Approval of Minutes**

Councillor Dennis moved That the Economic Development and Tourism Advisory Committee approve the Minutes from June 10, 2024, as presented.

**CARRIED UNANIMOUSLY**

**Notice of Resignation**

A letter of resignation was received from Member at Large - Cliff Soper.

Member Mitchell moved That the Economic Development and Tourism Advisory Committee receive the Letter of Resignation from Member at Large Cliff Soper with regrets and bring it forward to a future Regular Council Meeting.

**CARRIED UNANIMOUSLY**

**Report for Committee, Laebon Development Update**

The due diligence has been extended for this project until mid September or so.

**Report for Committee, Neuron Report**

No information to report at this time.

**Report for Committee, Blackfalds Summer Update**

**Events:**

**2024 National Women's Fastball Championship**

- They are eager to return
- They mentioned that the town has the best facilities they have ever encountered.
- They were amazed by the exceptional customer service the town provided
- The Town anticipates hosting more events in the future.

**Other events include:**

- Jump Jam - Vesta Energy Bike Skills Park
- 2024 Provincial Men's Senior C Lacrosse Championship
- 2024 Ladies Provincial Fastball Championship
  
- 2024 U13 & U15 Provincial Girls Softball Championship

**TOWN OF BLACKFALDS  
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**Census**

- Total Population – 11, 415
- Largest Group – 36-40 – (9.8%)
- Second Largest Group – 0-5 (9%)
- 4,486 employed respondents

**Top 3 Industries**

- Natural Resources – 842
- Healthcare/Social Assistance – 572
- Construction – 532

**New High School**

- Opened in September 2024 with an initial enrollment of 300 Students and has the capacity to accommodate up to 500 students.
- Lots of Business teaching opportunities – (Welding, Cosmetics etc.)

**Dairy Innovation West**

- Construction is ongoing.
- The facility will accommodate up to 35 trucks per day, instead of the previously mentioned 75.
- A significant increase in dairy quotas is expected in Central Alberta once it opens.
- Communicated with commercial businesses to inform them about current developments, enabling them to recognize farmers who might be looking to expand their operations.

**Rural Entrepreneur Stream**

- Connected with 13 international entrepreneurs. One is awaiting provincial approval. Conducted exploration visits with two others.

**Round Table**

- Peter will be distributing a quarterly newsletter to all businesses.
- South Street closure: A sanitary line is being installed to support the town's growth and will connect to Aspelund Park, Dairy Innovations, and other areas.
- The Gravel pit on the south side of town is causing an odor due to a broken scrubber at the plant.
- Peter inquired about the direction the group would like to take.
- Building and development reports are requested to be included on the agenda package again. It was mentioned that this information is also available on the Blackfalds Website.
- A committee member has requested a review of the Economic Development & Tourism strategy noting that it has been three years since the last review.

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- Additionally, there is a desire for increased advertising for major events such as Nationals.
- There is a desire for more delegations to present information to the committee such as Travel Alberta, Red Deer Tourism, CAPE etc.
- Deputy Mayor Sands moved That the Economic Development & Tourism Advisory Committee receive the Reports as information.

**CARRIED UNANIMOUSLY**

Chair Olfert, adjourned the Economic Development & Tourism Advisory Committee Meeting at 7:54 p.m.

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Ray Olfert, Chair

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Lorrie Logan, Municipal Clerk

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**MEETING DATE:** November 4, 2024  
**PREPARED BY:** Peter McGee, Economic Development Officer  
**PRESENTED BY:** Peter McGee, Economic Development Officer  
**SUBJECT:** **Blackfalds EDO Fall Update (Sept-Oct)**

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## **BACKGROUND**

A brief report outlining the activities done by the Economic Development Officer from Sept. to Nov.

## **BUSINESS**

- *Events*
  - *Economic Developers Association of Canada (EDAC) Edmonton Sept. 30<sup>th</sup> – Oct 3rd.*
  - *Grand Opening of Iron Ridge Secondary High School*
  - *Olds College Smart Farm Tour*
  - *Central Alberta Tourism Alliance (CATA)*
  - *Tour Rahr Malting – Alix AB*
  - *Hosted Regional Economic Development Officers meeting*
  - *Burman University – Small Business Week Event*
- *Rural Entrepreneur Stream*
  - *Information Meetings (x8)*
  - *Virtual Tours (x1)*
  - *In-Person Tours (x6) - (one hosted by Mayor Hoover)*

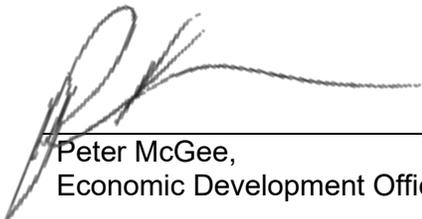
## **ATTACHMENTS**

[EDAC Report](#)

## **RECOMMENDATION**

1. That the Economic Development & Tourism Advisory Committee receive the Blackfalds EDO Fall Update (Sept-Oct) report for information.

## **APPROVALS**



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Peter McGee,  
Economic Development Officer

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Author

<p><b>Economic Developers Association of Canada (EDAC) 2024 Plan</b></p>
<p><b>Strategic Pillar</b> - Business Support and Attraction, Investment Readiness</p>
<p><b>Details</b>            Sept 30 – Oct 3<sup>rd</sup>            Monday – Pre –conference workshop – 1:00 – 4:00, Open Reception 6:30            Tuesday - 8:00 am – 5:00 pm &amp; 6:30 Evening Event            Wednesday – 7:30 am – 2:00 pm &amp; Study tours at 2:30.            Thursday – 8:00 am – 4:45 pm &amp; 7:00 pm Presidential Reception            Friday – Travel home</p>
<p><b>Background</b></p> <p>EDAC is Canada’s national organization of economic developers. EDAC host a conference ever year in Canada. This year it is located in Edmonton, allowing for easy and affordable access to the event for our regional EDOs. This is a great and valuable event that with the benefit of reduced travel barriers to attend make it a can’t miss event for Blackfalds Economic Development.</p> <p>This event also provides opportunities to gain and maintain credits towards an EDAC certification.</p>
<p><b>Goals/Objectives/Tactics</b></p> <ol style="list-style-type: none"> <li>1. To connect and network with individuals and organizations across Canada in the field of Economic Development. Staying up to date with new national and international trends that can impact the growth of Blackfalds.           <p style="color: red;">Reconnected with many regional colleagues, past consultants, current vendors and gain new connections with national agencies and national brand (Airbnb).</p> <ol style="list-style-type: none"> <li>a. Gather information on best practices in Economic Development and Tourism that could be implemented in Blackfalds over the next 4 years.               <ol style="list-style-type: none"> <li>i. Attend sessions that focus on small community/rural issues.                   <ol style="list-style-type: none"> <li>1. Youth Retention</li> <li>2. Building and nurturing thriving innovation ecosystems</li> </ol> <p style="color: red;">Sessions reinforced the local growth plan project. I believe in 4 years we can have activities and programs running parallel to the entire school system (Elementary – Lemonade Day 2025, Middle School – innovation recreation programming (Lego engineering, coding, etc.) 2026, High School – business plan writing contest (Hotdog/Ice Cream Cart) 2027.</p> </li> <li>ii. Identify the strengths, weaknesses, threats and opportunities as it relates to industrial site selection for Blackfalds.</li> </ol> </li> </ol> </li> </ol> <p>Strengths – our location specifically to the 2 airports, young and growing population, QE2 traffic.</p> <p>Weaknesses – lack of rental property (commercial and residential), cost of new commercial buildings same as larger centers without the population to support the cost.</p> <p>Threats – TBD</p> <p>Opportunities – TBD</p> <ol style="list-style-type: none"> <li>b. Attend sessions on marketing, tourism and downtown revitalization.</li> </ol>



EDAC-Mark-C-Perna  
-Keynote-10-01-2024

Presentation slides – good stats in slides

**11:00 am – Driving Inclusive Growth: Innovative Strategies and Best Practices Learned from EDO Leadership**

Danielle Casey – Secretary/Treasurer, IEDC

**11:15 am – Refreshment Break and Trade Show Walk**

**11:35 am – If You Want to Go Far, Go Together**

Chris Steele – President and CEO, EBP-US, Inc.

- Airports within 3-hour drive – claim it as yours – we have 2!
- Although high tide raises all boats, this doesn't help the people without a boat. Don't forget them.
- As long as I am only targeting people with 'boats' is this okay? Maybe it's more about defining what a 'boat' is? Is a boat an existing business? A business idea? A job? Etc.
- Choose your metric wisely.

**12:20 pm – Mastering the Art of Economic Development Marketing: Shine a digital spotlight on your community! (Goal 2a) - Lee Anderson – VP of Customer Success, LocalIntel**

LocalIntel

- Do we really get the value out of Local Intel? Could we get the same service and value out of CAEP's microsite? Or, go the other way and double down and market it more?
- Get Invest in Canada's newsletter – no newsletter, but good site to review.
- Really concentrate on who my target audience is when selecting which tiles to include on microsite.

**1:00 pm – Lunch**

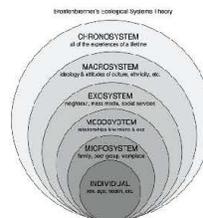
- 1:30 pm – Marketing Award Winners Presentation

**2:00 pm – Breakout Presentations**

• **Track A: Innovation Ecosystems: Cultivating Collaboration & Fueling Community Growth**

Vito Grammatico – Senior Economic Development Officer, City of Windsor  
Adam Castle – Director of Venture Services & Partnerships, WETech Alliance  
Derek Armstrong – Director of Opportunity, Calgary Investment Fund at Calgary Economic Development

- Funding is the key to driving innovation – my job is creating the right environment.
- Your community is whomever you network with
- Systems theory towards innovation



- **Track B: Shop Talk: Analyzing the Psychology and Trends of How We Spend our Money and Time (Goal 1a) - Heather Thomson – VP of Strategy, Research and Engagement, Edmonton Chamber of Commerce**

**1:45 pm – Session Title TBD**

Detlef Engler – Trade Commissioner and Senior Investment Counsellor, Government of Canada

**2:30 pm – Depart for Study Tours**

- Tour One: Alberta Food Processing Development Centre
- Tour Two: ATCO Gas and Pipelines
- Tour Three: The Revitalization of Downtown St. Albert

**Downtown Revitalization Tour – St. Alberta is doing well, they showed some projects and successful businesses, but we didn't hear much of how they got there. Just the outcomes. Their Farmer's Market is very successful. Should we look to move ours to a more commercial area and grow it?**

**Thursday Oct 3<sup>rd</sup>****9:00 am – Site Selector Panel**

Wade Williams – Director of Corporate Site Selection Services, The Montrose Group LLC

**10:00 am – Breakout Presentations**

- **Track A: Harold's Economic Development Touchstones in 10 Quotes**  
Harold Wilson – Economic Developer – (slides didn't work for presenter)
- **Track B: Economic Development Practices for Building Resilience and Sustainability: A Canadian-wide Perspective**

Jesse Sutton – PhD Candidate, Department of Geography and Environment,  
Western University

John Hutchenreuther – PhD Student, Department of Geography and Environment,  
Western University

**11:00 am – Refreshment Break and Trade Show Walk**

**11:30 am – How Consumer Spending Trends Could Impact Regional Economic Development Plans in Canada** (Goal 1) Sean McCormick – Director of Business Development, Moneris

- **Could CAEP purchase this information for the region?**

**12:15 pm – Accelerating FDI-Leveraging Key Global Corporate and Business Investment Trends and Data for Informed Strategies**

Chris Knight – Managing Director, fDi Specialist Portfolio, Financial Times

- **To help identify our UVP, look at national demographics both for Canada and targeted international country.**

**1:00 pm – Lunch**

**1:25 pm – Addressing Mental Health and Economic Development** (Goal 2) Leann

Hackman-Carty – CEO, Economic Development Association of Alberta

**2:00 pm – The Keynote Comedian**

Steve Patterson – Host of CBC's The Debaters and Award Winning Comedian

**3:00 pm – In-Room Refreshment Break**

**3:15 pm – Bridging the Gap: Elevating Productivity and Community Impact through Digital Adoption**

Darryl Julott – Managing Lead, Digital Main Street

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**MEETING DATE:** November 4, 2024  
**PREPARED BY:** Peter McGee, Economic Development Officer  
**PRESENTED BY:** Peter McGee, Economic Development Officer  
**SUBJECT:** **2025 Economic Development Workplan**

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## **BACKGROUND**

A work plan for 2025 has been prepared by the Economic Development Officer and approved by Council and senior administration. The plan includes several goals, objectives and tactics which will focus on two main points: increased tourism impact and local economic growth planning.

## **BUSINESS**

### **Purpose**

To create a business friendly and supportive environment that enables the Town to retain existing businesses and allow those businesses to expand, grow and prosper. While producing and marketing an attractive environment for new businesses to relocate and operate.

### **Goals/Objectives/Tactics**

1. Increase the activity in the Downtown/Broadway commercial area making it the most vibrant and bustling area in Blackfalds and is a sought-after location for businesses to locate in the region.
  - a. Over the next 5 years we will attract 3 new anchor/destination tenants to Broadway Ave's commercial area.
    - I. Identify and attend 3 targeted industry related conferences in 2025 with specific information and promotional material for important locations in Blackfalds.
    - II. Work with Town of Blackfalds stakeholders (internal and external) to create ways of increasing pedestrian traffic. Establishing baseline data in 2025 and ensuring we track the progress and increases in the future.
    - III. Create incentive programs to reduce barriers for new entrepreneurs and encourage more business relocation to significant areas. (i.e. [Win your Space](#), Rent Incentives, etc.)
2. Working with EDTAC, create 2 new tourism products for 2025, one active and one passive, to increase the pedestrian traffic throughout Blackfalds.
  - a. Encourage more public events that will directly benefit our priority commercial areas.
    - I. Investigate and implement programs to increase events that benefit our businesses in the Eagle Builder Center and encourage on street/outdoor portions.
    - II. Identify our unique value proposition for Eagle Builder Center and build marketing materials in 2025 to attract more events.
    - III. Investigate programs to encourage more public events. (i.e. grants, partnerships, etc.)
  - b. Using best practices create sustainable attractants to the downtown.

- I. Utilize technology to create activities with a multi-year life span for visitors to participate in extending their stay to encourage more spending. (i.e. scavenger hunts, bingo cards, photo ops)
- II. Commission public art installations as part of passive attraction to the downtown.
- c. Create plans, programs and itineraries to leverage events at Sterling Park focusing on increased movement of participants and extended stays.
  - I. Provide opportunities for businesses in Blackfalds to engage with events and participants, encouraging more spending and extending stays.
  - II. Create 4 itineraries to attract participants at events in Sterling Park to other attractions in the region (x2) and commercial areas of town (x2).
  - III. Gather information in 2025 to influence future planning encouraging natural movement of event participants to other areas of town. (surveys, traffic patterns studies, etc.)
3. Leverage the activity in the Asplund Industrial Park to increase employment opportunities for residents, increase shared tax revenues for the town and prepare for future developments.
  - a. Ensure strong two-way communication is available between Asplund Park businesses and Town of Blackfalds Economic Development.
    - I. Establish and nurture strong relationships and partnerships with businesses in the park through an Economic Development newsletter, attending events and regular meetings.
    - II. Gain knowledge and understanding of the main industries in the park to better serve the businesses.
    - III. Attend workshops, conferences and events that focus on the target and represented industries.
    - IV. Make connections with important industrial associations and government representatives involved with the business in the park.
    - V. Stay up to date with programs (i.e. grants) and trends that could affect our industrial park partners.
4. Partner with outside organizations to create new opportunities and position the Blackfalds community for internal growth.
  - a. Work with the Blackfalds Chamber to create a 4 event speaker series aimed at supporting our businesses community by bringing in experts on various business topics.
  - b. Create a 5-year plan to run innovation and entrepreneurship programs parrel to the school system.
    - I. Introduce Lemonade Day in 2025
    - II. Introduce next age group for 2025/26.
  - c. Continue to work with the PhBPAR Committee to attract and retain health professionals.
  - d. Identify 5 potential unique film locations and share where appropriate.

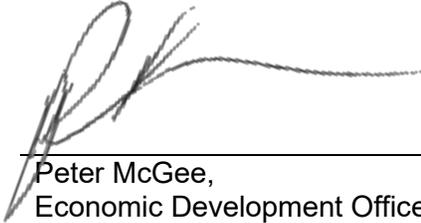
**RECOMMENDATION**

1. That the Economic Development & Tourism Advisory Committee receive the 2025 Economic Development Workplan report for information.

**ATTACHMENTS**

None

**APPROVALS**



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Peter McGee,  
Economic Development Officer

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Department Director/Author

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**MEETING DATE:** November 4, 2024  
**PREPARED BY:** Peter McGee, Economic Development Officer  
**PRESENTED BY:** Peter McGee, Economic Development Officer  
**SUBJECT:** **Enforcement and Development Monthly Reports**

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## **BACKGROUND**

Each monthly Enforcement and Protective Services and Planning and Development Report to Council on their monthly activities.

## **BUSINESS**

Attached to this report are the Enforcement and Protective Services Monthly Report – September 2024 and the Development & Building Monthly Report - September 2024 for the Committee's information.

## **RECOMMENDATION**

1. That the Economic Development & Tourism Advisory Committee receive the Enforcement and Protective Services Monthly Report – September 2024 and the Development & Building Monthly Report - September 2024 for information.

## **ATTACHMENTS**

- *Enforcement and Protective Services Monthly Report – September 2024*
- *Development & Building Monthly Report - September 2024*

## **APPROVALS**



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Peter McGee,  
Economic Development Officer

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Department Director/Author

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**MEETING DATE:** October 8, 2024

**PREPARED BY:** Ken Morrison, Director of Emergency Management and Protective Services

**SUBJECT:** **Enforcement & Protective Services Monthly Report - September 2024**

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## **BACKGROUND**

Administration provides the Council with monthly updates for activity from the Town's Municipal Enforcement, Fire Services, OHS, Emergency Management and RCMP.

## **DISCUSSION**

The attached documents are a combination of activities occurring during the month of September for Municipal Enforcement, Occupational Health & Safety, Fire Services, RCMP and Emergency Management.

## **FINANCIAL IMPLICATIONS**

None

## **ATTACHMENTS**

- *Protective Services Monthly Report - September 2024*
- *Municipal Enforcement August Incident Report*
- *Parkwood NB Speed Sign Stats*
- *Broadway Ave SB Speed Sign Stats*
- *Fire August monthly Incident Summary*

## **APPROVALS**



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Ken Morrison,  
Acting Chief Administrative Officer

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Director/Author

## Protective Services Monthly Report

### Municipal Enforcement:

September saw Peace officers opening 57 operational files. Files broken down were as follows:

Type of Call	Quantity	Overview
Traffic Bylaw	6	Parking issues and speeding.
Community Standards Bylaw	13	Unsightly properties, noise complaints, const waste, and bullying.
Animal Control Bylaw	16	2 Cats at large, 6 Dogs at large, 2 Dog attacks, 4 Barking complaints, fail to pick up feces, and 1 wild animal.
Land Use Bylaw	1	Trailer parking on lawn
Fire Prot Bylaw	1	Burning of brush, Arson investigation
Found/Lost Property	2	Bike and wallet.
Parking Complaints	3	Trucks parked on Parkwood, abandoned vehicle and parking in alley.
Miscellaneous incidents	9	Questions and concerns from the public, OHV, trespassing, suspicious persons, illegal dumping.
Mischief	3	Vandalism, theft of signs, and fire in vacant lot.
Impounded vehicles	3	Unregistered/no insurance/no driver's license.
Assist RCMP	2	School bus collision (no injuries) and assist RCMP in removal of weapons from an illegal suite in a residence.

Officers continued to focus on school zones during the busy hours. Passing of school buses continues to be a problem with several tickets being issued. Officers not only focused on the school zones but also followed bus routes, which resulted in officers observing 2 vehicles pass when stop signs and red lights were out. The remainder of the incidents were turned in by the bus drivers. Charges are being laid in all incidents where possible.

There were 6 trials for various offences which officers were required to attend during the month. Mandatory training in oleoresin capsicum (OC Spray) and extendable baton, ensured officers received their recertification. Arrangements have been made with the instructor to provide this training on a yearly basis.

Property owners of a large vacant lot in Rolling Hills having received reminders and then fines in reference to maintaining the lot were still not in compliance. This property was dealt with through an MGA order and a private contractor was brought in to clean up the property.

Under the Animal control bylaw one ongoing file involves a vicious dog attack where 3 dogs attacked another, with serious injuries occurring. Officers have been working with the family's involved fines have been issued. We are continuing to see many issues with animals at large and barking complaints.

Focus during part of the month was also on parking within the Town, with Parkwood drive seeing a large volume of trucks parking overnight, officers focused in this area ensuring compliance within the current bylaw. With hockey starting up, and large crowds at the EBC we will continue to put attention in this area ensuring fans are being respectful in where they are parking.

The Crime Prevention Center continues to work on the municipal CPTED review. They attended the Community Information Expo, where they surveyed attendees, gathering information on what

the public sees as concerns within the community. Officers, staff and RCMP will attend a meeting with them on Oct. 9<sup>th</sup> when they will also tour the Town and review the areas identified within the survey.

On Oct. 2<sup>nd</sup>, the Police Committee met, stats from both the RCMP and Municipal enforcement were reviewed, as well notes from the CPTED review were discussed. One member of the committee will be in attendance for the tour of the Town to review areas identified from the survey.

October will continue to see a focus on the school zones, proactive enforcement initiatives dealing with municipal bylaws, and traffic enforcement in areas of concern.

**In total, 90 violation tickets were issued during the month, including bylaws and provincial regulations, which resulted in \$18,500.00 in fines being issued in relation to these violations.**

### Violation Tickets Issued

	ACT	Tickets	Fine Total	Average Fine
1.	Traffic Safety Act	51	\$9,882.00	\$193.76
2.	Vehicle Equipment Regulation	8	\$810.00	\$101.25
3.	Use of Highway & Rules of the Road Reg.	19	\$6,494.00	\$341.78
4.	Traffic Bylaw	4	\$600.00	\$150.00
5.	Operator Lic & Vehicle Reg.	2	\$324.00	\$162.00
6.	Animal Control Bylaw	5	3-Mandatory Court 350.00	\$175.00
7.	Firearm Bylaw	1	\$100.00	\$100.00

- Municipal Enforcement Month End Report (**attached.**)
- Speed Sign data for Cottonwood East Bound and Vista Trail North Bound (**attached**)

### **Blackfalds Fire Rescue**

During the month of September, performed a few fire drills in the Town facilities.

We continued to train on vehicle extrication.

Robert, Mike, Ken and Jamie took part in the COR pre-audit meeting for the 2024 COR maintenance audit, document reviews, inspections and interviews should be done with the auditor's report being submitted beginning of October.

5 members worked with the city of Lacombe for their NFPA 1001 Level 2, practical exam taken place on Sept 28 and 29 with the written exam Wednesday Oct 2.

We continue to work on fire inspections for the new businesses in the Blackfalds Crossing complex.

The fire department took part in the Blackfalds Community Expo and in the first Big Brothers Big Sisters Duck drop.

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September had a total of 18 calls, attached is the incident summary for the month.

### **Occupational Health & Safety**

14 hazard Id's, 1 First Aid, 1 Medical Treatment, 1 Property/equipment damage <\$5,000. 3 incidents required investigation, while two resulted in WCB claims. Timely reporting continues to be a concern. Discussions were held at toolbox/monthly safety meetings to reiterate the importance of timely reporting.

Attended 5 toolbox meetings (3 Parks & Facilities, 2 Public Works) as well as attending 3 monthly safety meetings (1 Parks & Facilities, 1 Public Works, 1 Abbey JHSC).

Conducted two worksite inspections. 1 Ops B shop, 1 Parks & Facilities.

2024 COR Maintenance Audit. Pre-audit meeting conducted. Preparation for document review and interviews. Worked with the auditor to align interview timeline and schedule. Aided auditor by providing requested/required documentation and on-site observations. Post-audit meeting to be conducted in the first week of October, followed by a thorough post audit later.

### **RCMP**

RCMP August report attached.

### **Emergency Management**

Protective Services Clerk position was re-posted, with interviews having been completed.

Municipal Enforcement Sgt. Position was completed, and we are very happy to say Joe Croken our Senior Peace officer has taken the position.

Director attended the opening Ceremony of Iron Ridge Secondary Campus.

The LCMAO meeting was held on September 19th. Tabletop exercises will be introduced into each meeting again, and two representatives from LCMAO will work with the LREMP partners on the full-scale exercise being planned for 2025.

The LREMP exercise sub-committee and LREMP plan committee continue to meet with hopes of finalizing these in early fall.

The 2024 tabletop exercise is planned for November 27<sup>th</sup>, 2024. An AEMA representative has stepped up and agreed to facilitate the exercise.

There is ICS 200 and ESS training in October. Three people are attending the ICS 200 training in Alix, and four are attending the ESS training in Lacombe.

### **Ken Morrison**

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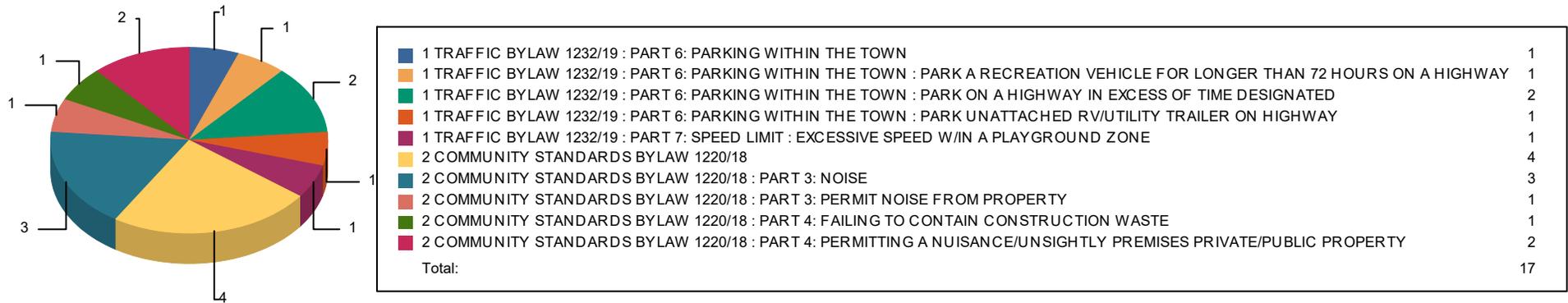
Director of Emergency Management & Protective Services

**Town of Blackfalds**

MONTH END Statistics from Occurred Date: 9/1/2024 12:00:00AM to 9/30/2024 11:59:59PM

**Municipal Reports/Files MUNICIPAL ENFORCEMENT -**

**Count of Incident Types**



**1 TRAFFIC BYLAW 1232/19 : PART 6: PARKING WITHIN THE TOWN: 1 2%**

**Municipal Reports/Files** MUNICIPAL ENFORCEMENT -

1 TRAFFIC BYLAW 1232/19 : PART 6: PARKING WITHIN THE TOWN : PARK A RECREATION VEHICLE FOR LONGER THAN 72 HOURS ON A HIGHWAY: 1 2%

1 TRAFFIC BYLAW 1232/19 : PART 6: PARKING WITHIN THE TOWN : PARK ON A HIGHWAY IN EXCESS OF TIME DESIGNATED: 2 4%

1 TRAFFIC BYLAW 1232/19 : PART 6: PARKING WITHIN THE TOWN : PARK UNATTACHED RV/UTILITY TRAILER ON HIGHWAY: 1 2%

1 TRAFFIC BYLAW 1232/19 : PART 7: SPEED LIMIT : EXCESSIVE SPEED W/IN A PLAYGROUND ZONE: 1 2%

2 COMMUNITY STANDARDS BYLAW 1220/18: 4 7%

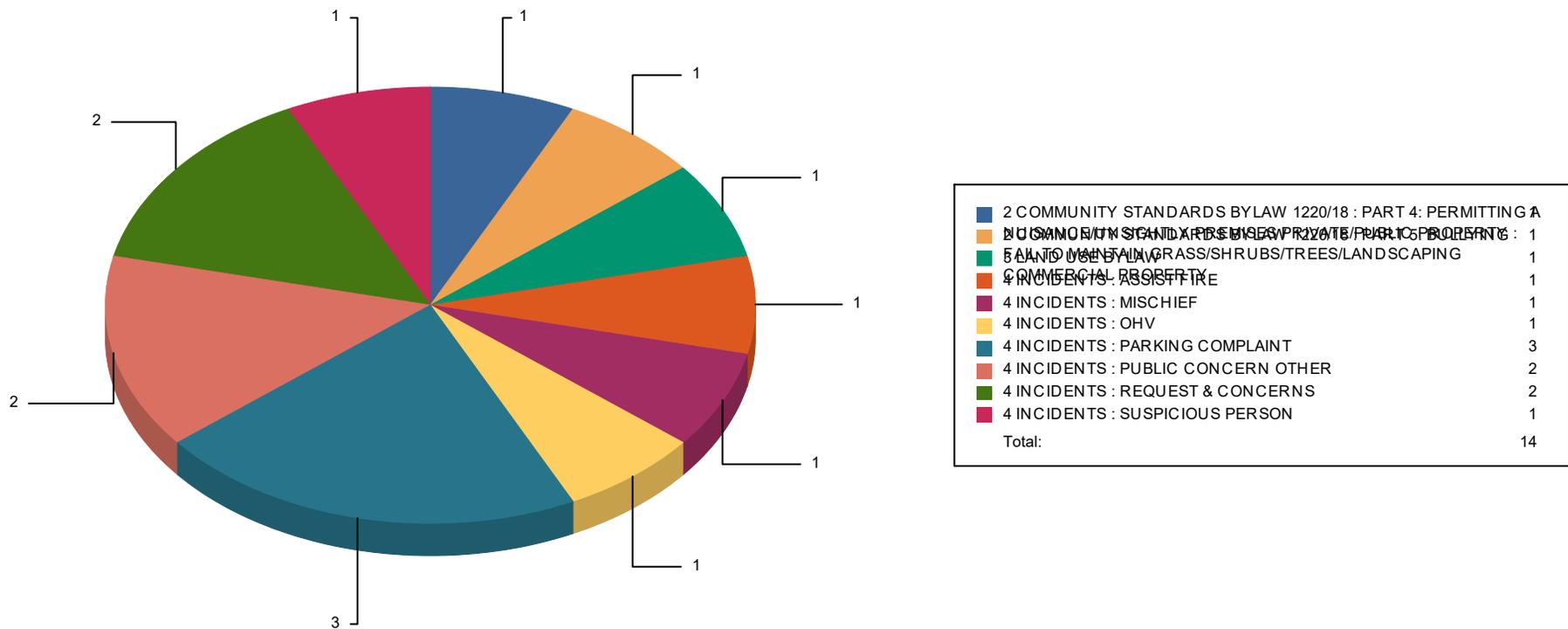
2 COMMUNITY STANDARDS BYLAW 1220/18 : PART 3: NOISE: 3 5%

2 COMMUNITY STANDARDS BYLAW 1220/18 : PART 3: PERMIT NOISE FROM PROPERTY: 1 2%

2 COMMUNITY STANDARDS BYLAW 1220/18 : PART 4: FAILING TO CONTAIN CONSTRUCTION WASTE: 1 2%

2 COMMUNITY STANDARDS BYLAW 1220/18 : PART 4: PERMITTING A NUISANCE/UNSIGHTLY PREMISES PRIVATE/PUBLIC PROPERTY:  
2 4%

### Count of Incident Types



2 COMMUNITY STANDARDS BYLAW 1220/18 : PART 4: PERMITTING A NUISANCE/UNSIGHTLY PREMISES PRIVATE/PUBLIC PROPERTY : 1 2%

2 COMMUNITY STANDARDS BYLAW 1220/18 : PART 5: BULLYING: 1 2%

3 LAND USE BYLAW: 1 2%

**Municipal Reports/Files** MUNICIPAL ENFORCEMENT -

4 INCIDENTS : ASSIST FIRE: 1 2%

4 INCIDENTS : MISCHIEF: 1 2%

4 INCIDENTS : OHV: 1 2%

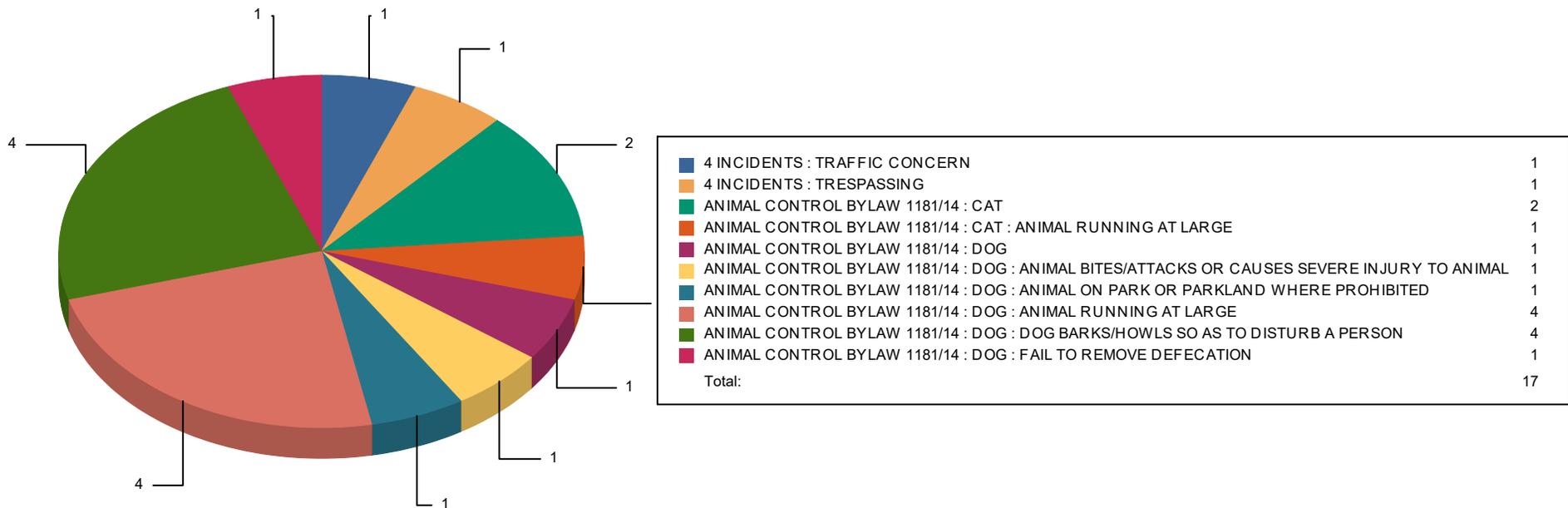
4 INCIDENTS : PARKING COMPLAINT: 3 5%

4 INCIDENTS : PUBLIC CONCERN OTHER: 2 4%

4 INCIDENTS : REQUEST & CONCERNS: 2 4%

4 INCIDENTS : SUSPICIOUS PERSON: 1 2%

### Count of Incident Types



4 INCIDENTS : TRAFFIC CONCERN: 1 2%

4 INCIDENTS : TRESPASSING: 1 2%

ANIMAL CONTROL BYLAW 1181/14 : CAT: 2 4%

ANIMAL CONTROL BYLAW 1181/14 : CAT : ANIMAL RUNNING AT LARGE: 1 2%

**Municipal Reports/Files** MUNICIPAL ENFORCEMENT -

ANIMAL CONTROL BYLAW 1181/14 : DOG: 1 2%

ANIMAL CONTROL BYLAW 1181/14 : DOG : ANIMAL BITES/ATTACKS OR CAUSES SEVERE INJURY TO ANIMAL: 1 2%

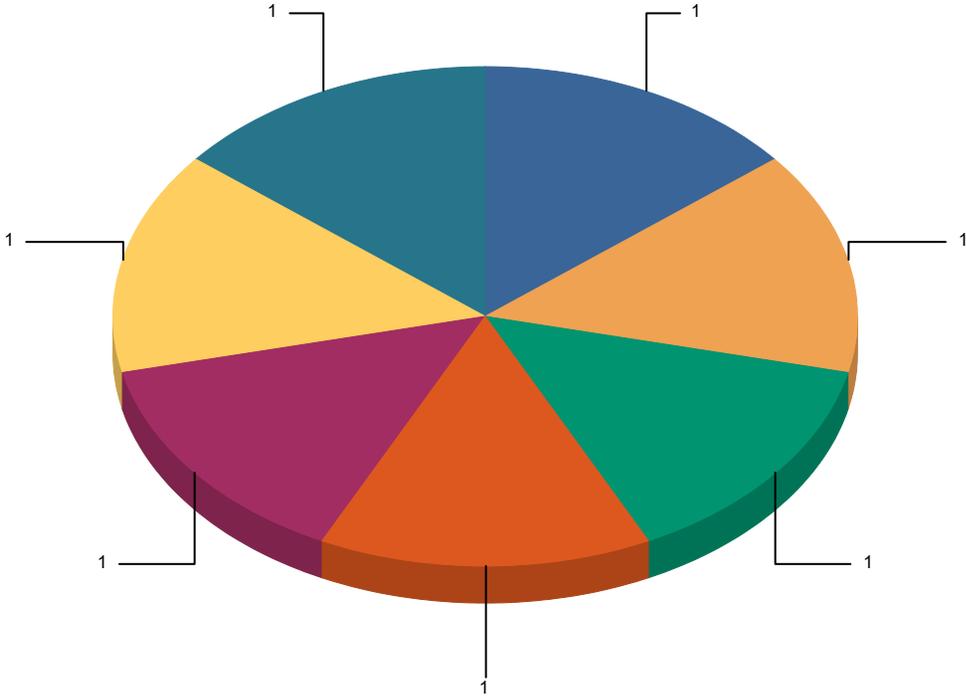
ANIMAL CONTROL BYLAW 1181/14 : DOG : ANIMAL ON PARK OR PARKLAND WHERE PROHIBITED: 1 2%

ANIMAL CONTROL BYLAW 1181/14 : DOG : ANIMAL RUNNING AT LARGE: 4 7%

ANIMAL CONTROL BYLAW 1181/14 : DOG : DOG BARKS/HOWLS SO AS TO DISTURB A PERSON: 4 7%

ANIMAL CONTROL BYLAW 1181/14 : DOG : FAIL TO REMOVE DEFECATION: 1 2%

### Count of Incident Types



ANIMAL CONTROL BYLAW 1181/14 : WILD ANIMALS/BIRDS/WATERFOWL	1
ASSIST : RCMP	1
FIRE PROTECTION BYLAW 1187/15	1
FOUND PROPERTY	1
LOST PROPERTY : BIKE	1
TOWN FACILITIES	1
WEAPONS-PROJECTILES	1
Total:	7

ANIMAL CONTROL BYLAW 1181/14 : WILD ANIMALS/BIRDS/WATERFOWL: 1 2%

ASSIST : RCMP: 1 2%

FIRE PROTECTION BYLAW 1187/15: 1 2%

FOUND PROPERTY: 1 2%

**Municipal Reports/Files** MUNICIPAL ENFORCEMENT -

**LOST PROPERTY : BIKE:** 1 2%

**TOWN FACILITIES:** 1 2%

**WEAPONS-PROJECTILES:** 1 2%

Grand Total: 100.00% Total # of Incident Types Reported: 55

# Statistics Summary Report

Technician Name: administrator

Location: Cotton Wood EB  
 Address: Cotton Wood EB, Blackfalds, Ab  
 Speed Limit: 50

Report Period: 2024-09-23 to 2024-09-29  
 Total Vehicle Count: 10,756



Hour	Total Vehicles	Average Vehicles	Total Violations	% Violations	Min. Speed	Max. Speed	Avg. Speed	85% Speed
00-01	77	11	16	21 %	15	79	48	11
01-02	47	7	11	23 %	30	91	47	11
02-03	29	4	10	34 %	35	59	47	11
03-04	33	5	5	15 %	20	65	45	10
04-05	63	9	4	6 %	14	72	42	9
05-06	36	5	7	19 %	40	53	46	11
06-07	117	17	34	29 %	26	65	47	11
07-08	474	68	68	14 %	5	62	45	10
08-09	750	107	83	11 %	20	59	45	10
09-10	363	52	90	25 %	22	71	47	11
10-11	456	65	108	24 %	15	68	47	11
11-12	521	74	152	29 %	14	71	47	11
12-13	599	100	176	29 %	23	65	48	11
13-14	623	104	164	26 %	7	69	47	11
14-15	883	147	196	22 %	14	72	47	11
15-16	871	145	213	24 %	17	67	47	11
16-17	1,025	171	306	30 %	20	75	48	11
17-18	1,070	178	344	32 %	14	69	49	11
18-19	780	130	193	25 %	21	91	47	11
19-20	675	113	136	20 %	29	66	47	11
20-21	580	97	122	21 %	26	70	47	11
21-22	362	60	63	17 %	29	69	47	11
22-23	216	36	59	27 %	25	74	47	11
23-24	106	18	26	25 %	30	70	46	11
	<b>10,756</b>	<b>1,723</b>	<b>2,586</b>	<b>23 %</b>	<b>21</b>	<b>70</b>	<b>47</b>	<b>11</b>

Speed	Count
0...5	2
5...10	1
10...15	15
15...20	20
20...25	35
25...30	82
30...35	222
35...40	967
40...45	2,795
45...50	4,031
50...55	1,886
55...60	562
60...65	100
65...70	25
70...75	9
75...80	1
80...85	1
85...90	0
90...95	2
<b>Total:</b>	<b>10,756</b>

# Average Vehicle Count

Technician Name: administrator

Location: Vista Trail NB

Report Period: 2024-09-16 to 2024-10-02

Address: Vista Trail, Blackfalds, AB

Total Vehicle Count: 36,423

Speed Limit: 50



Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Average Weekday	Average Weekend	Average Week	Average Speed	85% Speed
00-01	33	15	24	13	18	24	37	21	31	23	54	12
01-02	18	4	6	6	10	8	20	9	14	10	52	12
02-03	12	5	4	2	7	8	26	6	17	9	52	12
03-04	10	4	7	12	7	10	10	8	10	9	54	13
04-05	3	5	6	9	6	5	9	6	7	6	54	13
05-06	7	15	15	16	14	10	12	13	11	13	55	13
06-07	14	38	46	30	44	40	34	34	37	35	53	12
07-08	21	115	138	130	128	114	40	106	77	98	52	12
08-09	34	106	130	132	128	121	74	106	98	104	52	12
09-10	68	97	99	94	112	99	93	94	96	95	53	12
10-11	116	102	90	109	93	106	130	102	118	107	53	12
11-12	144	132	130	137	132	137	H 259	135	198	153	53	12
12-13	167	149	173	158	156	166	72	161	119	149	54	12
13-14	164	141	134	142	152	158	128	147	143	146	54	12
14-15	166	159	148	161	158	169	200	158	185	166	54	12
15-16	170	196	233	198	214	230	186	202	208	204	54	12
16-17	H 180	278	306	273	H 305	282	186	268	234	259	54	12
17-18	167	H 283	<b>H 313</b>	H 297	296	H 296	223	271	260	268	55	12
18-19	128	173	218	188	204	240	154	182	197	186	54	12
19-20	118	123	147	156	158	159	121	140	140	140	54	12
20-21	90	111	114	127	126	124	110	114	117	115	53	12
21-22	64	60	102	84	73	98	78	77	88	80	52	12
22-23	26	38	54	52	45	62	72	43	67	50	53	12
23-24	20	28	22	28	23	38	44	24	41	29	53	12
<b>TOTAL:</b>	<b>1,940</b>	<b>2,377</b>	<b>2,659</b>	<b>2,554</b>	<b>2,609</b>	<b>2,704</b>	<b>2,318</b>	<b>2,427</b>	<b>2,513</b>	<b>2,454</b>	<b>53</b>	<b>12</b>

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**Blackfalds (Municipal) Crime Statistic Summary – January to August****2024/09/09***Blackfalds (Municipal) – Highlights*

- **Break & Enters** are showing a 5.6% increase when compared to the same period in 2023 (January to August). There were 1 more actual occurrences (from 18 in 2023 to 19 in 2024).
- **Theft of Motor Vehicles** increased by 6.7% when compared to the same period in 2023 (January to August). There were 1 more actual occurrences (from 15 in 2023 to 16 in 2024).
- **Theft Under \$5,000** decreased by 23.4% when compared to the same period in 2023 (January to August). There were 11 fewer actual occurrences (from 47 in 2023 to 36 in 2024).

*Blackfalds (Municipal) – Criminal Code Offences Summary*

Crime Category	% Change 2023 – 2024 (January to August)
Total Persons Crime	14.2% Decrease
Total Property Crime	11.2% Decrease
Total Criminal Code	17.7% Decrease

From January to August 2024, when compared to the same period in 2023, there have been:

- 16 fewer **Persons Crime** offences;
- 24 fewer **Property Crime** offences; and
- 71 fewer **Total Criminal Code** offences;

*Blackfalds (Municipal) – August, 2024*

- There were 2 **Thefts of Motor Vehicles** in August: 0 cars, 1 trucks, 0 minivans, 0 SUVs, 0 motorcycles, 1 other types of vehicles, and 0 vehicles taken without consent.
- There were 3 **Break and Enters** in August: 3 businesses, 0 residences, 0 cottages/seasonal residences, 0 in some other type of location, and 0 unlawfully being in a dwelling house.
- There were a total of 2 **Provincial Roadside Suspensions** in August (2 alcohol related and 0 drug related). This brings the year-to-date total to 14 (14 alcohol related and 0 drug related).
- There were a total of 15 files with the **Spousal Abuse** survey code in August (August 2023: 9). This brings the year-to-date total to 84 (2023: 93).
- There were 163 files with **Victim Service Unit** referral scoring in Blackfalds Municipal: 6 accepted, 30 declined, 3 proactive, 0 requested but not available, and 124 files with no victim.



# Blackfalds Municipal Crime Gauge

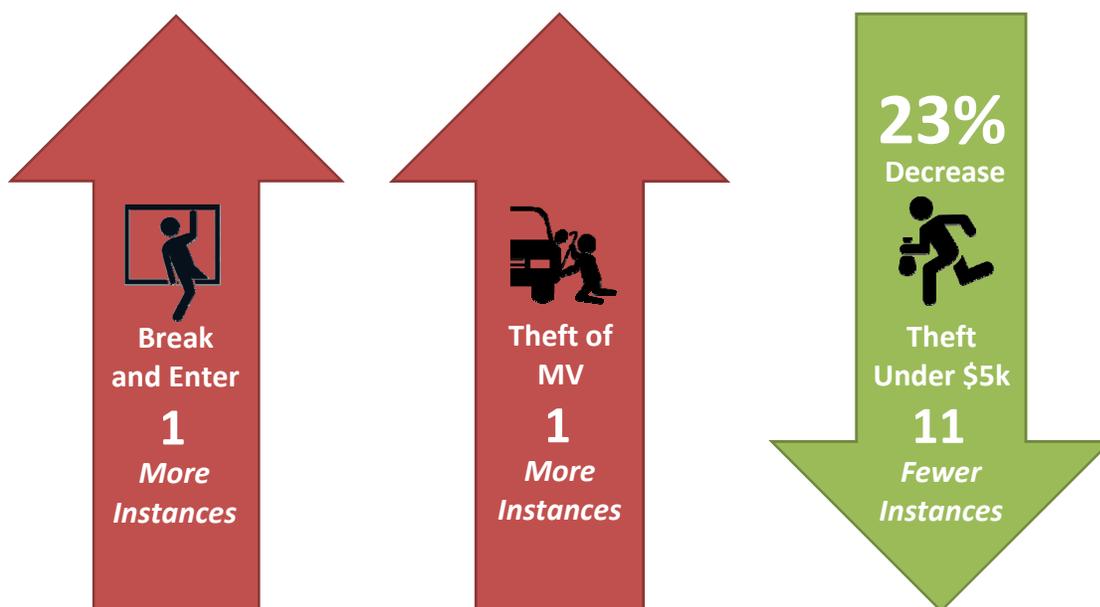
2024 vs. 2023  
January to August

## Criminal Code Offences



**Total Criminal Code Offences:** **18% Decrease**  
When compared to January to August, 2023

## Select Property Crime



The data contained in this document was obtained from PROS, which is a live database. As such, some of the information presented could differ slightly from any past or future reports regarding the same time period.

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**MEETING DATE:** October 8, 2024

**PREPARED BY:** Jolene Tejkl, Planning & Development Manager

**SUBJECT:** **Development & Building Monthly Report – September 2024**

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## **BACKGROUND**

Attached is the September 2024 Development & Building Permit Report and Comparison for 2022-2024 year to date. We also have shown the comparison for the year-to-date figures for 2023 on the comparison report.

For Council's information, the "other" category captures the following types of residential permits:

- Shed,
- Garage & deck. On occasion both a garage and deck will be applied for under the same development permit and when that happens, it will be captured as "other"),
- Hot tub,
- Ensuite addition to Master Bedroom. This type of development is not appropriate to capture under "addition" because it does not entail a structural alteration as it's changing the interior of the home,
- Shed & deck. Occasionally these two developments will be applied for under the same development permit. When that happens, it will fall under "other", and
- Grading permits.

## **ATTACHMENTS**

- *September 2024 Development/Building Permit Report*
- *2022 – 2024 Development/Building Comparison Report*

## **APPROVALS**



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Ken Morrison,  
Acting Chief Administrative Officer



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Department Director/Author

File No.	Civic	District	Development	Decision (otherwise pending)	Date of Decision
263-24	5217 Prairie Ridge Avenue	R-1L	Basement Reno	approved	16-Sep-24
264-24	26 Athens Place	R-2	Duplexes	approved	16-Sep-24
265-24	30 Athens Place	R-2	Duplexes	approved	16-Sep-24
266-24	85 Alderwood Close	R-1M	Home Business	approved	5-Sep-24
267-24	50 Cambridge Close	R-1M	Deck	approved	23-Sep-24
268-24	4500 Blackfalds Crossing Way (Unit 405)	C-2	Interior Tenant Improvements	approved	23-Sep-24
269-24	5456 Vista Trail (Building E)	R-4	Townhouses		
269-24 Unit 18	5456 Vista Trail (Unit 18)	R-4	Townhouse		
269-24 Unit 19	5456 Vista Trail (Unit 19)	R-4	Townhouse		
269-24 Unit 20	5456 Vista Trail (Unit 20)	R-4	Townhouse		
269-24 Unit 21	5456 Vista Trail (Unit 21)	R-4	Townhouse		
269-24 Unit 22	5456 Vista Trail (Unit 22)	R-4	Townhouse		
269-24 Unit 23	5456 Vista Trail (Unit 23)	R-4	Townhouse		
270-24	5456 Vista Trail (Building F)	R-4	Townhouses		
270-24 Unit 24	5456 Vista Trail (Unit 24)	R-4	Townhouse		
270-24 Unit 25	5456 Vista Trail (Unit 25)	R-4	Townhouse		
270-24 Unit 26	5456 Vista Trail (Unit 26)	R-4	Townhouse		
270-24 Unit 27	5456 Vista Trail (Unit 27)	R-4	Townhouse		
270-24 Unit 28	5456 Vista Trail (Unit 28)	R-4	Townhouse		
270-24 Unit 29	5456 Vista Trail (Unit 29)	R-4	Townhouse		
271-24	5456 Vista Trail (Building G)	R-4	Townhouses		
271-24 Unit 30	5456 Vista Trail (Unit 30)	R-4	Townhouse		
271-24 Unit 31	5456 Vista Trail (Unit 31)	R-4	Townhouse		
271-24 Unit 32	5456 Vista Trail (Unit 32)	R-4	Townhouse		
271-24 Unit 33	5456 Vista Trail (Unit 33)	R-4	SFD		

271-24 Unit 34	5456 Vista Trail (Unit 34)	R-4	Townhouse		
271-24 Unit 35	5456 Vista Trail (Unit 35)	R-4	Townhouse		
272-24	5500 Womacks Road (Unit B11)	R-MHP	Manufactured Home	approved	27-Sep-24
273-24	5500 Womacks Road (Unit B13)	R-MHP	Manufactured Home		
274-24	37 Cottonwood Drive (Unit 205)	C-2	Sign		
275-24	156 Cedar Square	R-1S	Basement Reno	approved	23-Sep-24
276-24	19 Aura Drive	R-1M	SFD	approved	23-Sep-24
277-24	4769 Aspen Lakes Blvd	R-1M	Basement Reno	approved	23-Sep-24
278-24	4911 Broadway Avenue	C-1	Change of Use/Occupancy - Youth Centre		
279-24	6 Aztec Street	R-1M	SFD		
280-24	152 Ponderosa Avenue	R-1L	Garage		
281-24	4841 Westbrooke Road	R-1M	Side Yard Relaxation		
282-24	4911 Broadway Avenue	C-1	Sign		
283-24	4500 Womacks Road	PF	Sign		
284-24	53 McKay Place (5 McKay Boulevard)	R-MHP	Manufactured Home		
285-24	66 Mitchell Crescent	R-1M	SFD		
286-24	6 Allard Avenue	R-1M	SFD		
287-24	81 Athens Road	R-2	Townhouse		
288-24	85 Athens Road	R-2	Townhouse		
289-24	89 Athens Road	R-2	Townhouse		
290-24	93 Athens Road	R-2	Townhouse		
291-24	49 Prospect Close	R-1L	Residential Solar Panel Installation		
292-24	57 Vermont Close	R-1S	Residential Solar Panel Installation		
293-24	5661 Vista Trail	R-2	Basement Reno		
294-24	5665 Vista Trail	R-2	Basement Reno		
295-24	5669 Vista Trail	R-2	Basement Reno		
296-24	33 Piper Close	R-2	Basement Reno		
297-24	65 Athens Road	R-2	Garage		
298-24	89 Arrowwood Close	R-1L	Basement Reno		
299-24	5021 Waghorn Street	R-2	Home Business	approved	23-Sep-24
300-24	42 Aurora Heights Boulevard	R-1S	Rear yard setback variance		
301-24	2 Athens Place	R-2	Duplexes		
302-24	6 Athens Place	R-2	Duplexes		
303-24	5205 Duncan Avenue	I-2	Sign		

	2022		2023		2024		September	
	Number of Permits	Dollar Value	Number of Permits	Dollar Value	Number of Permits	Dollar Value	Number of Permits	Dollar Value
<b>Residential</b>								
SFD	21	\$ 6,350,251.00	21	\$ 7,037,626.70	26	\$ 9,013,180.00	15	\$ 6,172,626.70
Duplexes	4	\$ 800,000.00	6	\$ 1,060,000.00	8	\$ 2,070,000.00	2	\$ 330,000.00
Manufactured Home	3	\$ 300,000.00	2	\$ 250,000.00	6	\$ 1,166,566.00	1	\$ 100,000.00
4-plex	0	\$ -	0	\$ -	0	\$ -	0	\$ -
8-plex	0	\$ -	0	\$ -	0	\$ -	0	\$ -
Townhouses	16	\$ 3,413,600.00	11	\$ 1,790,000.00	29	\$ 4,652,000.00	11	\$ 1,790,000.00
Apartment	0	\$ -	0	\$ -	0	\$ -	0	\$ -
SFD w/Accessory suite	0	\$ -	0	\$ -	8	\$ 3,495,000.00	0	\$ -
<b>Total Res. Dwellings</b>	<b>44</b>	<b>\$ 10,863,851</b>	<b>40</b>	<b>\$ 10,137,627</b>	<b>77</b>	<b>\$ 20,396,746</b>	<b>29</b>	<b>\$ 8,392,627</b>
Garage	25	\$ 942,000.00	9	\$ 293,000.00	20	\$ 645,832.00	9	\$ 293,000.00
Deck	9	\$ 68,010.00	9	\$ 102,000.00	10	\$ 97,100.00	8	\$ 67,700.00
Basement Reno	56	\$ 1,057,050.00	40	\$ 865,700.00	35	\$ 1,061,000.00	30	\$ 628,700.00
Addition	1	\$ 200,000.00	0	\$ -	0	\$ -	0	\$ -
Accessory Suite	0	\$ -	0	\$ -	0	\$ -	0	\$ -
Home Business	18	\$ -	21	\$ -	14	\$ -	20	\$ -
Other	43	\$ 582,057.73	44	\$ 1,232,115.84	93	\$ 28,950,682.11	32	-\$ 289,442.10
<b>Commercial</b>	<b>35</b>	<b>\$ 9,320,100.00</b>	<b>27</b>	<b>\$ 5,190,341.00</b>	<b>32</b>	<b>\$ 3,693,162.26</b>	<b>20</b>	<b>\$ 3,862,999.00</b>
<b>Industrial</b>	<b>3</b>	<b>\$ 12,093.75</b>	<b>4</b>	<b>\$ 200,000.00</b>	<b>2</b>	<b>\$ 2,501,000.00</b>	<b>4</b>	<b>\$ 200,000.00</b>
<b>Institutional</b>	<b>0</b>	<b>\$ -</b>	<b>0</b>	<b>\$ -</b>	<b>0</b>	<b>\$ -</b>	<b>0</b>	<b>\$ -</b>
<b>Agricultural</b>	<b>0</b>	<b>\$ -</b>	<b>1</b>	<b>\$ -</b>	<b>0</b>	<b>\$ -</b>	<b>1</b>	<b>\$ -</b>
<b>Public Facility</b>	<b>6</b>	<b>\$ 1,548,421.00</b>	<b>4</b>	<b>\$ 192,300.00</b>	<b>10</b>	<b>\$ 38,030,500.00</b>	<b>4</b>	<b>\$ 192,300.00</b>
<b>TOTAL PERMITS</b>	<b>240</b>	<b>\$ 24,593,583.48</b>	<b>199</b>	<b>\$ 18,213,083.54</b>	<b>293</b>	<b>\$ 95,376,022.37</b>	<b>157</b>	<b>\$ 13,347,883.60</b>
<b>General Yearly Notes:</b>		1 - 2,500,000 East Area Linear Wetland Ph. 2		1 - 2,500,000 Vista Trail Commercial				
		1 - 5,500,000 Womacks/Gregg St. Alignment Project		1 - 1,000,000 Dental Office				

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**MEETING DATE:** November 4, 2024  
**PREPARED BY:** Peter McGee, Economic Development Officer  
**PRESENTED BY:** Peter McGee, Economic Development Officer  
**SUBJECT:** **Blackfalds Economic Development Website Pages Project Sub-Committee**

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## **BACKGROUND**

The Town of Blackfalds Economic Development Department hosts numerous web pages and a microsite through the Town's website. These pages require continuous updating and management. The Economic Development Officer would like to create a subcommittee of EDTAC to assist with the updating and management of these pages and microsite.

## **BUSINESS**

We are looking for the EDTAC Committee to establish a Blackfalds Economic Development Website Pages Project Sub-Committee and appoint 3 to 6 volunteers to join the Economic Development Officer (EDO) on this Project Sub-Committee. Our website is one of the main, if not the main, tools that we use to attract new businesses and communicate with our existing businesses. Staying on top of all these pages is time-consuming work, and the EDO could use support to ensure that these public and investor-facing assets are accurate and up to date. This committee would be responsible for scheduling its own meetings, providing recommendations to the EDO for website updates, and reporting to EDTAC.

## **RECOMMENDATION**

1. That the Economic Development & Tourism Advisory Committee establish the Blackfalds Economic Development Website Pages Project Sub-Committee and that Member \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_, be appointed to the Blackfalds Economic Development Website Pages Project Sub-Committee.

## **ATTACHMENTS**

None

## **APPROVALS**

  
\_\_\_\_\_  
Peter McGee,  
Economic Development Officer

\_\_\_\_\_  
Department Director/Author

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**MEETING DATE:** November 4, 2024  
**PREPARED BY:** Peter McGee, Economic Development Officer  
**PRESENTED BY:** Peter McGee, Economic Development Officer  
**SUBJECT:** **Blackfalds Economic Development Strategy Project Sub-Committee**

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## **BACKGROUND**

The Town of Blackfalds Economic Development Department developed an Economic Development and Tourism Strategy in 2021. Many things have changed since this strategy was developed; COVID, staff changes, new development announcements, and government programs are a few examples. It is time to review the strategy and make recommendations as to completed objectives, irrelevant and duplicate tactics, plus setting the next priorities.

## **BUSINESS**

We are looking for the EDTAC Committee to establish a Blackfalds Economic Development Strategy Project Sub-Committee and appoint 3 to 6 volunteers to sign up to join the Economic Development Officer (EDO) on this subcommittee. This Project Sub-Committee would set up its own meeting schedules and timelines and would report recommendations and findings back to EDTAC.

## **RECOMMENDATION**

1. That the Economic Development & Tourism Advisory Committee establish the Blackfalds Economic Development Strategy Project Sub-Committee and that Member \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_, be appointed to the Blackfalds Economic Development Strategy Project Sub-Committee.

## **ATTACHMENTS**

None

## **APPROVALS**

  
\_\_\_\_\_  
Peter McGee,  
Economic Development Officer

\_\_\_\_\_  
Department Director/Author

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**MEETING DATE:** November 4, 2024

**PREPARED BY:** Peter McGee, Economic Development Officer

**PRESENTED BY:** Peter McGee, Economic Development Officer

**SUBJECT:** **Highway 2a Tourism Corridor**

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## **BACKGROUND**

Based on Blackfalds Economic Development and Tourism Strategy's pillars of; Tourism, Business Support and Attraction, and Place Making, Blackfalds is looking to increase its tourism services and opportunities by creating more traffic on Highway 2a. An opportunity to partner and build on successes of neighbouring communities with existing mural programs has become apparent and could act as an attractant to bring travellers off QE2 and on to 2a.

## **BUSINESS**

Both The City of Red Deer and the City of Lacombe have extensive mural inventories through their communities (mostly clustered in their Downtowns). Red Deer installed over 30 murals in their throughout the city and Lacombe has over 20 professional murals and boasts being "Alberta's mural capital". Both communities recognise the benefits of murals; showcasing community history and character, reduction in graffiti and vandalism, increase in pedestrians and visitors, increase in social media mentions and impressions, plus many other benefits. Blackfalds being centered directly between these two communities provides a unique opportunity to partner with these neighbours to create a significant draw off the QE2, "The Mural Corridor of Western Canada".

Tourism corridors are a useful tool used to bring clusters of tourism assets together and package them in ways that increases the impact. The draw and attraction of the cluster is more attractive to visitors than each individual attraction could not achieve on their own. Corridors have the potential to offer a range of attractions and experiences that are connected by a scenic and convenient route, making them popular amongst visitors who want to explore multiple destinations in a single journey, ultimately benefitting local communities. Highway 2a and the numerous current, and future, murals can provide a perfect corridor to motivate individuals to turn off the QE2 and travel through Lacombe, Blackfalds and Red Deer.

The QE2 runs directly to the west of Blackfalds and has an annual average daily traffic flow of approximately 40,000 vehicles. Of those 40,000 vehicles, over 83% are recorded as recreational or passenger vehicles. A total of just over 30,000 vehicles on the QE2 every day that may hold people looking for an alternate route. If 10% of those recreational and passenger vehicles could be motivated by the mural corridor to turn on to Highway 2a this would increase the traffic, and potential customers, on the road by 3000 vehicles per day. An increase of 26%! If 10% of the 3000 stopped in Blackfalds and spent \$5, we would see an increase in spending by approximately \$500,000/year. Are these figures achievable? Are these figures enough to attract new businesses to Blackfalds? Enough to have our existing businesses expand and grow?

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**RECOMMENDATION**

1. The Economic Development & Tourism Advisory Committee recommends that EDO McGee bring forward the Highway 2a Tourism Corridor to a future Regular Council Meeting for Council's consideration of endorsement.

**ATTACHMENTS**

None

**APPROVALS**



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Peter McGee,  
Economic Development Officer

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Department Director/Author

**TOWN OF BLACKFALDS  
ECONOMIC DEVELOPMENT & TOURISM ADVISORY COMMITTEE**

Civic Cultural Centre – 5018 Waghorn Street

Monday, November 4, 2024, at 7:00 p.m.

**MINUTES**

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**MEMBERS PRESENT**

Ray Olfert, Chair  
Denise Sumner, Vice Chair  
Jim Sands, Town of Blackfalds Deputy Mayor  
Brenda Dennis, Town of Blackfalds Councillor  
Kala Pandit, Member at Large  
Tyler Mitchell, Member at Large  
Robert Hogan, Member at Large

**OTHERS ATTENDING**

Mayor Hoover, Town of Blackfalds Mayor (Ex Officio)  
Peter McGee, Economic Development Officer  
Lorrie Logan, Municipal Clerk

**REGRETS**

Craig Schroh, Member at Large  
Christa French, Member at Large  
Cory Twerdoclib, Member at Large  
Kyle Braithwaite, Member at Large

**WELCOME AND CALL TO ORDER**

Chair Olfert welcomed all attending and called the Economic Development & Tourism Advisory Committee Meeting to order at 7:00 p.m.

**RECEIVE THE AGENDA**

Addition of Business Item 4.8 \_\_\_\_\_

\_\_\_\_\_ moved That the Economic Development & Tourism Advisory Committee receive the Agenda for November 4, 2024, as presented/amended.

**CARRIED UNANIMOUSLY**

**TREATY SIX LAND ACKNOWLEDGEMENT**

A Land Acknowledgement was read to acknowledge that the Town of Blackfalds is on Treaty Six territory.

**PRESENTATIONS**

**Tourism Red Deer**

Executive Director, Jesse Smith gave an introductory presentation regarding surrounding Tourism in Red Deer.

**TOWN OF BLACKFALDS  
ECONOMIC DEVELOPMENT & TOURISM ADVISORY COMMITTEE**

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**MINUTES**

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**Highway 2a Tourism Corridor**

EDO McGee provided a presentation surrounding the Highway 2a Tourism Corridor.

**BUSINESS**

**Approval of Minutes**

\_\_\_\_\_ moved That the Economic Development and Tourism Advisory Committee approve the Minutes from June 10, 2024, as **presented/amended** and be brought forward to a future Regular Council Meeting.

**CARRIED UNANIMOUSLY**

**Report for Committee, Blackfalds EDO Fall Update (Sept-Oct)**

EDO McGee provided an update on activities for September and October 2024.

\_\_\_\_\_ moved That the Economic Development & Tourism Advisory Committee receive the Blackfalds EDO Fall Update (Sept-Oct) report for information.

**CARRIED UNANIMOUSLY**

**Report for Committee, 2025 Economic Development Workplan**

EDO McGee reviewed the 2025 Economic Development Workplan with the Committee and what the goals/objectives and tactics would be for 2025.

\_\_\_\_\_ moved That the Economic Development & Tourism Advisory Committee receive the 2025 Economic Development Workplan report for information.

**CARRIED UNANIMOUSLY**

**Report for Committee, Enforcement and Development Monthly Reports**

EDO McGee brought forward the Enforcement and Development Monthly Reports for the Committee's information.

\_\_\_\_\_ moved That the Economic Development & Tourism Advisory Committee receive the Enforcement and Protective Services Monthly Report – September 2024 and the Development & Building Monthly Report - September 2024 for information.

**CARRIED UNANIMOUSLY**

**TOWN OF BLACKFALDS  
ECONOMIC DEVELOPMENT & TOURISM ADVISORY COMMITTEE**

Civic Cultural Centre – 5018 Waghorn Street

Monday, November 4, 2024, at 7:00 p.m.

**MINUTES**

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**Request for Direction, Blackfalds Economic Development Website Pages Project Sub-Committee**

EDO McGee brought forward a request that the Committee establish a Blackfalds Economic Development Website Pages Project Sub-Committee.

\_\_\_\_\_ moved That the Economic Development & Tourism Advisory Committee establish the Blackfalds Economic Development Website Pages Project Sub-Committee and that Member \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_, be appointed to the Blackfalds Economic Development Website Pages Project Sub-Committee.

**CARRIED UNANIMOUSLY**

**Request for Direction, Blackfalds Economic Development Strategy Project Sub-Committee**

EDO McGee brought forward a request that the Committee establish a Blackfalds Economic Development Strategy Project Sub-Committee.

\_\_\_\_\_ moved That the Economic Development & Tourism Advisory Committee establish the Blackfalds Economic Development Strategy Project Sub-Committee and that Member \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_, be appointed to the Blackfalds Economic Development Strategy Project Sub-Committee.

**CARRIED UNANIMOUSLY**

**Request for Direction, Highway 2a Tourism Corridor**

EDO McGee brought forward a request that the Committee support and recommend that EDO McGee bring forward the Highway 2a Tourism Corridor to Council.

\_\_\_\_\_ moved That The Economic Development & Tourism Advisory Committee recommends that EDO McGee bring forward the Highway 2a Tourism Corridor to a future Regular Council Meeting for Council's consideration of endorsement.

**CARRIED UNANIMOUSLY**

**Round Table**

The Committee ensured in a Round Table discussion, highlighting the following:

**TOWN OF BLACKFALDS  
ECONOMIC DEVELOPMENT & TOURISM ADVISORY COMMITTEE**

Civic Cultural Centre – 5018 Waghorn Street  
Monday, November 4, 2024, at 7:00 p.m.

**MINUTES**

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\_\_\_\_\_ moved That the Economic Development & Tourism Advisory Committee receive the verbal Round Table Reports as information.

**CARRIED UNANIMOUSLY**

Chair Olfert, adjourned the Economic Development & Tourism Advisory Committee Meeting at **7:54 p.m.**

\_\_\_\_\_  
Ray Olfert, Chair

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**Lorrie Logan, Municipal Clerk**