

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

Civic Cultural Center – 5018 Waghorn Street
Monday, June 10, 2024, at 7:00 p.m.

AGENDA

1. WELCOME AND CALL TO ORDER

- 1.1 Welcome
 - 1.2 Call to Order
 - 1.3 Receive Agenda
-

2. LAND ACKNOWLEDGEMENT

- 2.1 Treaty Six Land Acknowledgement - Blackfalds Economic Development & Tourism Advisory Committee acknowledges that we are on Treaty 6 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 High School Mural - Denise Sumner
-

4. BUSINESS

- 4.1 Minutes from the January 8, 2024, EDTAC Meeting
 - 4.2 Peter McGee, Economic Development Officer - Introduction
 - 4.3 Resignation – Melissa MacLeod
 - 4.4 Laebon Developments – Update
 - 4.5 Neuron Scooters
 - 4.6 Land Acquisitions
 - 4.7 Red Deer Home Show – Debrief
-

5. INFORMATION

- 5.1 Enforcement and Protective Services Monthly Report – April 2024
 - 5.2 RCMP – Blackfalds Crime Statistic Summary Report – January to April 2024
 - 5.3 Development & Building Monthly Report - April 2024
-

6. ROUND TABLE

- 6.1 EDTAC - Terms of Reference
 - 6.2 Economic Development & Tourism Strategy 2021
-

7. CONFIDENTIAL

8. ADJOURNMENT

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

Eagle Builders Centre – 5302 Broadway Avenue

Monday, January 8, 2024, at 7:00 p.m.

MINUTES

MEMBERS PRESENT

Ray Olfert, Chair
Brenda Dennis, Town of Blackfalds Deputy Mayor
Kala Pandit, Member at Large
Tyler Mitchell, Member at Large
Cory Twerdoclib, Member at Large
Craig Schroh, Member at Large
Robert Hogan, Member at Large
Christa French, Member at Large
Kyle Braithwaite, Member at Large (virtually)

OTHERS ATTENDING

Rick Sadick, Economic Development Officer
Mayor Hoover, Town of Blackfalds Mayor

REGRETS

Denise Sumner, Vice Chair
Rebecca Stendie, Town of Blackfalds Councillor
Cliff Soper, Member at Large
Melissa MacLeod, Member at Large
Lorrie Logan, Recording Secretary

WELCOME AND CALL TO ORDER

Chair Olfert welcomed all attending and called the Economic Development & Tourism Advisory Committee Meeting to order at 7:05 p.m.

Business Item 3.2 – Round Table Discussions - Junior Achievement Program was added to the Agenda.

Town of Blackfalds Deputy Mayor Dennis moved That the Economic Development & Tourism Advisory Committee receive the Agenda as amended.

CARRIED UNANIMOUSLY

TREATY SIX LAND ACKNOWLEDGEMENT

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

TOWN OF BLACKFALDS ECONOMIC DEVELOPMENT & TOURISM ADVISORY COMMITTEE

Eagle Builders Centre – 5302 Broadway Avenue

Monday, January 8, 2024, at 7:00 p.m.

MINUTES

PRESENTATIONS

None

BUSINESS

Round Table Discussions

The 2024 Strategic Plan for Blackfalds aims to promote the town, attract new businesses, foster housing developments, and establish a senior living complex.

1. As part of this initiative, the town intends to create a professional video highlighting the unique features of Blackfalds and answering the question: Why Blackfalds? This video will serve as a powerful tool to encourage businesses and tourism to invest in and explore Blackfalds. Additionally, the town will explore government grants to offset the financial costs associated with producing this video.
2. Promotion at Trade Shows: Blackfalds aims to enhance its visibility by actively participating in events such as trade shows. The first event is the 2024 Home Show at the Red Deer Westerner grounds, scheduled for March 8-10. The town will have a booth set up, and committee members will be able to sign up on the schedule sheet next meeting.
3. Attracting Commercial and Heavy Industry Businesses: Blackfalds seeks to attract more commercial and heavy industry businesses. To facilitate this, the town will explore tax incentives that can help offset costs associated with new developments.

Junior Achievement Program: The town's committee members are invited to engage with students in schools through the Junior Achievement Program. This involves discussing topics related to business and finance, fostering knowledge and interest among the younger generation.

Approval of Minutes

Member Pandit moved That the Economic Development & Tourism Advisory Committee approve the Minutes from November 6, 2023.

CARRIED UNANIMOUSLY

Business

2024 Budget

- The 2024 Economic Development Budget has been officially approved by Council.

TOWN OF BLACKFALDS ECONOMIC DEVELOPMENT & TOURISM ADVISORY COMMITTEE

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Monday, January 8, 2024, at 7:00 p.m.

MINUTES

Laebon Development

- The Laebon housing development project, which is planned for Blackfalds near South Street is currently under negotiation.

Lacombe Regional Tourism Association

- Blackfalds decided not to participate in the Lacombe Regional Tourism Association. The decision was based on a review of the services offered, which did not align with the per capita funding they were requesting.

Bridge Road Development

- A meeting will be scheduled with the developer to discuss further plans for the Senior Living facility.

Banking Institutions

- Banking institutions are currently shifting their focus away from investing in small markets. Instead, they are prioritizing digitalization.

Craft Brewery

- Interest has been expressed in establishing a mini craft brewery at Blackfalds Crossing. Currently, the application for this endeavor is still in progress.

Economic Developers Alberta

- The Economic Developers Alberta (EDA) Xperience 2024 Leaders' Summit & Conference is scheduled to take place from April 10 to April 12, 2024, at the Pomeroy Mountain Lodge in Kananaskis. EDO Sadick will be attending and an EDTAC member is also invited to attend.

Rural Entrepreneur Stream & Rural Renewal Stream

- Blackfalds does not currently meet the requirement for funding under the Rural Entrepreneur Stream & Rural Renewal Stream program. To qualify, the community must have available living accommodations for new residents.

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Monday, January 8, 2024, at 7:00 p.m.

MINUTES

EV Charging Stations

Blackfalds has recently installed two electric vehicle charging stations that are now available for public use. Specifically:

- The level 3 charging station, located at the Town Civic Centre, requires payment for usage, and the level 2 charging station, situated at the Blackfalds Motor Inn, is free of charge for users.

By Consensus the Economic Development & Tourism Advisory Committee received the Business items as information.

CARRIED UNANIMOUSLY

Chair Olfert adjourned the Economic Development & Tourism Meeting at 8:15 p.m.

Ray Olfert, Chair

Lorrie Logan, Recording Secretary

Town of Blackfalds

Box 220, 5018 Waghorn St
Blackfalds, AB T0M 0J0
T: 403.885.6246
C: 204.960.3338
F: 403.600.0045

This message is private and confidential. If you have received this message in error, please notify us and remove it from your system.

From: Melissa MacLeod [REDACTED]
Sent: Tuesday, January 9, 2024 [REDACTED]
Subject: Resignation from EDTAC

[REDACTED]

Hi Rick and Cara,

I am sad to share that I will not be able to continue with the Economic Development and Tourism Advisory Committee, effective immediately.

When I had initially signed up for the posting I was already stretched thin with available time but had wanted to support where there gaps in participation; however, my available time has not improved, in fact I have less time available and am simply over-committed.

I had to review what I have committed myself to and where I can make adjustments, and unfortunately this is one of the commitments I must kindly ask to be removed from.

I appreciate the low commitment the EDTAC is overall but I don't feel that I can give it the proper attention and dedication that it should receive from a volunteer participant.

Thank you,

Melissa MacLeod

Protective Services Monthly Report

Municipal Enforcement:

During the month of April Municipal Enforcement officers opened 80 new operational files. Files broken down were as follows:

- 9 Traffic Bylaw files,
- 8 Community Standards Bylaw.
- 6 Land Use Bylaw.
- 4 Parking Complaints,
- 5 Public Concern files.
- 9 Files assisting other town departments.
- 2 Assist RCMP files.
- 5 Mischief file.
- 14 Animal Control Bylaw files,
- 1 Assist other,
- 4 Fire Protection Bylaw complaint
- 2 Off Highway vehicle complaints,
- 2 Found Property files.
- 2 Miscellaneous files.
- 2 Traffic concern files.
- 1 File where the vehicle fled from Peace Officer.

Officers continued to work with Public Works assisting them in clearing the roads for street cleaning. Vehicles were not towed or ticketed during this time; every effort was made to contact owners to ensure roads were cleared prior to sweepers cleaning. Residents were very cooperative with moving vehicles, appreciating the warnings and reminders to move vehicles.

Seven vehicles were towed for various infractions under Provincial Acts or regulations, such as suspended driving, no registration or insurance, abandoned vehicles, and others.

School zones continued to be an issue, with problems with parking and driving habits in and around the school zones. Parking in crosswalks, in front of fire hydrants, blocking driveways, parking too close to intersection and cross walks all are ongoing concerns.

Animal control complaints are increasing. We are seeing a lot of animals off-leash, animals running at large, numerous barking dog complaints, and several unlicensed animals as well. We are also starting to see wild animal complaints increase, which is normal for this time of year.

Vandalism and mischief continues to be a problem within our facilities as well as fights in or around our town buildings. Officers have once again had to increase the number of patrols occurring around the Junior Campus, with issues occurring over lunch and after school hours.

Officers are scheduled to participate in McHappy Days in May. They will also assist the School Resource officer with the "Point, Pause, and Proceed" program in elementary schools, working to ensure the safety of our students.

Traffic Speed signs were situated on Aspen Lake westbound and Cottonwood westbound. Cottonwood recorded 31,358 vehicles from April 1st to April 29th showing the average speed at this location was 42 kmh, with the maximum speed recorded at 101 kmh, between 7 am-8am.

The sign on Aspen Lake West recorded 15,645 vehicles from April 1st to May 1st, with the average speed being 39 kmh and highest speed recorded, 77 kmh, between 10 – 11 pm. Speed sign reports are attached to this report for further details.

Peace Officers were able to focus on traffic enforcement within the town during the month and as a result many violation tickets were issued for distracted driving, failure to obey traffic control devices, speeding and numerous other offences.

In total, there were 119 violation tickets issued during the month, including bylaws and provincial regulations. \$24,156.00 in fines were issued because of these violations.

Violation Tickets Issued

	ACT	Tickets	Fine Total	Average Fine
1.	Traffic Safety Act	70	\$15,204	\$217.20
2.	Vehicle Equipment Reg.	10	\$891.00	\$89.10
3.	Use of Highway & Rules of the Road Reg.	28	\$6,561.00	\$234.32
4.	Animal Control Bylaw	1	\$100.00	\$100.00
5.	Traffic Bylaw	6	\$900.00	\$150.00
6.	Animal Control Bylaw	2	\$200.00	\$100.00
7.	Operator Lic & Vehicle Reg.	2	\$300.00	\$150.00

- Municipal Enforcement Month End Report **attached**.

Blackfalds Fire Rescue

During the month of April, we continue to mentor two new recruits on Monday evenings so they are still able to take part in our Wednesday evening training.

The two Rookie Firefighters taking part in the NFPA 1001 Level 1 training with the City of Lacombe have completed this course and the NFPA 470 Hazmat Awareness and Operations course as well.

Training focus on Wednesday evenings was more toward the practical skills of the pump course being hosted. The skills include getting water from a hydrant and static sources, then engaging the pump and flowing water successfully to the hose lines. They also were required to be proficient at driving the apparatus through an obstacle course and a driver's road test.

Our NFPA 1140 Wildland course was completed for fire department members.

We also held a three-hour modified Wildland course for Public Works and CSD Parks and Facilities staff. Enforcing safety, Communication, expectations, PPE, terminology, and various hand tools. This was to further enhance the working relationship with the staff when assisting the fire department on the larger grass fires (like the CP rail fires) going forward.

On Thursday evenings, we have been instructing the theory portion of the NFPA 1002 Driver and Pump Course, which will run until the first weekend of May.

We continue to complete fire inspections for new businesses, and we are working with the contractors of the High School as it nears completion towards the handover to Wolf Creek School Division. The next step is to review the Fire Safety Plans for the school.

A summary of the types of incidents for April 2024 is included.

Occupational Health & Safety

April saw the addition of our new OHS Advisor, Jamie MICHALEVICH, who has been busy getting up to speed on the Towns OHS program.

8 incidents were reported: Four at the Abbey, a staff member was stuck in the elevator for a period with the battery backup failing on the call button, a guest bumped into another vehicle in the parking lot, vandalism was done to a toilet, and a teen fainted during orientation. A Public Works employee reported a strained back while carrying a 5-gallon pail, and Parks reported a small environmental spill when a hydraulic hose ruptured on a lift they had rented. Planning & Development reported an individual entering the office area in the morning before they opened. A CSD employee reported a strained back after operating the skid steer for a period.

A Joint Health and Safety meeting was held, and Monthly Safety Meetings for the Abbey, Public Works and Parks and Facilities were attended, as well as 8 toolbox meetings by the advisor.

Training was provided to summer staff at the orientation session, as well summer students were activated on Corepoint and assigned required training through Safety Hub.

RCMP

April statistics are attached to the report.

The new RCMP Detachment Commander, S/Sgt Andrew Allen, will be starting on the 13th of May.

Emergency Management

Throughout the month of April, LREMP sub-committees have met. The LREMP plan is reviewed and updated by a sub committee with hopes of providing a draft at the next Agency meeting for all to review.

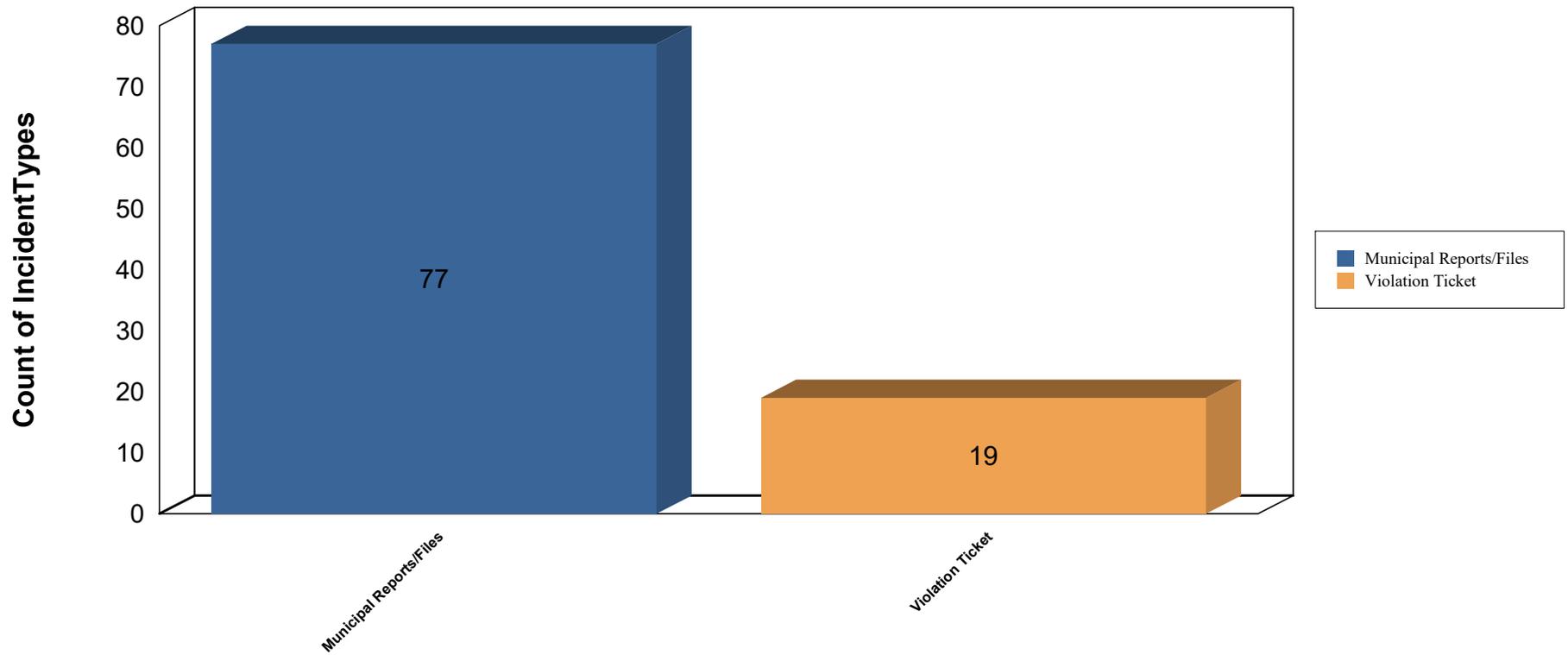
LCMAO has been engaged with LREMP in the early stages of planning the 2024 tabletop exercise and the 2025 full-scale exercise. This subcommittee is working to ensure the tabletop provides a realistic scenario that can be further developed for the full-scale exercise.

These committees will continue to meet monthly or more often as the need requires.

Ken Morrison

Director of Emergency Management & Protective Services

Count of Reports Completed



Count of Incident Types



<p>1 TRAFFIC BYLAW 1232/19 : PART 4: HEAVY VEHICLE RESTRICTIONS AND TRUCK ROUTES : OPERATE HEAVY VEHICLE OFF DESIGNATED TRUCK ROUTE</p>	<p>1 TRAFFIC BYLAW 1232/19 : PART 6: PARKING WITHIN THE TOWN</p>	<p>1 TRAFFIC BYLAW 1232/19 : PART 6: PARKING WITHIN THE TOWN : PARK A RECREATION VEHICLE FOR LONGER THAN 72 HOURS ON A HIGHWAY</p>
<p>1 TRAFFIC BYLAW 1232/19 : PART 6: PARKING WITHIN THE TOWN : PARK IN ALLEY LONGER THAN PERMITTED FOR LOADING/UNLOADING</p>	<p>1 TRAFFIC BYLAW 1232/19 : PART 7: SPEED LIMIT : EXCESSIVE SPEED IN TOWN</p>	<p>2 COMMUNITY STANDARDS BYLAW 1220/18</p>
<p>2 COMMUNITY STANDARDS BYLAW 1220/18 : PART 3: PERMIT NOISE FROM PROPERTY</p>	<p>2 COMMUNITY STANDARDS BYLAW 1220/18 : PART 4: FAILING TO REMOVE LITTER</p>	<p>2 COMMUNITY STANDARDS BYLAW 1220/18 : PART 3: NOISE LITTER</p>
<p>1 TRAFFIC BYLAW 1232/19</p>		

1.28% # of Reports: 1 Municipal Reports/Files 1 TRAFFIC BYLAW 1232/19 : PART 4: HEAVY VEHICLE RESTRICTIONS AND TRUCK ROUTES : OPERATE HEAVY VEHICLE OFF DESIGNATED TRUCK ROUTE

1.28% # of Reports: 1 Municipal Reports/Files 1 TRAFFIC BYLAW 1232/19 : PART 6: PARKING WITHIN THE TOWN

1.28% # of Reports: 1 Municipal Reports/Files 1 TRAFFIC BYLAW 1232/19 : PART 6: PARKING WITHIN THE TOWN : PARK A RECREATION VEHICLE FOR LONGER THAN 72 HOURS ON A HIGHWAY

1.28% # of Reports: 1 Municipal Reports/Files 1 TRAFFIC BYLAW 1232/19 : PART 6: PARKING WITHIN THE TOWN : PARK IN ALLEY LONGER THAN PERMITTED FOR LOADING/UNLOADING

1.28% # of Reports: 1 Municipal Reports/Files 1 TRAFFIC BYLAW 1232/19 : PART 7: SPEED LIMIT : EXCESSIVE SPEED IN TOWN

1.28% # of Reports: 1 Municipal Reports/Files 2 COMMUNITY STANDARDS BYLAW 1220/18

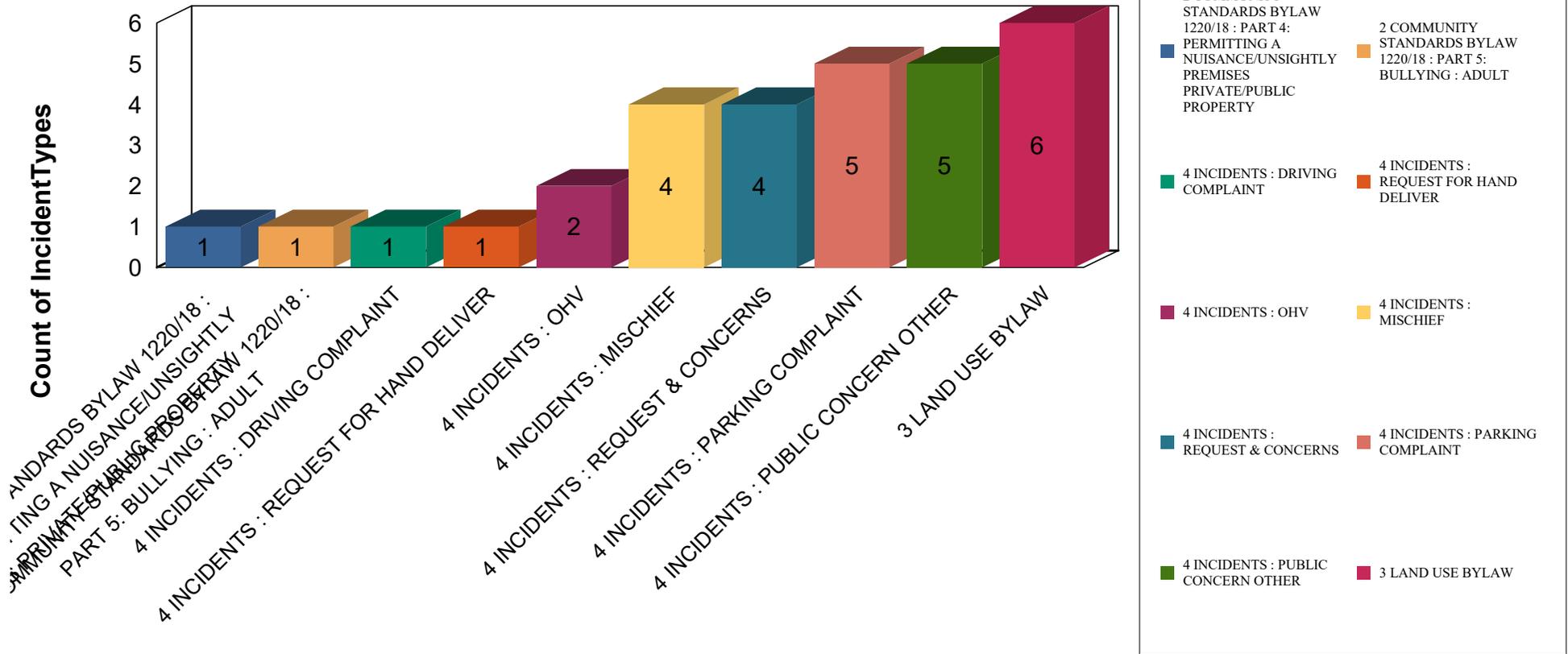
1.28% # of Reports: 1 Municipal Reports/Files 2 COMMUNITY STANDARDS BYLAW 1220/18 : PART 3: PERMIT NOISE FROM PROPERTY

1.28% # of Reports: 1 Municipal Reports/Files 2 COMMUNITY STANDARDS BYLAW 1220/18 : PART 4: FAILING TO REMOVE LITTER

2.56% # of Reports: 2 Municipal Reports/Files 2 COMMUNITY STANDARDS BYLAW 1220/18 : PART 3: NOISE

3.85% # of Reports: 3 Municipal Reports/Files 1 TRAFFIC BYLAW 1232/19

Count of Incident Types



1.28% # of Reports: 1 Municipal Reports/Files 2 COMMUNITY STANDARDS BYLAW 1220/18 : PART 4: PERMITTING A NUISANCE/UNSIGHTLY PREMISES PRIVATE/PUBLIC PROPERTY

1.28% # of Reports: 1 Municipal Reports/Files 2 COMMUNITY STANDARDS BYLAW 1220/18 : PART 5: BULLYING : ADULT

1.28% # of Reports: 1 Municipal Reports/Files 4 INCIDENTS : DRIVING COMPLAINT

1.28% # of Reports: 1 Municipal Reports/Files 4 INCIDENTS : REQUEST FOR HAND DELIVER

2.56% # of Reports: 2 Municipal Reports/Files 4 INCIDENTS : OHV

5.13% # of Reports: 4 Municipal Reports/Files 4 INCIDENTS : MISCHIEF

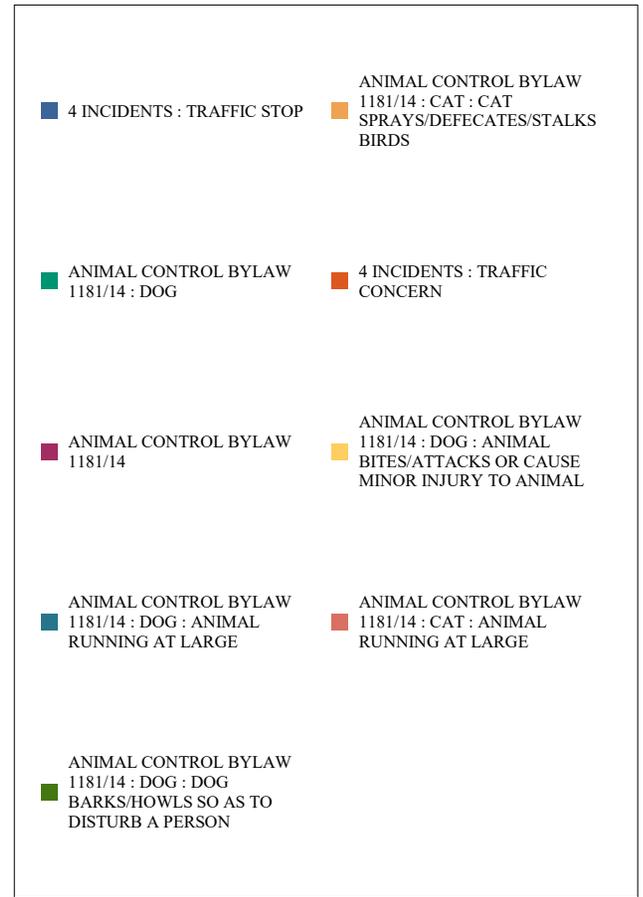
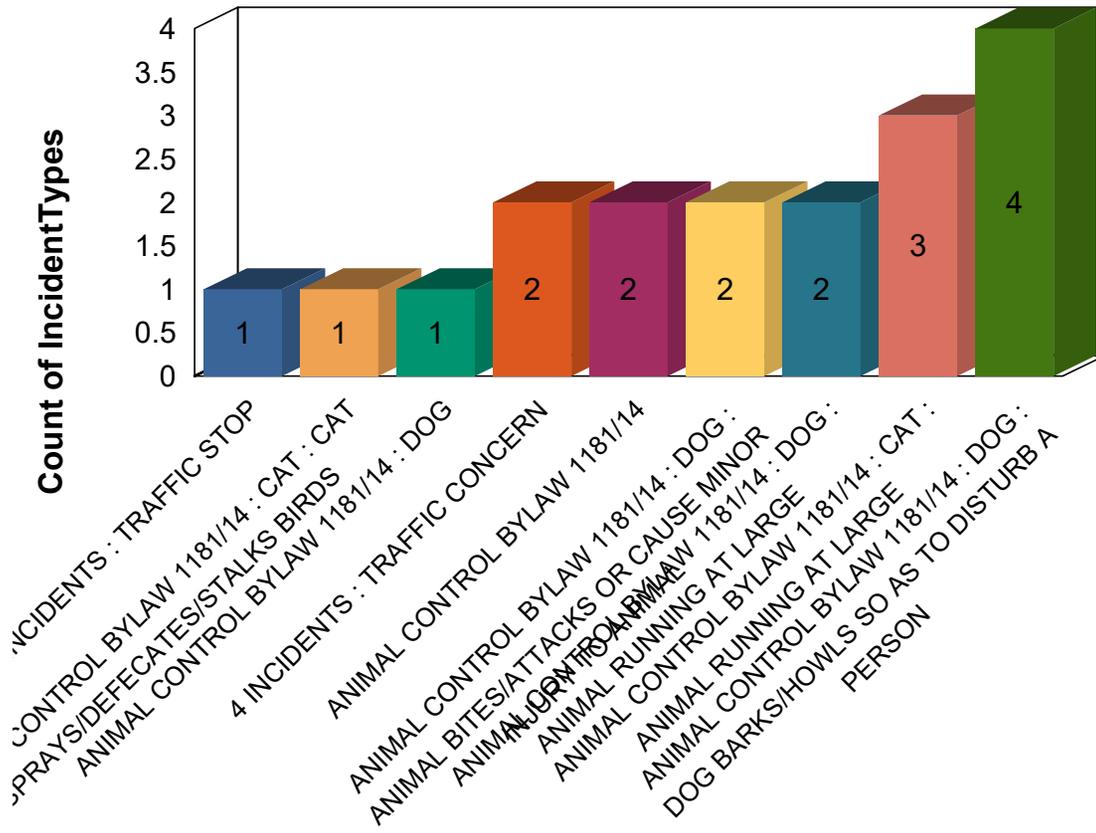
5.13% # of Reports: 4 Municipal Reports/Files 4 INCIDENTS : REQUEST & CONCERNS

6.41% # of Reports: 5 Municipal Reports/Files 4 INCIDENTS : PARKING COMPLAINT

6.41% # of Reports: 5 Municipal Reports/Files 4 INCIDENTS : PUBLIC CONCERN OTHER

7.69% # of Reports: 6 Municipal Reports/Files 3 LAND USE BYLAW

Count of Incident Types



1.28% # of Reports: 1 Municipal Reports/Files 4 INCIDENTS : TRAFFIC STOP

1.28% # of Reports: 1 Municipal Reports/Files ANIMAL CONTROL BYLAW 1181/14 : CAT : CAT SPRAYS/DEFECATES/STALKS BIRDS

1.28% # of Reports: 1 Municipal Reports/Files ANIMAL CONTROL BYLAW 1181/14 : DOG

2.56% # of Reports: 2 Municipal Reports/Files 4 INCIDENTS : TRAFFIC CONCERN

2.56% # of Reports: 2 Municipal Reports/Files ANIMAL CONTROL BYLAW 1181/14

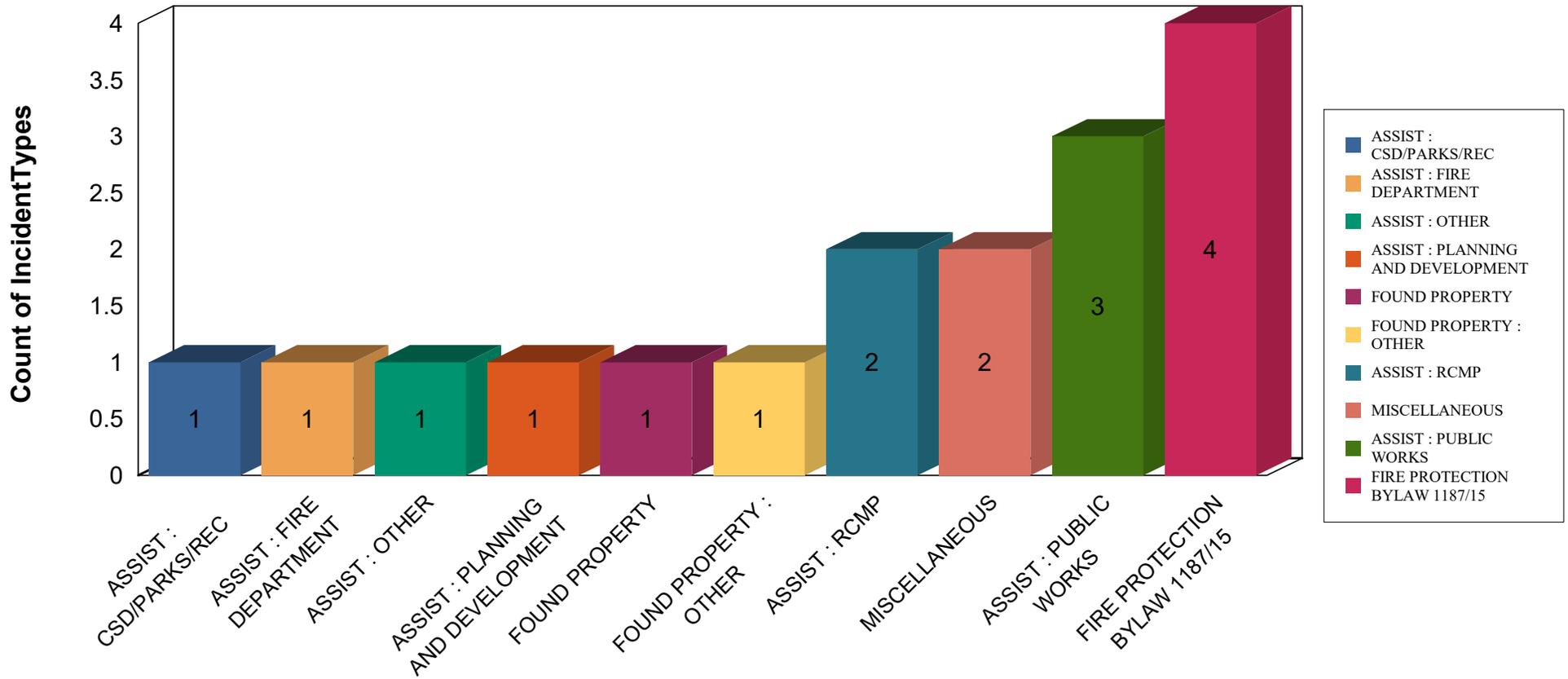
2.56% # of Reports: 2 Municipal Reports/Files ANIMAL CONTROL BYLAW 1181/14 : DOG : ANIMAL BITES/ATTACKS OR CAUSE MINOR INJURY TO ANIMAL

2.56% # of Reports: 2 Municipal Reports/Files ANIMAL CONTROL BYLAW 1181/14 : DOG : ANIMAL RUNNING AT LARGE

3.85% # of Reports: 3 Municipal Reports/Files ANIMAL CONTROL BYLAW 1181/14 : CAT : ANIMAL RUNNING AT LARGE

5.13% # of Reports: 4 Municipal Reports/Files ANIMAL CONTROL BYLAW 1181/14 : DOG : DOG BARKS/HOWLS SO AS TO DISTURB A PERSON

Count of Incident Types



1.28% # of Reports: 1 Municipal Reports/Files ASSIST : CSD/PARKS/REC

1.28% # of Reports: 1 Municipal Reports/Files ASSIST : FIRE DEPARTMENT

1.28% # of Reports: 1 Municipal Reports/Files ASSIST : OTHER

1.28% # of Reports: 1 Municipal Reports/Files ASSIST : PLANNING AND DEVELOPMENT

1.28% # of Reports: 1 Municipal Reports/Files FOUND PROPERTY

1.28% # of Reports: 1 Municipal Reports/Files FOUND PROPERTY : OTHER

2.56% # of Reports: 2 Municipal Reports/Files ASSIST : RCMP

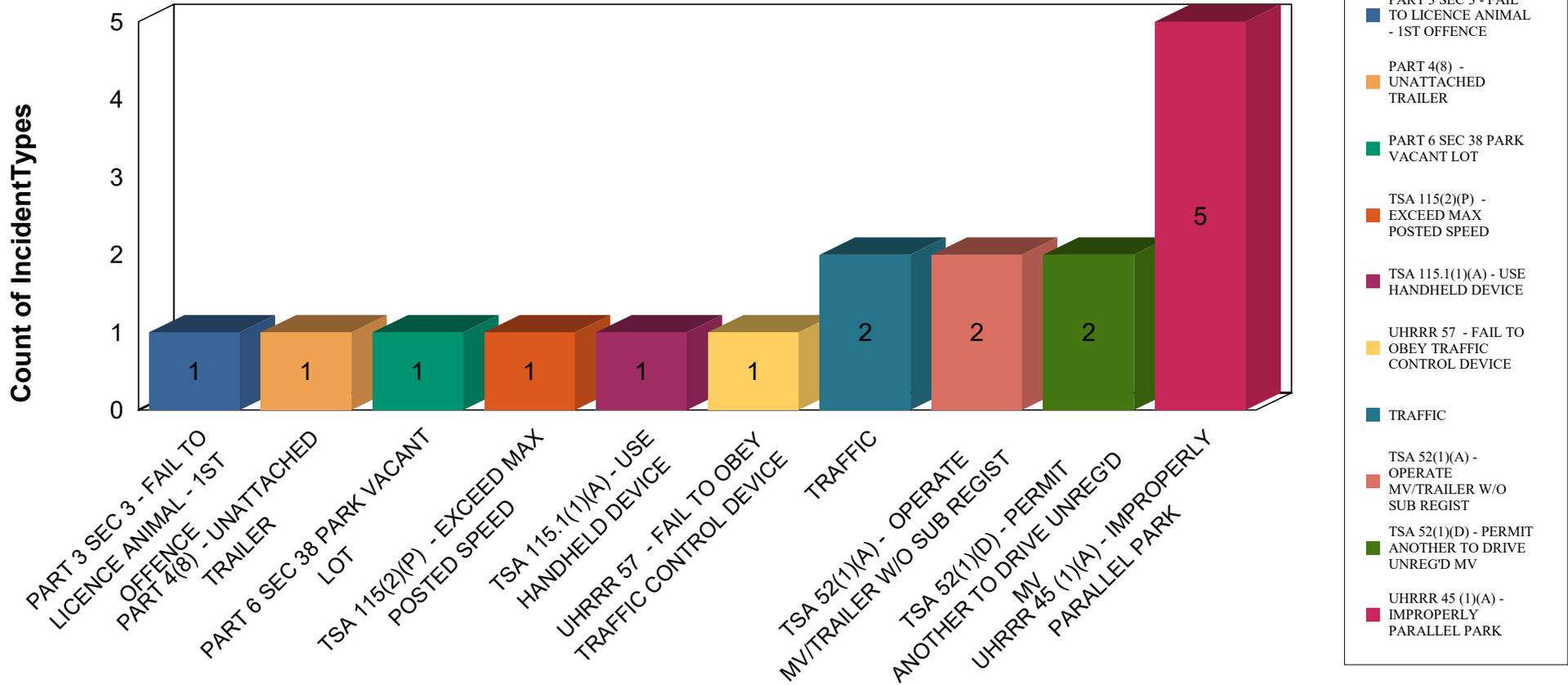
2.56% # of Reports: 2 Municipal Reports/Files MISCELLANEOUS

3.85% # of Reports: 3 Municipal Reports/Files ASSIST : PUBLIC WORKS

5.13% # of Reports: 4 Municipal Reports/Files FIRE PROTECTION BYLAW 1187/15

Grand Total: 100.00% Total # of Incident Types Reported: 78 Total # of Reports: 77

Count of Incident Types



5.26% # of Reports: 1 Violation Ticket PART 3 SEC 3 - FAIL TO LICENCE ANIMAL - 1ST OFFENCE

5.26% # of Reports: 1 Violation Ticket PART 4(8) - UNATTACHED TRAILER

5.26% # of Reports: 1 Violation Ticket PART 6 SEC 38 PARK VACANT LOT

5.26% # of Reports: 1 Violation Ticket TSA 115(2)(P) - EXCEED MAX POSTED SPEED

5.26% # of Reports: 1 Violation Ticket TSA 115.1(1)(A) - USE HANDHELD DEVICE

5.26% # of Reports: 1 Violation Ticket UHRRR 57 - FAIL TO OBEY TRAFFIC CONTROL DEVICE

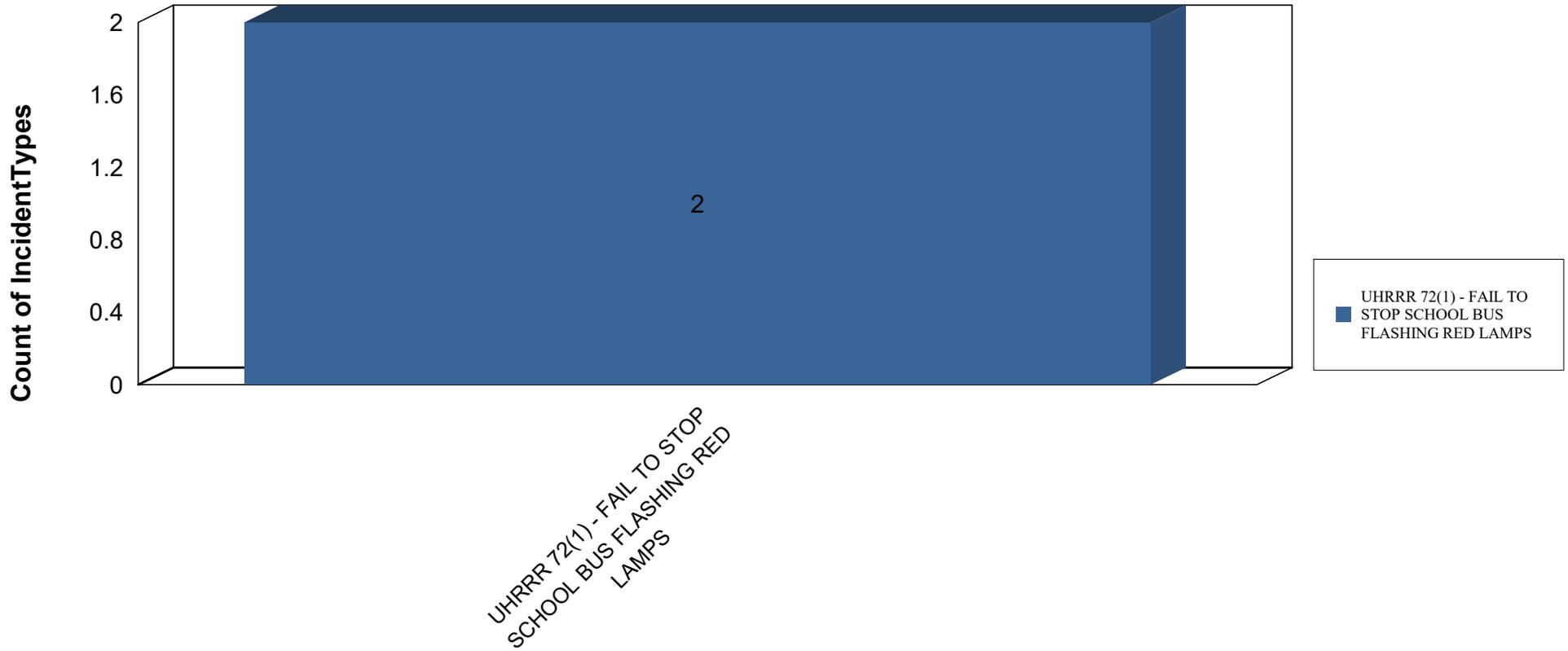
10.53% # of Reports: 2 Violation Ticket TRAFFIC

10.53% # of Reports: 2 Violation Ticket TSA 52(1)(A) - OPERATE MV/TRAILER W/O SUB REGIST

10.53% # of Reports: 2 Violation Ticket TSA 52(1)(D) - PERMIT ANOTHER TO DRIVE UNREG'D MV

26.32% # of Reports: 5 Violation Ticket UHRRR 45 (1)(A) - IMPROPERLY PARALLEL PARK

Count of Incident Types



10.53% # of Reports: 2 Violation Ticket UHRRR 72(1) - FAIL TO STOP SCHOOL BUS FLASHING RED LAMPS

Grand Total: 100.00% Total # of Incident Types Reported: 19 Total # of Reports: 19

Grand Total: 100.00% Total # of Incident Types Reported: 97

Statistics Summary Report

Technician Name: administrator

Location: Aspen LK WB

Report Period: 2024-04-01 to 2024-05-01

Address: 4794 Apsen LK, Blackfalds, Alberta

Total Vehicle Count: 15,645

Speed Limit: 40



Hour	Total Vehicles	Average Vehicles	Total Violations	% Violations	Min. Speed	Max. Speed	Avg. Speed	85% Speed
00-01	42	6	23	55 %	18	53	40	9
01-02	32	5	15	47 %	12	60	37	9
02-03	28	4	14	50 %	23	49	40	10
03-04	67	10	40	60 %	17	56	42	10
04-05	244	35	143	59 %	13	65	42	11
05-06	704	101	435	62 %	11	68	42	10
06-07	1,443	206	699	48 %	6	70	39	10
07-08	1,089	156	599	55 %	5	66	40	10
08-09	739	106	402	54 %	5	88	40	10
09-10	804	115	401	50 %	7	64	39	10
10-11	889	127	432	49 %	5	60	39	10
11-12	1,024	146	492	48 %	7	75	39	10
12-13	907	130	430	47 %	6	62	39	10
13-14	1,021	146	437	43 %	8	66	38	10
14-15	1,059	151	354	33 %	6	60	37	9
15-16	1,246	178	525	42 %	8	63	38	9
16-17	1,303	186	558	43 %	9	65	38	10
17-18	995	142	429	43 %	9	71	38	10
18-19	700	100	275	39 %	9	57	38	9
19-20	595	85	203	34 %	6	67	37	9
20-21	347	50	124	36 %	10	62	37	9
21-22	204	29	87	43 %	12	60	38	10
22-23	103	15	53	51 %	12	77	40	10
23-24	60	9	32	53 %	8	57	40	10
	15,645	2,238	7,202	48 %	10	64	39	10

County Speed Bins

Speed	Count
0...5	6
5...10	82
10...15	238
15...20	349
20...25	583
25...30	1,302
30...35	1,998
35...40	3,885
40...45	4,306
45...50	2,047
50...55	652
55...60	140
60...65	41
65...70	9
70...75	4
75...80	1
80...85	0
85...90	2
Total:	15,645

Statistics Summary Report

Technician Name: administrator

Location: Cotton Wood WB
 Address: Cotton Wood WB, Blackfalds
 Speed Limit: 50

Report Period: 2024-04-01 to 2024-04-29
 Total Vehicle Count: 31,358



Hour	Total Vehicles	Average Vehicles	Total Violations	% Violations	Min. Speed	Max. Speed	Avg. Speed	85% Speed
00-01	76	11	19	25 %	17	71	41	11
01-02	39	6	6	15 %	18	63	42	10
02-03	35	5	5	14 %	18	64	39	10
03-04	141	20	19	13 %	16	66	35	10
04-05	640	91	195	30 %	17	90	43	11
05-06	1,750	250	510	29 %	12	78	43	11
06-07	2,838	405	558	20 %	6	67	42	11
07-08	3,165	452	546	17 %	7	101	43	11
08-09	1,573	225	406	26 %	14	76	43	11
09-10	1,658	237	388	23 %	7	71	43	11
10-11	1,944	278	462	24 %	9	74	44	11
11-12	1,873	268	484	26 %	10	72	44	11
12-13	1,472	210	368	25 %	13	70	44	11
13-14	1,840	263	394	21 %	6	76	43	11
14-15	2,999	428	498	17 %	7	72	43	11
15-16	2,175	311	506	23 %	7	79	44	11
16-17	1,968	281	480	24 %	5	72	44	11
17-18	1,792	256	411	23 %	19	88	43	11
18-19	1,245	178	284	23 %	14	85	43	11
19-20	925	132	161	17 %	17	80	43	11
20-21	562	80	102	18 %	15	94	42	11
21-22	373	53	71	19 %	7	67	42	11
22-23	170	24	26	15 %	17	66	41	11
23-24	105	15	17	16 %	19	62	41	11
	31,358	4,479	6,916	21 %	12	75	42	11

County Speed Bins	
Speed	Count
0...5	1
5...10	17
10...15	55
15...20	276
20...25	1,622
25...30	2,689
30...35	2,182
35...40	3,236
40...45	5,803
45...50	8,561
50...55	4,637
55...60	1,801
60...65	374
65...70	70
70...75	21
75...80	6
80...85	3
85...90	2
90...95	1
95...100	0
100...105	1
Total:	31,358

**Blackfalds (Municipal) Crime Statistic Summary – January to April****2024/05/06***Blackfalds (Municipal) – Highlights*

- **Break & Enters** are showing a 37.5% decrease when compared to the same period in 2023 (January to April). There were 3 fewer actual occurrences (from 8 in 2023 to 5 in 2024).
- **Theft of Motor Vehicles** increased by 20.0% when compared to the same period in 2023 (January to April). There were 1 more actual occurrences (from 5 in 2023 to 6 in 2024).
- **Theft Under \$5,000** decreased by 20.0% when compared to the same period in 2023 (January to April). There were 3 fewer actual occurrences (from 15 in 2023 to 12 in 2024).

Blackfalds (Municipal) – Criminal Code Offences Summary

Crime Category	% Change 2023 – 2024 (January to April)
Total Persons Crime	6.1% Decrease
Total Property Crime	10.2% Decrease
Total Criminal Code	18.8% Decrease

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

- 3 fewer **Persons Crime** offences;
- 9 fewer **Property Crime** offences; and
- 33 fewer **Total Criminal Code** offences;

Blackfalds (Municipal) – April, 2024

- There were 1 **Thefts of Motor Vehicles** in April: 0 cars, 1 trucks, 0 minivans, 0 SUVs, 0 motorcycles, 0 other types of vehicles, and 0 vehicles taken without consent.
- There were 0 **Break and Enters** in April: 0 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 April (2 alcohol related and 0 drug related). This brings the year-to-date total to 7 (7 alcohol related and 0 drug related).
- There were a total of 13 files with the **Spousal Abuse** survey code in April (April 2023: 15). This brings the year-to-date total to 45 (2023: 42).
- There were 163 files with **Victim Service Unit** referral scoring in Blackfalds Municipal: 11 accepted, 29 declined, 4 proactive, 0 requested but not available, and 119 files with no victim.



Blackfalds Municipal Crime Gauge

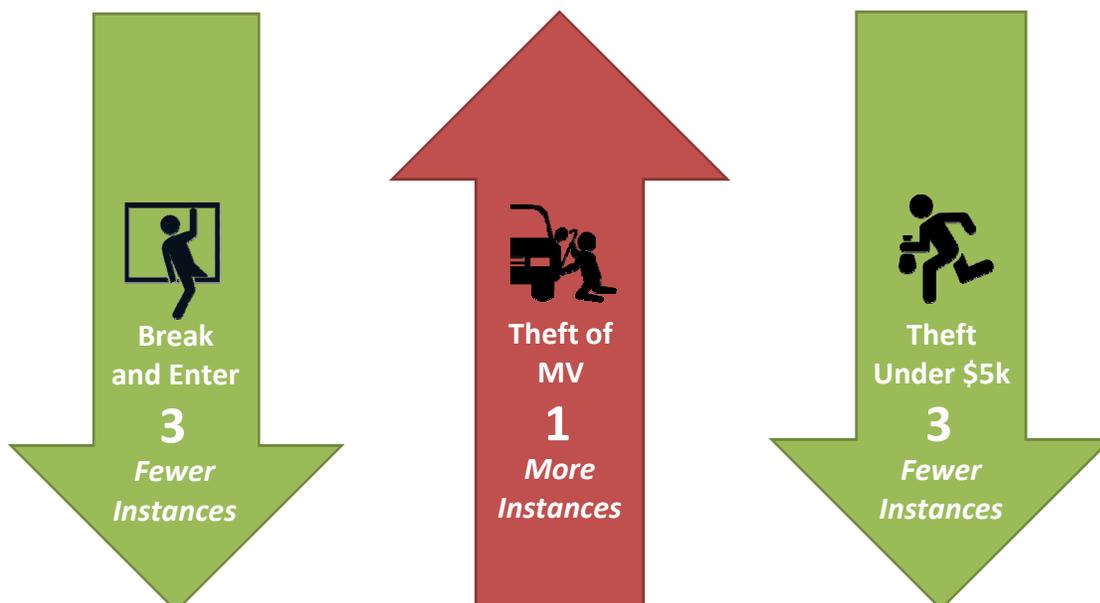
2024 vs. 2023
January to April

Criminal Code Offences



Total Criminal Code Offences: **19% Decrease**
When compared to January to April, 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.

**Blackfalds Municipal Detachment
Crime Statistics (Actual)
January to April: 2020 - 2024**

All categories contain "Attempted" and/or "Completed"

May 6, 2024

CATEGORY	Trend	2020	2021	2022	2023	2024	% Change 2020 - 2024	% Change 2023 - 2024	Avg File +/- per Year
Offences Related to Death		0	0	0	0	0	N/A	N/A	0.0
Robbery		2	1	0	0	0	-100%	N/A	-0.5
Sexual Assaults		1	4	4	2	1	0%	-50%	-0.2
Other Sexual Offences		0	2	5	4	0	N/A	-100%	0.2
Assault		28	32	21	21	24	-14%	14%	-1.9
Kidnapping/Hostage/Abduction		2	0	0	1	0	-100%	-100%	-0.3
Extortion		0	0	1	0	0	N/A	N/A	0.0
Criminal Harassment		16	7	11	13	16	0%	23%	0.6
Uttering Threats		12	19	10	8	5	-58%	-38%	-2.5
TOTAL PERSONS		61	65	52	49	46	-25%	-6%	-4.6
Break & Enter		13	9	15	8	5	-62%	-38%	-1.7
Theft of Motor Vehicle		17	7	15	5	6	-65%	20%	-2.4
Theft Over \$5,000		2	3	2	1	1	-50%	0%	-0.4
Theft Under \$5,000		29	24	19	15	12	-59%	-20%	-4.3
Possn Stn Goods		6	6	11	6	5	-17%	-17%	-0.2
Fraud		17	12	12	23	21	24%	-9%	1.9
Arson		1	1	0	1	2	100%	100%	0.2
Mischief - Damage To Property		21	29	22	12	19	-10%	58%	-2.1
Mischief - Other		20	10	9	17	8	-60%	-53%	-1.7
TOTAL PROPERTY		126	101	105	88	79	-37%	-10%	-10.7
Offensive Weapons		5	7	1	2	1	-80%	-50%	-1.3
Disturbing the peace		11	17	2	10	10	-9%	0%	-0.9
Fail to Comply & Breaches		9	9	11	11	3	-67%	-73%	-1.0
OTHER CRIMINAL CODE		8	11	11	16	4	-50%	-75%	-0.3
TOTAL OTHER CRIMINAL CODE		33	44	25	39	18	-45%	-54%	-3.5
TOTAL CRIMINAL CODE		220	210	182	176	143	-35%	-19%	-18.8

**Blackfalds Municipal Detachment
Crime Statistics (Actual)
January to April: 2020 - 2024**

All categories contain "Attempted" and/or "Completed"

May 6, 2024

CATEGORY	Trend	2020	2021	2022	2023	2024	% Change 2020 - 2024	% Change 2023 - 2024	Avg File +/- per Year
Drug Enforcement - Production		0	0	0	0	0	N/A	N/A	0.0
Drug Enforcement - Possession		3	2	1	2	0	-100%	-100%	-0.6
Drug Enforcement - Trafficking		1	3	0	3	1	0%	-67%	0.0
Drug Enforcement - Other		0	1	0	0	0	N/A	N/A	-0.1
Total Drugs		4	6	1	5	1	-75%	-80%	-0.7
Cannabis Enforcement		1	1	1	1	0	-100%	-100%	-0.2
Federal - General		1	3	4	5	1	0%	-80%	0.2
TOTAL FEDERAL		6	10	6	11	2	-67%	-82%	-0.7
Liquor Act		4	1	3	0	4	0%	N/A	-0.1
Cannabis Act		0	3	1	1	0	N/A	-100%	-0.2
Mental Health Act		32	27	17	29	26	-19%	-10%	-1.0
Other Provincial Stats		35	42	42	34	55	57%	62%	3.2
Total Provincial Stats		71	73	63	64	85	20%	33%	1.9
Municipal By-laws Traffic		6	5	1	3	1	-83%	-67%	-1.2
Municipal By-laws		39	16	23	14	15	-62%	7%	-5.0
Total Municipal		45	21	24	17	16	-64%	-6%	-6.2
Fatals		0	0	0	0	0	N/A	N/A	0.0
Injury MVC		1	2	2	1	3	200%	200%	0.3
Property Damage MVC (Reportable)		41	42	59	41	41	0%	0%	-0.1
Property Damage MVC (Non Reportable)		6	4	3	7	6	0%	-14%	0.3
TOTAL MVC		48	48	64	49	50	4%	2%	0.5
Roadside Suspension - Alcohol (Prov)		0	9	20	21	7	N/A	-67%	2.6
Roadside Suspension - Drugs (Prov)		0	0	0	0	0	N/A	N/A	0.0
Total Provincial Traffic		102	100	82	108	116	14%	7%	3.6
Other Traffic		1	2	1	1	1	0%	0%	-0.1
Criminal Code Traffic		20	14	5	8	6	-70%	-25%	-3.4
Common Police Activities									
False Alarms		16	10	10	20	16	0%	-20%	1.0
False/Abandoned 911 Call and 911 Act		10	5	9	8	3	-70%	-63%	-1.1
Suspicious Person/Vehicle/Property		70	67	44	50	50	-29%	0%	-5.7
Persons Reported Missing		6	8	2	5	11	83%	120%	0.7
Search Warrants		0	0	0	1	0	N/A	-100%	0.1
Spousal Abuse - Survey Code (Reported)		71	40	60	42	45	-37%	7%	-5.0
Form 10 (MHA) (Reported)		1	5	4	3	1	0%	-67%	-0.2

**Blackfalds Municipal Detachment
Crime Statistics (Actual)
April: 2020 - 2024**

All categories contain "Attempted" and/or "Completed"

May 6, 2024

CATEGORY	Trend	2020	2021	2022	2023	2024	% Change 2020 - 2024	% Change 2023 - 2024	Avg File +/- per Year
Offences Related to Death		0	0	0	0	0	N/A	N/A	0.0
Robbery		0	1	0	0	0	N/A	N/A	-0.1
Sexual Assaults		0	1	3	1	0	N/A	-100%	0.0
Other Sexual Offences		0	0	5	1	0	N/A	-100%	0.1
Assault		4	11	4	7	3	-25%	-57%	-0.6
Kidnapping/Hostage/Abduction		0	0	0	1	0	N/A	-100%	0.1
Extortion		0	0	0	0	0	N/A	N/A	0.0
Criminal Harassment		6	2	3	3	6	0%	100%	0.1
Uttering Threats		3	4	2	3	1	-67%	-67%	-0.5
TOTAL PERSONS		13	19	17	16	10	-23%	-38%	-0.9
Break & Enter		5	3	4	6	0	-100%	-100%	-0.7
Theft of Motor Vehicle		7	5	3	2	1	-86%	-50%	-1.5
Theft Over \$5,000		1	2	1	0	0	-100%	N/A	-0.4
Theft Under \$5,000		5	6	3	6	3	-40%	-50%	-0.4
Possn Strn Goods		3	1	4	2	1	-67%	-50%	-0.3
Fraud		5	2	6	5	4	-20%	-20%	0.1
Arson		0	1	0	1	1	N/A	0%	0.2
Mischief - Damage To Property		1	8	7	5	10	900%	100%	1.5
Mischief - Other		7	2	1	9	1	-86%	-89%	-0.5
TOTAL PROPERTY		34	30	29	36	21	-38%	-42%	-2.0
Offensive Weapons		1	0	0	1	0	-100%	-100%	-0.1
Disturbing the peace		3	7	0	3	5	67%	67%	0.0
Fail to Comply & Breaches		2	1	2	6	1	-50%	-83%	0.3
OTHER CRIMINAL CODE		0	3	0	4	0	N/A	-100%	0.1
TOTAL OTHER CRIMINAL CODE		6	11	2	14	6	0%	-57%	0.3
TOTAL CRIMINAL CODE		53	60	48	66	37	-30%	-44%	-2.6

**Blackfalds Municipal Detachment
Crime Statistics (Actual)
April: 2020 - 2024**

All categories contain "Attempted" and/or "Completed"

May 6, 2024

CATEGORY	Trend	2020	2021	2022	2023	2024	% Change 2020 - 2024	% Change 2023 - 2024	Avg File +/- per Year
Drug Enforcement - Production		0	0	0	0	0	N/A	N/A	0.0
Drug Enforcement - Possession		0	1	0	0	0	N/A	N/A	-0.1
Drug Enforcement - Trafficking		0	1	0	0	0	N/A	N/A	-0.1
Drug Enforcement - Other		0	0	0	0	0	N/A	N/A	0.0
Total Drugs		0	2	0	0	0	N/A	N/A	-0.2
Cannabis Enforcement		0	1	0	0	0	N/A	N/A	-0.1
Federal - General		1	1	1	3	0	-100%	-100%	0.0
TOTAL FEDERAL		1	4	1	3	0	-100%	-100%	-0.3
Liquor Act		1	1	3	0	3	200%	N/A	0.3
Cannabis Act		0	1	0	0	0	N/A	N/A	-0.1
Mental Health Act		9	9	5	5	3	-67%	-40%	-1.6
Other Provincial Stats		15	18	10	13	15	0%	15%	-0.5
Total Provincial Stats		25	29	18	18	21	-16%	17%	-1.9
Municipal By-laws Traffic		2	0	0	0	0	-100%	N/A	-0.4
Municipal By-laws		21	7	4	5	5	-76%	0%	-3.4
Total Municipal		23	7	4	5	5	-78%	0%	-3.8
Fatals		0	0	0	0	0	N/A	N/A	0.0
Injury MVC		0	1	0	0	0	N/A	N/A	-0.1
Property Damage MVC (Reportable)		5	8	4	7	5	0%	-29%	-0.1
Property Damage MVC (Non Reportable)		1	1	0	4	1	0%	-75%	0.3
TOTAL MVC		6	10	4	11	6	0%	-45%	0.1
Roadside Suspension - Alcohol (Prov)		0	5	10	4	2	N/A	-50%	0.3
Roadside Suspension - Drugs (Prov)		0	0	0	0	0	N/A	N/A	0.0
Total Provincial Traffic		20	37	17	30	33	65%	10%	1.9
Other Traffic		1	1	0	0	0	-100%	N/A	-0.3
Criminal Code Traffic		6	5	2	2	0	-100%	-100%	-1.5
Common Police Activities									
False Alarms		5	0	1	5	6	20%	20%	0.7
False/Abandoned 911 Call and 911 Act		1	1	3	5	0	-100%	-100%	0.2
Suspicious Person/Vehicle/Property		25	18	14	19	12	-52%	-37%	-2.5
Persons Reported Missing		1	1	0	0	4	300%	N/A	0.5
Search Warrants		0	0	0	0	0	N/A	N/A	0.0
Spousal Abuse - Survey Code (Reported)		19	11	13	15	13	-32%	-13%	-0.8
Form 10 (MHA) (Reported)		0	2	0	0	0	N/A	N/A	-0.2

File No.	Civic	District	Development	Decision (otherwise pending)	Date of Decision
88-24	75 Almond Crescent	R-1S	Hot Tub	approved	16-Apr-24
89-24	15 Aura Drive	R-1M	SFD	approved	23-Apr-24
76-23	4500 Blackfalds Crossing Way Unit 705	C-2	Food Services, Restaurant. Drive Thru	approved	25-Apr-24
90-24	5109 Indiana Street	C-1	Sign		
91-24	13 Ash Close	R-1L	Basement Reno	approved	16-Apr-24
92-24	10 Sparrow Close	R-1M	Basement Reno	approved	16-Apr-24
93-24	5016 Waghorn Street	PF	Change in Use/Occupancy	approved	9-Apr-24
94-24	38 Ave Crescent	R-2	Duplexes	approved	23-Apr-24
95-24	42 Ava Crescent	R-2	Duplexes	approved	23-Apr-24
96-24	4500 Blackfalds Crossing Way Unit 225	C-2	Change in Occupancy/Interior Tenant Improvements	approved	23-Apr-24
97-24	4800 Leung Road	PF	Sign	approved	11-Apr-24
98-24	5002 Broadway Avenue	C-1	Change in Use/Occupancy	approved	16-Apr-24
99-24	4500 Blackfalds Crossing Way Unit 210	C-2	Sign	approved	29-Apr-24
100-24	4765 Aspen Lakes Blvd	R-1M	Basement Reno	approved	30-Apr-24
101-24	26 Mitchell Crescent	R-1M	SFD	approved	30-Apr-24
102-24	131 Pioneer Way	R-1S	Garage		
103-24	5216 Duncan Avenue	I-1	Storage Lot		
104-24	5109 Indiana Street	C-1	Landscaping Relaxation		
105-24	73 Premier Crescent	R-1L	Garage		
106-24	5276 Lansdowne Avenue	R-1S	Garage	approved	30-Apr-24
107-24	45 Aztec Crescent	R-1S	Home Business	approved	17-Apr-24
108-24	18 Palmer Circle	R-1S	SFD	approved	30-Apr-24
109-24	118 Palmer Circle	R-1S	SFD	approved	30-Apr-24
110-24	4500 Blackfalds Crossing Way Unit 220	C-2	Sign		
111-24	4487 Broadway Avenue	C-2	Sign		
112-24	125 Westgate Crescent	R-1M	Garage		
113-24	61 McKay Place (5 McKay Boulevard)	R-MHP	Shed		
114-24	172 Paramount Crescent	R-1M	Residential Solar Panel Installation		
115-24	5653 Prairie Ridge Avenue	R-1S	Home Business	approved	23-Apr-24
116-24	29 Westgate Crescent	R-2	Home Business	approved	23-Apr-24
117-24	73 Westglen Boulevard	R-1M	Fire Damage Restoration		
118-24	31 McKay Place (5 McKay Boulevard)	R-MHP	Garage	approved	
119-24	21 Murphy Close	R-1M	SFD	approved	
120-24	21 Silver Drive	R-1M	Home Business	approved	30-Apr-24

121-24	5 Parkridge Crescent	R-1L	Deck		
122-24	18 Athens Place	R-2	Duplex		
123-24	22 Athens Place	R-2	Duplex		

	2022		2023		2024		April	
	Number of Permits	Dollar Value	Number of Permits	Dollar Value	Number of Permits	Dollar Value	Number of Permits	Dollar Value
Residential								
SFD	21	\$ 6,350,251.00	21	\$ 7,037,626.70	10	\$ 3,273,780.00	7	\$ 3,955,366.70
Duplexes	4	\$ 800,000.00	6	\$ 1,060,000.00	6	\$ 1,720,000.00	0	\$ -
Manufactured Home	3	\$ 300,000.00	2	\$ 250,000.00	3	\$ 575,000.00	0	\$ -
4-plex	0	\$ -	0	\$ -	0	\$ -	0	\$ -
8-plex	0	\$ -	0	\$ -	0	\$ -	0	\$ -
Townhouses	16	\$ 3,413,600.00	11	\$ 1,790,000.00	6	\$ 912,000.00	0	\$ -
Apartment	0	\$ -	0	\$ -	0	\$ -	0	\$ -
SFD w/Accessory suite	0	\$ -	0	\$ -	8	\$ 3,495,000.00	0	\$ -
Total Res. Dwellings	44	\$ 10,863,851	40	\$ 10,137,627	33	\$ 9,975,780	7	\$ 3,955,367
Garage	25	\$ 942,000.00	9	\$ 293,000.00	8	\$ 208,832.00	0	\$ -
Deck	9	\$ 68,010.00	9	\$ 102,000.00	1	\$ 24,000.00	2	\$ 22,000.00
Basement Reno	56	\$ 1,057,050.00	40	\$ 865,700.00	15	\$ 552,500.00	18	\$ 307,500.00
Addition	1	\$ 200,000.00	0	\$ -	0	\$ -	0	\$ -
Accessory Suite	0	\$ -	0	\$ -	0	\$ -	0	\$ -
Home Business	18	\$ -	21	\$ -	10	\$ -	7	\$ -
Other	43	\$ 582,057.73	44	\$ 1,232,115.84	31	\$ 997,151.53	11	-\$ 1,107,775.50
Commercial	35	\$ 9,320,100.00	27	\$ 5,190,341.00	19	\$ 2,085,072.00	7	\$ 1,672,500.00
Industrial	3	\$ 12,093.75	4	\$ 200,000.00	1	\$ 2,500,000.00	1	\$ -
Institutional	0	\$ -	0	\$ -	0	\$ -	0	\$ -
Agricultural	0	\$ -	1	\$ -	0	\$ -	1	\$ -
Public Facility	6	\$ 1,548,421.00	4	\$ 192,300.00	6	\$ 23,000.00	0	\$ -
TOTAL PERMITS	240	\$ 24,593,583.48	199	\$ 18,213,083.54	124	\$ 16,366,335.53	54	\$ 4,849,591.20
General Yearly Notes:		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				

1. Purpose

The purpose of the Economic Development & Tourism Advisory Committee (EDTAC) is to provide guidance and advice to the Economic Development Officer and to assist Administration in the implementation of the strategies outlined in the Economic Development and Tourism Strategy that serves to enhance economic development and tourism in the Town of Blackfalds.

2. Scope

The tasks of the Economic Development & Tourism Advisory Committee include:

- Provide input, feedback, and advice on the strategies in the Economic Development and Tourism Strategy (EDTS);
- Provide advice and comment on recommendations that the Economic Development Officer (EDO) may take forward to Council;
- Recommend additional strategies, ideas, and solutions related to economic development and tourism in the Town of Blackfalds and area;
- Bring forward and support projects that support the Town's economic development and tourism goals;
- Serve as a conduit or collaboration channel to the public, business community, or investors in support of development and prosperity of the business and tourism communities;
- Monitor progress of the EDTS Action Plan and assist with revision to the EDTS, as required.

3. Membership and Selection

The Economic Development & Tourism Advisory Committee is comprised of a minimum of eleven members that are appointed by Council. Members serve a two (2) year term and may reapply for their positions, but reappointment is not guaranteed. Membership includes:

- A maximum of two (2) Town Councillors;
- A minimum of eight (8) members from the public at large. Persons require experience in or a passion for business, innovation, or economic development. Backgrounds in, but not limited to the following, are beneficial:
 - Blackfalds area business owner and operator;
 - Blackfalds & District Chamber of Commerce executive member;
 - Entrepreneur;
 - Investor / financier;
 - Commercial realty;
 - Land development;
 - Tourism operator.
- EDO &/or Chief Administrative Officer (both are non-voting);
- The Mayor may serve as an ex-officio voting member.

The majority of members must maintain residence within the Town of Blackfalds. Those without residence must have a vested interest in the community and economic development region by means of, but not limited to land or business ownership or investment.

Council will select and appoint all EDTAC members on the basis of a demonstrated appreciation of and participation in community economic development matters outlined in the letter of interest that is required along with the Volunteer Application Form. Academic qualification, availability, work experience, community involvement, knowledge, and professional expertise will also be taken into consideration.

4. Member Roles and Responsibilities

Members of the EDTAC are expected to:

- RSVP to all meeting requests sent out by or on behalf of the EDO, at the request of the Chair;
- Attend all regularly scheduled meetings;
- Remain impartial and objective;
- Fully participate in discussions and decisions, listen actively, share insights and experiences, communicate regularly, and provide constructive input;
- Chair any project sub-committees, as required by the EDTAC;
- Actively participate in the project sub-committees of interest.

EDTAC members may resign by providing written notice. If a member is absent for three consecutive meetings, the position may be declared vacant.

The EDTAC will select and appoint a Chair and Vice Chair to serve a 1-year term at the November meeting.

The Chair will work with the EDO to determine the agenda and preside over the EDTAC meetings. Members are also encouraged to provide agenda items to the EDO a minimum of one week prior to the meeting.

5. Meeting Format, Voting, and Schedules

EDTAC meetings are intended to be informal and structured to encourage maximum flexibility and open, honest debate. Format expectations include:

- Consensus/ majority driven decision-making, with voting done, when required, taken by show of hands;
- EDTAC members will speak with one voice once a decision has been made;
- Quorum will be considered as a minimum of 50% of active voting members;
- If votes are equal for and against, the motion is defeated.

Any decision of the EDTAC is not binding on the Town of Blackfalds until it is approved by Council. Where administration's recommendation varies from that of the committee both will be brought forward.

Meetings will typically take place starting at 7:00 pm on the first or second Monday of September, November, January, March, and May. The Chair may call additional meetings as required.

Committee and/or sub-committee meetings may take place in person, virtually, or a hybrid of both, and quorum will be counted from all in attendance whether in person or virtually.

The EDTAC may establish project subcommittees as required. These sub-committees may include non-EDTAC members. Project sub-committees will report back to the EDTAC through the sub-committee Chair.

6. Role and Responsibility of Administration

The Town of Blackfalds will:

- Provide meeting space and refreshments/snacks;
- Distribute meeting agendas and related files to the members no later than the Friday prior to the meeting;
- Assume minute taking and information distribution services and may appoint an employee of the town as a non-member for this purpose;
- Provide analytical and other expertise required by EDTAC. This may include consulting services, as required.

The EDO will orient new members with the EDTAC Terms of Reference and deliver ongoing progress reports to Council on behalf of the Economic Development & Tourism Advisory Committee.

Box 220 | 5018 Waghorn St
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403.885.4677
www.blackfalds.ca



TOWN OF BLACKFALDS

Economic Development & Tourism Strategy

Prepared by
Christopher Johnson
Economic Development Officer

Presented
10/01/2021

BLACKFALDS
ALBERTA



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Acknowledgements

This Economic Development & Tourism Strategy was achieved through the collaboration of multiple organizations, community and business members.

This plan would not have been possible without the expertise of the Economic Development and Tourism Advisory Council (EDTAC) and the guidance and insight from the Economic Development and Tourism Strategy sub-committee representatives.

We would also like to thank EDTAC, the strategy sub-committee, and Council for their ongoing support.



Executive Summary

The Town of Blackfalds must stay up to date on the local, national, and international economic climate which will assist in realizing the town’s potential for future growth.

The Economic Development and Tourism Strategy will remain on course to sustainable economic prosperity by providing recommendations through stakeholder consultation. It also identifies several actions that must be implemented by Town to achieve its goals. The Blackfalds Municipal Development Plan and the Intermunicipal Development Plan provide a comprehensive analysis of current and future economic growth and development in the Town using the most up to date data available.

At the core of the strategy, the Town aims to significantly grow community engagement.

Building on a solid understanding of the local economy - stakeholders from various industries including business, manufacturing, tourism, the public sector, education, the development



industry, and professional services, as well as the Economic Development and Tourism Advisory Committee - adding dimension to this Economic Development and Tourism Strategy.

The process revealed four major points of opportunity for stakeholders to provide input and to influence this strategy.

Christopher Johnson,
Economic Development Officer

Strategy at a Glance

WHAT IS IT?

An Economic Development and Tourism Strategy will help cultivate economic growth for the Town of Blackfalds over the next ten years.

WHY WAS IT PREPARED?

The Town of Blackfalds requires a strategy that will assist in achieving future economic growth and prosperity. This strategy provides a road map for our future. We know there will be unforeseen circumstances and new directions to explore along the way, and we will adjust course as needed. It will take time to arrive at our future destination, but together is how we'll get there.

HOW WILL IT HELP?

The strategy provides direction and help decisionmaking by key stakeholders and local governments.



WHO PREPARED IT?

Economic Development Officer, Christopher Johnson developed a participatory framework that allowed community stakeholders and the Economic Development and Tourism Advisory Committee (EDTAC) to shape the development of the Economic Development and Tourism Strategy.

WHEN WAS IT COMPLETED?

A draft of the plan was presented in September and the final draft will be shared in October of 2021.

WHO WILL IMPLEMENT IT?

Town of Blackfalds Council, staff and other key business and community stakeholders will work collaboratively to implement the strategy.

WHO WILL BENEFIT?

Everyone who lives, works, develops, or visits the Town of Blackfalds.

WHERE DO I GET MORE INFORMATION?

Christopher Johnson,
Economic Development Officer
ecdev@blackfalds.ca

Blackfalds...A Brief History

Centrally located between Red Deer and Lacombe, The Town of Blackfalds is one of Canada's fastest growing communities. The first time this happened was after the establishment of a railway line in 1891, long before the town's incorporation in 1904. Blackfalds' early growth resulted from the historic Calgary & Edmonton Trail and the railway.

Originally known as Waghorn, the village was named after Blackfalds' first postmaster, Walter Waghorn, who with mother Sarah and brother William, were some of the earliest settlers to come to the area in 1889. In 1903, the name changed to Blackfalds to pay homage to the postmaster's home in Scotland who claimed the rolling hills and farmland reminded him of the landscape where black sheep grazed back in Scotland.

The community's market access and rich agricultural land attracted people from across Canada, the US, and Europe. At various times Blackfalds has had the distinction of being one of the youngest and fastest growing communities in both Alberta and Canada.

Today, Blackfalds is a vibrant, entrepreneurial community; home to many well-educated, young families that are a critical factor in encouraging business prosperity. The Town has expanded rapidly with many businesses and homes now located on both sides of Highway 2A. It is a fast-growing community with a small town feel and a progressive economic vision.

Blackfalds is focused on community and economic development. As such, it strives to understand the business climate, the community's assets, the regional workforce, and its key economic indicators.

Blackfalds is a hub for the energy, construction, and transportation sectors, with many companies using the community as a staging area for their servicing and infrastructure projects throughout the province.

The community is fully serviced (water, wastewater, electricity, natural gas, cell phone coverage, broadband, and fibre optics) and is adjacent to Highway 2, the main corridor between the major cities of Edmonton and Calgary, both of which provide international airports.



Blackfalds Fast Forward...

Blackfalds was known as a small bedroom community in between two growing cities, Lacombe and Red Deer. However, in recent years, more young families moved to Blackfalds due to its central location and its small-town, safe, and inviting feel.

Due to a growing population, Town Administration and Council, with resident input and recommendations from volunteer boards and committees, worked towards providing more amenities and services for its residents.

This commitment resulted in the creation of a Multi-Plex arena, multiple playgrounds, open green spaces, parks, the Abbey Centre, commercial and industrial areas, the Bike Sills Park, and

eventually the (now) Eagle Builders Centre. After some time, people began to visit Blackfalds for the outstanding recreational and business opportunities but ended up staying here for the fun and homey community.

As the Town continues to grow, more and more amenities are added to the community including health services, personal services, unique restaurants and local businesses, and education opportunities.

In 2020, the Town took on a new brand statement and story, which reflected the growth of Blackfalds and how it came from the small transit community to the youthful town it is today.



Blackfalds Brand

BRAND POSITIONING STATEMENT

Blackfalds - modern, active, fun - a vibrant community of young families, thriving businesses and outstanding recreation opportunities.

BRAND STORY

Blackfalds is a community of young hearted people with a shared enthusiasm for play. Experience our youthful vibe while you explore our trails and parks, take in family-friendly events, or enjoy your favorite sports and leisure activities.

For parents with young children and the grandparents who chase them, for visitors who seek to discover fun, and for local businesses who promote the growth of a thriving community, Blackfalds is your place to play!



Where We Want to Go



VISION STATEMENT

The vision of the municipality provides direction for those who work for the Town and includes the goals that each employee has for Blackfalds.

Blackfalds is an active family community full of pride, commitment and opportunities reflecting an economically sustainable, selfsufficient, and safe living environment, with a balanced range of municipal services provided through innovation and proactive community partnerships.





A Place to be Proud of...

Throughout the interactions with members of EDTAC and the community, EDTAC sessions and community engagement, a number of assets to the Town of Blackfalds and area have been identified which are important to note and celebrate as they provide a baseline for the creation of future action plans to be produced in carrying out the Economic Development and Tourism Strategy.

LOCATION

- Central to major cities with international airports
- Close proximity to highways and transportation
- Access to universities, colleges, and other post secondary institutions

ECONOMY

- Outstanding farming community with rural agricultural heritage
- Innovative industrial/manufacturing community
- Developable land
- Prosperous small family and home-based businesses

OUTDOOR LIFESTYLE

Year-round recreational opportunities and healthy outdoor living that include:

- bike skills and all wheels parks, outdoor sports facilities & trails
- themed and inclusive playgrounds
- slo-pitch, soccer, mountain biking, hiking, and camping,

Access to nearby recreation such as:

- fishing, hunting, skiing, ATV riding, snowboarding, snowmobiling, equestrian centres, golfing, water sports

Facilities that cater to:

- community markets, weddings, sport events, tradeshow, and concerts.



MUNICIPALITY

- Council and administration are proactive and probusiness
- Excellent municipal services
- Well-paved roads
- Local schools & education facilities
- Strong municipal council
- Ambitious chamber of commerce
- Variety of recreation facilities

RURAL FABRIC

- A strong sense of community
- Small-town feel
- A great place to live & raise a family
- Diverse and unique
- A rural setting not affected by urban sprawl
- Friendly, generous, and helpful people
- A healthy mix of long-time residents and newcomers
- An enthusiastic community spirit



SWOT Analysis

S

- Superb access to major Alberta and Canadian markets
- Access to QE 2 and two international airports
- Skilled labour force
- Young population
- Relatively inexpensive land
- Superior quality of life
- Ambience of small town
- New public buildings and amenities
- Natural beauty – trail and water systems
- Safety
- Proximity to post secondary education
- High speed internet connectivity

W

- Lack of health practitioners and healthcare facilities
- Insufficient provincial services (Registries Office)
- No local secondary education facilities
- Unbalanced tax assessment
- Limited mix of labour force
- Strong competition for labour due to surrounding municipalities
- Shortage of commercial services – retail/restaurant/entertainment
- Limited diversity/multiculturalism
- Lack of hospitality and tourism services
- Skewed population age distribution



- Willingness to embrace change
- Affordable housing for retirees and older citizens
- Available serviceable land
- Nearby airports offer development opportunities
- Tourism development and growth
- Regional cooperation/collaboration
- Potential to grow entertainment sector
- Build existing labour force to include more diverse skills
- Great place to attract new investment
- Poised to promote healthy community lifestyles and attract health practitioners and other health/lifestyle businesses
- Attract technology work force, remote workers
- Attract workers who can work remotely and choose to live and work in Blackfalds
- Opportunity to create a stronger identity for the community
- Community growth brings new opportunities
- Downtown core offers retail opportunities and balance big box stores providing a unique retail experience for residents and visitors



- Loss of aging population due to lack of housing and provincial supports
- Shortfall of career focused employment
- Disproportionate tax base
- Unfrequented downtown core
- Competitive environment makes it a challenge for Blackfalds to grow and retain a competitive advantage over nearby communities
- Local transit system does not offer regional service causing potential residents to move outside of the community
- Economic downturn in Alberta
- Pandemic makes engagement and personal relationship building a challenge.

Strategic Pillars

Broaden and build the local business base by investing in business development and support programs and services.

Plan, invest and encourage placemaking efforts to grow the community of Blackfalds as a destination for businesses, visitors, and new residents.



Plan, support, invest and build tourism efforts to grow Blackfalds as an attractive destination for visitors and residents.

Participate in the creation of an integrated approach to infrastructure, services, and policy framework which will support the growth of investment and local employment.



GOAL 1

Grow and develop business retention and expansion initiatives including business visits, surveys and provision of business information and support in order to ensure regular communication, monitoring and updating of business community needs and issues.

ACTIONS



Develop events calendar of workshops, training, and other outreach activities to support business. Compile and update business distribution list.



Regular schedule of business satisfaction surveys.



IMMEDIATE



SHORT-TERM



CONTINUING

GOAL 2

Launch Business Directory on new website to showcase local licensed businesses

ACTIONS



Update Localintel and maintain current directory on Town website.



Maintain directories to increase walkability.



Include home-based businesses

GOAL 3

Attend targeted trade shows (virtual and otherwise) that allow promotion of development opportunities and provide access to major retail companies and institutional investors.

ACTIONS



Compile list and seek approval - will be included in future budgeting.

GOAL 4

Continue to support and assist with business retention programs in partnership with existing business groups i.e. Annual Business Awards, Passport to Christmas, Health Professional Appreciation

ACTIONS



Attend local and regional chambers of commerce meetings



Create more programs as opportunities arise.

GOAL 5

Establish an environment of entrepreneurship. Advocate for and support relevant programming across the education system.

ACTIONS



Research entrepreneurial and cooperative programs.



Liase with the Blackfalds Chamber of Commerce.



Work with school districts to understand needs.



Host and promote regional career fairs and involve external groups such as careersnextgen.ca

GOAL 6

Continue to streamline permitting and licensing processes and make available online whenever possible.

ACTIONS



Develop online platform that integrates with the Town website.

GOAL 7

Strengthen relationships with agencies to enhance delivery of business supports and training in the community.

ACTIONS



Develop accessible online training i.e. webinars, online workshops and regional resources.



Develop annual calendar of training as it becomes available.

GOAL 8

Contribute to updates to Land Use Bylaw, Municipal Development Plan, MSP, and other planning documents, to mitigate unnecessary constraints and costs for businesses.

ACTIONS



Engage with business community.



Aid in the development or update.

GOAL 9

Create a prospectus that highlights specific types of business that are wanted in Blackfalds i.e. professional, health food store, artisan market, restaurants. Use as part of marketing package and post on relevant websites.

ACTIONS



Conduct gap analysis and engagement surveys.



Include prospective verbiage and content in attraction marketing



Research business incentives opportunities



Distribute and promote on social media



IMMEDIATE



SHORT-TERM



CONTINUING

GOAL 10

Enhance collaboration with Lacombe County on promoting available properties in joint economic development area and adjacent industrial parks.

ACTIONS



Maintain inventory of development and commercial lands.



Collaborate with Lacombe County EDO to market opportunities.



Compile and update available properties and commercial land content on Town website and Localintel.



Make available in easily accessible place

GOAL 11

Categorize and maintain collateral for investors, businesses, residents and visitors including sector profiles, testimonials, maps, etc.

ACTIONS



Compile and update collateral Town website and Localintel.



Make available in easily accessible place



IMMEDIATE



SHORT-TERM



CONTINUING

GOAL 12

Assess residential, commercial and industrial developers needs and interests in partnering on collaborative marketing initiatives.

ACTIONS



Use Localintel collaborative Quality of Life tool.



Develop community engagement plan



Establish list of current/interested developers.



Explore creating a microsite showcasing resident neighbourhoods.



Market “Your Best Life” in Blackfalds, through sustaining and increasing population growth and economic development activities in Blackfalds.



KEY PERFORMANCE INDICATORS

QUALITATIVE INDICATORS

Increased business engagement (number of businesses, amount of individuals)

Change in the number of local businesses and/or in a targeted sector

Value of building permits

Increase in non-residential tax assessment

Increase in business licenses applications

Increased satisfaction scores

Increased website traffic on LocalIntel and Town website

QUANTITATIVE INDICATORS

Reputation as a good location for small and medium business growth

Level of engagement with the business community

Increased business engagement with “Shop Local” programs and initiatives.



GOAL 1

Invest in promoting the community through dynamic and storytelling content. Emphasize Blackfalds as modern, active and fun - a vibrant community of young families, thriving businesses and outstanding recreation opportunities.

ACTIONS



Gather/create inventory of marketing collateral and content i.e. videos, still ads, photography, virtual community tours.



Develop marketing plan through implementation.



Explore addition of Localintel Quality of Life Tool and embed into Business & Development pages on Town website.



IMMEDIATE



SHORT-TERM



CONTINUING

GOAL 2

Champion and participate in community branding. When the time is right, integrate into economic development marketing; enhance residential and commercial areas by adding streetlight banners, neighbourhood wayfinding signage and other elements.

ACTIONS



Re-establish branding committee to continue established course of action.



Go to market for Community Branding consultant.



Engage community, departments, Council, and Administration.



Re-introduce new branding to Council for adoption and acceptance.



Work with Marketing & Communications to roll out new brand to community through marketing campaigns.

GOAL 3

Promote opportunities to attract health services and wellness facilities, childcare providers, affordable housing, and accessible aging in place accommodations.

ACTIONS



Implement physician marketing strategy.



Conduct needs assessment.



Refine incentive program.



Work with Localintel for inventory.



Conduct gap analysis of accessible, affordable, adult-only, and rental housing.



Build a plan to address identified needs.

GOAL 4

Identify, densify, and enliven the downtown core.

ACTIONS



Engage stakeholders.



Engage in gap/analysis survey



Explore opportunities for programming



Research/grant funding initiatives, revitalization incentive program, art and culture initiatives.



Continue to advance the initiatives in the Downtown Revitalization Plan, including façade improvements



Research business attraction/incentives.



Advocate for growth of unique retail, office, restaurant, and entertainment opportunities in commercial areas, recognizing current limited available commercial space downtown.



IMMEDIATE



SHORT-TERM



CONTINUING

GOAL 5

Plan and encourage local events and activities.
Prepare for the opening of EagleBuilders Centre.

ACTIONS



Plan for visitor needs such as hotels, restaurants, shopping, etc.



Gap analysis and community engagement.



Develop event specific marketing.



Research relevant tradeshow.

GOAL 6

Support the development of gathering spaces and assist
with attraction & delivery of programming and events.

ACTIONS



Attract sponsorship and support for the Eagle Builders Centre plaza space.



Research events group RFP and contracting.



Research available grants for community events.



Expand summer community markets and Arts & Culture Series.



Growth of event base to include Bike Skills, All Wheels Park, All Star, and other regional landmarks and tourism attractions.



GOAL 7

Build community capacity to attract, welcome, integrate, and retain newcomer residents and entrepreneurs.

ACTIONS



Plan to expand hospitality industry and tourism attractions such as hotels, restaurants, shopping, etc.



Conduct gap analysis and community engagement.



IMMEDIATE



SHORT-TERM



CONTINUING



KEY PERFORMANCE INDICATORS

QUALITATIVE INDICATORS

Perception of downtown as a destination and key asset in the community

Increased participation from visitors and residents

Presence of philanthropic giving and community endowments

Improved quality of life elements i.e. schools, health services, cultural assets, recreation amenities, and public transit

QUANTITATIVE INDICATORS

Investment & redevelopment expenditures

Increase of new companies in Blackfalds

Total number of businesses

Population changes - numbers, age categories and diversity

Increased resident & visitor engagement

Amount of visitors and inquiries through Visitor Information Centre

Increase of new home builds



GOAL 1

Maintain and promote an available property inventory. Aim to make this an online, interactive and searchable tool on the Town's website.

ACTIONS



Work with Localintel to maintain.



Work with the business community to maintain current vacancies.



Embed on Town website.



IMMEDIATE



SHORT-TERM



CONTINUING

GOAL 2

Investigate renewal options with Localintel and embed existing investment attraction tools into the Town website or create in-house tools.

ACTIONS



Regularly update Localintel information.



Put MarComm in communication with Localintel for web integration.

GOAL 3

Market broadband communications infrastructure as a community strength. Assess and advocate for additional fibre build where beneficial.

ACTIONS



Maintain updated map.



Include in relevant marketing.



Conduct needs assessment and advocate for expansion where necessary.





GOAL 4

Organize regular opportunities to engage local landlords, business property owners, realtors and prospective developers, so their needs, challenges and successes are clearly understood.

ACTIONS



Develop list of opportunities.



Maintain calendar of events.



Maintain email distribution list.



Market calendar to community and partner groups.

GOAL 5

Support the expansion of the BOLT regional public transit system to support economic growth, workforce, and schooling mobility.

ACTIONS



Provide input, when necessary, which contributes to establishing new or updated functioning.



IMMEDIATE



SHORT-TERM



CONTINUING



INVESTMENT READINESS

KEY PERFORMANCE INDICATORS

QUALITATIVE INDICATORS

Level of engagement with business community

Easier accessibility to information

Easier accessibility to inventory and contact information

QUANTITATIVE INDICATORS

Value of commercial/institutional/ industrial building permits

Appropriate residential, commercial and industrial lands

Increase in non-residential tax assessment

Growth in local employment

Overall supply of serviced employment lands

Available square footage for commercial and industrial use employment lands

Change in # of overall businesses in the community and/or in a specific sector

Total inquiries received for employment lands

Web traffic to Business & Development web pages with embedded Localintel tools



GOAL 1

Develop opportunities in sports and recreation tourism. Create a strategy to attract related activity and private spin off industries including sport medical facilities and businesses.

ACTIONS



Work with AJHL to create events surrounding the team and community.



Attract and grow current sports circuit as well as new opportunities.



Research group for activation of Bike and All Wheels parks.



Grow relationship with Lacombe Regional Tourism to be the premier destination for activity and sport/recreation hosting.



Research Trade Show, Conference, and sponsorship opportunities.



IMMEDIATE



SHORT-TERM



CONTINUING

GOAL 2

Grow tourism in Blackfalds.

ACTIONS



Expand marketing to reach Edmonton and Calgary markets



Maintain and enhance relationships with tourism partners – Central Alberta Tourism Alliance, Lacombe Regional Tourism, and Tourism Red Deer and encourage investment from private tourism operators (accommodations, golf course, trail and river experiences, hunting, and camping).



Explore opportunities to contract a local community group to provide visitor services at the Wadey Centre.



Expand visitor services to be more community visible at high priority events.



Research Trade Show, Conference, and sponsorship opportunities.



Research feasibility of a Town of Blackfalds/Tourism app to focus on the younger population and include itinerary creation and implementation.

GOAL 3

Attract tourism businesses and build partnerships.

ACTIONS



Inventory available tourism options and develop needs/opportunities assessment.



Market opportunities and actively search for partners to grow business in Blackfalds.



Mentor B2B collaboration to create new local options.

GOAL 4

Create relevant and exciting content specific to tourism and maintain an updated database available for use with industry partners.

ACTIONS



Develop a database of year-round photography.



Contract drone photographer.



Develop a tourism panel and request HD footage from willing participants.



Work with Lacombe Regional Tourism to maintain regional content.

GOAL 5

Create a Destination Marketing Fund (DMF).

ACTIONS



Organize a committee/non-profit group.



Develop industry standard inclusion process and fees.



Develop compelling marketing strategy to attract buy-in.



IMMEDIATE



SHORT-TERM



CONTINUING

GOAL 6

Develop and maintain an online tourism presence.

ACTIONS



Create a tourism portal on the Town website.



Explore creating a Tourism microsite.



Create and maintain tourism specific social media.



Be present on Lacombe Regional Tourism and Travel Alberta social media and website.

GOAL 7

Major Projects – Creation of new capital projects or inclusion into current projects and events.

ACTIONS



Encourage ideation of major tourism projects.



Conduct feasibility studies.



IMMEDIATE



SHORT-TERM



CONTINUING

KEY PERFORMANCE INDICATORS

QUALITATIVE INDICATORS

Customer Satisfaction

Product Quality

Stakeholder Satisfaction

Creation of standalone Tourism Board/Committee

Strong partnerships with local Tourism partners, TRD, LRT, TA

Tourism related employment

QUANTITATIVE INDICATORS

Increased Quality of Life Index

Increase in visitors

Increase in new local business (tourism)

Increase in new tourism options/entertainment

Increase in hotel stays

Website traffic and time spent

Implementation Plan

The actions outlined in this strategy represent the priorities of Town of Blackfalds and its stakeholders in moving forward to guarantee a positive future for the Town and its residents. The Town will need to act as leader, facilitator, and partner in this endeavour and with the assistance and participation of its stakeholders, this future can be achieved.

In addition to the actions described herein, the Town of Blackfalds must determine the means by which it can keep on top of trends and development initiatives. This imperative, along with the significant work program that this strategy embodies will require an assessment of the resources that are currently available for economic development in the Town to determine if they are sufficient to meet the requirements of the goals laid out by the stakeholders consulted.

The Town will also need to be diligent in monitoring the success of the actions it decides upon. Careful monitoring will help inform the need to stay the course, increase efforts, or change directions on any given action.

The ability to do this is crucial given the pace of change in today's economy.

The effort required to successfully implement the strategy as outlined is significant. In this context, it will be important to determine whether existing resources (budget, staffing) allocated to economic development activities in the Town of Blackfalds are sufficient. One approach to kick-starting the implementation of this strategy is to begin to work immediately on those things that can be started easily, require limited resources, and yield results quickly.

Several projects outlined in this strategy are already underway and will work toward this strategy's goals.

Economic Development and Town departments will complete detailed implementation plans for each focus area. New projects will be planned and budgeted for through the Town's processes and will seek Council approval prior to beginning.

We will continue to engage community partners and enlist their help in moving this strategy forward. We will look for, and listen to, opportunities for collaboration



Our new Strategic Plan is ambitious both in terms of its targets and scope of work. The Economic Development and Tourism Advisory Committee (EDTAC) was clear in its recommendation of the need to be proactive in keeping the business community updated on our progress and ways to get involved.

To hit our targets, manage the work and involve businesses as much as possible, we need to adjust the way we will do things in three ways:

PROMOTIONALLY

The development of a promotional storyline to help raise awareness of Blackfalds as a great place to invest, reside, and grow.

FINANCIALLY

A rigorous bottom-up approach to appropriately budgeting for this ambitious plan will be required. Detailing funding requirements, particularly for the new projects, will require time. A measured approach will ensure that responsible recommendations are presented to council as part of the annual budgeting process.

ORGANIZATIONALLY

New areas of focus and greater activity in existing areas of focus will result in new and increased activity which include:

- Connecting and consulting with small and medium businesses
- Organize and promote business events
- Manage sustainable innovation projects
- Promote Blackfalds' lifestyle
- Workforce attraction
- Develop a diverse workforce
- Promote Blackfalds to potential investors
- Profile available land and space
- Retain, promote and celebrate existing businesses
- Be fiscally responsible in budget planning and seek out grants and sponsorship opportunities
- Purchasing

TWO KEY TARGETS

Community stakeholders, including business leaders and citizens, who are interested in knowing about progress being made, what it means for them and their businesses, as well as how they may be able to provide additional support.

A broader group of business leaders, investors and influencers who are interested in finding out more about investment opportunities in Blackfalds, from buying land or buildings, to locating their companies here or investing in newer ventures.

ACTIONS

- Quarterly e-newsletters to keep businesses updated on events, opportunities, and progress on the Economic Development and Tourism Strategy
- Select media releases to highlight when we have hit key milestones
- Regular updates featuring interviews about local success stories and inspiring perspectives
- Targeted presence at events and venues locally, regionally, and nationally where council and staff can promote investment opportunities in person
- Frequent social media news, boosted posts and ad campaigns on Facebook, Instagram and LinkedIn
- Broader business gatherings that inspire leadership, workforce development, and innovation
- Regular updates to Council



We're Getting There!

In building this Economic Development and Tourism Strategy, we progressively narrowed our focus, choosing goals with the greatest potential to accelerate the long-term economic well-being and quality of life of our community.

Each goal has metrics attached. Because without effective measurement, who's to say how effective completed actions actually are? We need to know that we're moving the needle on economic well-being for the long term. As we shift into execution, we will be measuring our progress on each goal, which will allow us to adjust in order to be more effective.

While the Strategy includes performance indicators for all identified priorities, Action Plans will be created for each individual goal and will include their own key metric categories linked to the plan's main goals.



A Lasting Tribute...

With heavy hearts, we had to say goodbye to a valued member of our community and of the Economic Development and Tourism Advisory Committee, Alex Yule.

Alex passed away unexpectedly at the Red Deer Regional Hospital Centre, on Friday, September 17, 2021 at the age of 63 years. Born in Sarnia, Ontario, Alex moved to our community in 2014 when he was transferred with GE to Alberta. He purchased a home in Blackfalds and resided there with his wife Cheryl until his passing. Happily married for almost 30 years, Alex and Cheryl had 4 children and 7 grandchildren.

When he wasn't volunteering and being an active member of the community, Alex spent his time camping and playing golf. He served on the Family Community Support Services board for 6 years and recently served on both the Economic Development & Tourism Advisory Committee as well as the Blackfalds Health Professional Attraction & Retention Committee. Alex was about to start a new adventure as he aspired to become the next Mayor of Blackfalds.

No words can express the great loss we feel as a community as we say goodbye to this amazing individual. From the bottom of our hearts, we thank you for your energy and commitment.

Rest in Peace Alex.

Alexander Stuart Yule (1957-2021)



Appendices

- Municipal Sustainability Plan
- Central Alberta Economic Partnership (CAEP)
2021 Community Overview
- Municipal Development Plan
- Intermunicipal Development Plan
- Central Alberta Economic Partnership (CAEP)
Community Profile



Let's get started!

Economic Development & Tourism
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BLACKFALDS
ALBERTA