

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

Civic Cultural Center – 5018 Waghorn Street
Monday, October 6, 2025, 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 travelling 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

None

4. BUSINESS

- 4.1 Receive Minutes from June 2nd, 2025
 - 4.2 Request for Direction, Completed 2025 Business Walk
-

5. REPORT FOR COMMITTEE

- 5.1 Report for Committee, EDO Summer Report – July to October 2025
 - 5.2 Entrepreneur event update - verbal
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6. CONFIDENTIAL

None

7. ADJOURNMENT

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

Civic Cultural Centre – 5018 Waghorn Street
Monday, June 2, 2025, at 7:00 p.m.

MINUTES

MEMBERS PRESENT

Kala Pandit, Chair
Cory Twerdoelib, Vice Chair
Brenda Dennis, Town of Blackfalds Councillor
Tyler Mitchell, Member at Large (*virtual*)
Kyle Braithwait, Member at Large (*virtual*)
Reina Lemieux, Member at Large
Denise Sumner, Member at Large
Darlington Etaje, Member at Large (*virtual*)
Robert Hogan, Member at Large

OTHERS ATTENDING

Peter McGee, EDO
Lorrie Logan, Municipal Clerk

REGRETS

Jamie Hoover, Town of Blackfalds Mayor
Ray Olfert, Member at Large
Christa French, Member at Large
Justine Loshny, Member at Large
Trent Kroetsch, Member at Large

WELCOME AND CALL TO ORDER

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

RECEIVE THE AGENDA

MOTION:

Councillor Dennis moved That the Economic Development & Tourism Advisory Committee receive the Agenda for June 2, 2025, as presented.

CARRIED UNANIMOUSLY

TREATY SIX LAND ACKNOWLEDGEMENT

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

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Monday, June 2, 2025, at 7:00 p.m.

MINUTES

PRESENTATION

None

BUSINESS

Approval of Minutes

MOTION:

Member Sumner moved That the Economic Development & Tourism Advisory Committee approve the Minutes from April 7, 2025, as amended and be brought forward to a future Regular Council Meeting.

Business Walk 2025

EDO McGee presented to the Committee strategies for conducting an effective Business Walk and invited volunteers to lead this initiative.

MOTION:

Member Hogan recommended That the Economic Development & Tourism Advisory Committee members support the creation and implementation of an annual Business Walk in Blackfalds using Option 2.

MOTION:

Chair Pandit recommended That the Economic Development & Tourism Advisory Committee members select Member Sumner as lead of the Business Walk subcommittee from the Economic Development and Tourism Advisory Committee.

Entrepreneur Event – Fall of 2025

EDO McGee presented several recommendations for hosting this event in the fall of 2025 and was looking for guidance on how to proceed.

Lemonade Day Request for Judges

EDO McGee provided an overview of the Lemonade Day and is requesting 3-5 members from EDTAC Committee to Volunteer as Judges on June 14th during the hours of 12:00pm to 3:00pm.

Members Sumner, Lemieux, and Etaje have confirmed their availability to volunteer. Other Members who were not present at the meeting are welcome to sign up to volunteer for June 14, 2025.

REPORT FOR COMMITTEE

EDTAC Terms of Reference

EDO McGee shared details from Standing Committee of Council on the updated recommendations for the new EDTAC Terms of Reference.



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MINUTES

EDO Spring Report – April – June 2025

EDO McGee gave a report on activities and meetings that he attended from April – June 2025.

MOTION:

Member Dennis moved that the Economic Development & Tourism Advisory Committee receive the June 2, 2025, reports for information.

CARRIED UNANIMOUSLY

ADJOURNMENT

Adjourned the Economic Development & Tourism Meeting at 8:14 p.m.

Kala Pandit, Chair

Lorrie Logan, Municipal Clerk

MEETING DATE: October 6, 2025

PREPARED BY: Peter McGee, Economic Development Officer

SUBJECT: **Completed 2025 Business Walk**

BACKGROUND

In the spring of 2025 EDO McGee proposed that EDTAC undertake a Business Walk in Blackfalds to collect reliable data in a cost-effective manner. This proposal was approved. EDO McGee then presented 2 options in June 2025 to effectively coordinate and conduct the 1st Annual Business Walk. The committee selected option 2 (see attached report from June 2025) and a sub committee was struck to complete the 2025 Business Walk. This report includes the findings from the 2025 Annual Business Walk and a request for direction of next steps.

To clarify and stay consistent, a Business Walk is a structured process in which individuals engage with local businesses through face-to-face conversations and surveys.

BUSINESS

Survey Parameters

- The survey was conducted in person by physically stopping in each business without an appointment.
- Survey was collected through paper surveys and compiled in a spreadsheet for review.
- 78 out of 179 businesses were surveyed during 3 days over a week. 43% completed.
- 7 questions were asked to each business
 - When did you open?
 - Did you open in this location?
 - How many employees do you have?
 - Do you anticipate hiring more people in the next 12 months?
 - Are you aware of EDTAC?
 - In your opinion, what is the biggest opportunity in Blackfalds?
 - What is the biggest challenge in business for you right now?
- Surveys were conducted on a Monday, Thursday and Friday afternoon with 2 2-hour shifts per day (1:00 – 3:00 & 3:00 – 5:00)
- Community was broken up in 5 areas to conduct surveys
- Surveys were completed by 7 members of EDTAC

Results/Assessment

Question 1 14% of surveyed (11) businesses opened this year which tells me that we have a strong and attractive market for new businesses.
31% of businesses opened between 2016 – 2021. What was driving growth at that time?

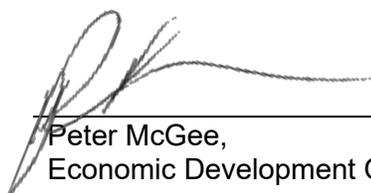
- Question 2 Over ¾ of surveyed businesses are in the same location they opened in. Our turnover rate is low and/or our retention level is high.
- Question 3 Approximately 75% of our businesses have under 10 employees. Or more than 90% of businesses have less than 20 employees. Any programs we implement should be geared towards businesses with 20 or less employees.
- Question 4 Very close to half of the surveyed businesses are looking to hire in the next 12 months, this is a good indication that business is going well and the local economy is thriving.
- Question 5 Well over half of the businesses surveyed have not heard of EDTAC. We should focus on sharing our message of who we are and what we do.
- Question 6 Our location in the province and proximity to Red Deer in the opinion of our businesses are the most impactful opportunity for our community. Our population and demographics are also major benefits to doing business in Blackfalds. The combo of population/demographics and the comments lead me to believe that the major benefit is our quality of life. How do we leverage this?
- Question 7 These results show that the number 1 & 2 challenge our businesses are facing is inflation and proximity of competitors, both of which we have little to no control over. The 3rd challenge is lack of customers, which is something we are currently working on and based on this survey we should continue to work on.

ATTACHMENTS

- [RFC, April 2025 Business Walk](#)
- [RFD, June 2025 Business Walk](#)

RECOMMENDATIONS

1. That the Economic Development & Tourism Advisory Committee members accept the results of the 1st Annual Blackfalds Business Walk.
2. That the Economic Development & Tourism Advisory Committee members advise next steps to EDO McGee.



Peter McGee,
Economic Development Officer

Author

MEETING DATE: October 6th, 2025
PREPARED BY: Peter McGee, Economic Development Officer
SUBJECT: **EDO Summer Update**

BACKGROUND

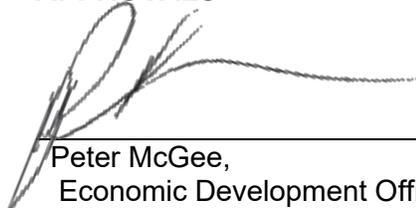
Comprehensive report detailing the initiatives undertaken by the Economic Development Officer during the period from July 2025 to Oct 2025.

- *Events*
 - Alberta Chamber of Commerce Summit (presenter) – July 10th
 - Tour of Fortis Training Facility – July 22nd
 - Sitelink Site Selector Conference – Sept 3rd – 5th
 - Alberta Corridor Technology Symposium – Sept 18th
 - Small Business Breakfast (x2) – June 17th & Sept 16th
 - Grand Openings – Dairy Innovation West, Hitchin Post, and Stride Physiotherapy (various days)
 - Alberta Craft Brewers Conference – Oct 6th
 - CAEP - EDA Training featuring Performance Measurement in Economic Development – June 27th
- Business Walk – (see attachment)
- Mural Corridor Visioning Session – August 14th (see attachment)
- Rally to the Rink – launching Oct 3rd
- Rural Entrepreneur Stream – 8 in-person individual meetings and 12 virtual meetings
- Central Alberta Tourism Alliance
 - General Meeting (x1)
 - Economic Impact Assessment Project (x2)
- Central Alberta Economic Resiliency Task Force (x4)
- Installation of Baseball Mural at Stirling Industries Sports Park

ATTACHMENTS

- [RFD, 2025 Business Walk – Oct Meeting](#)
- [August 14 2025 Agenda Vision Notes](#)

APPROVALS



Peter McGee,
Economic Development Officer

Author