



Request for Support for an Alberta Community Partnership Grant for an Economic Study to support the Prairie Economic Gateway Initiative

Electoral Division: 6

File: N/A

Date:	October 8, 2024
Presenter:	Keagan Andrew, Intergovernmental Advisor
Department:	Intergovernmental Services and Regional Planning

REPORT SUMMARY

Rocky View County has received a request from The City of Calgary to support an Alberta Community Partnership (ACP) grant application to support the promotion of the project with senior levels of government. This grant does not require matching funds from the County.

ADMINISTRATION'S RECOMMENDATION

THAT Rocky View County support The City of Calgary's application for a 2024/2025 Alberta Community Partnership Grant Application to prepare a public sector marketing plan for the Prairie Economic Gateway Initiative.

BACKGROUND

Rocky View County and The City of Calgary have been working collaboratively on the Prairie Economic Gateway Initiative since July 2023; exploring mutually beneficial joint planning and infrastructure arrangements to spur economic development by enabling a rail served industrial park in the southeast quadrant of the County. This initiative is founded on the principles of a 'shared investment, shared benefit' framework. Outcomes of this initiative include the Prairie Gateway Area Structure Plan (ASP), which will guide the land use and development process. The Deal Agreement will implement the Plan and determine cost and revenue sharing processes between the County and The City, as well as future governance arrangements to ensure continued collaboration. To help support the development of Prairie Gateway, the County and The City are continuing to explore ways to attract businesses to the area.

The intermunicipal collaboration stream of the Alberta Community Partnership (ACP) grant provides up to \$200,000 to partnerships of two or more municipalities to develop plans, agreements, studies, or frameworks that support new or enhanced regional approaches to municipal service delivery. These projects should align with broader regional or municipal priorities, and align with provincial priorities such as investment attraction, job creation, and efficient public service delivery. A municipality may only apply for one ACP intermunicipal collaboration stream grant per year and may support as many applications as they deem appropriate. The City of Calgary is requesting that the County pass a motion supporting its application to the Alberta Community Partnership grant program to help develop a report on the economic opportunities of the area to aid the two municipalities in attracting investors to the region.

ANALYSIS

In the early stages of the Prairie Economic Gateway Initiative, Rocky View County and The City of Calgary conducted an economic assessment to determine whether development within the proposed ASP would be attractive to investors. The goal of this project is to build upon existing work to develop an Economic Opportunity Playbook, which will serve as a marketing plan to help identify methods to attract

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investment to the Prairie Gateway area. This study will provide guidance to the following target audiences:

1. Senior Governments: This report will demonstrate alignment with provincial and federal economic and trade policy, as well as highlight the provincial and federal project benefits and needed incentives required to attract investors;
2. Investors: This report will identify tools and actions to promote the Prairie Gateway area as a globally competitive hub for industrial development; and
3. Public: This report will provide the public with a summary of the economic opportunity within the Prairie Gateway ASP and build confidence in the project’s success.

This study will be used to help market the Prairie Gateway development, with the goal of attracting developers to the area and ensuring that the services provided meet the needs of the development. Providing support to The City of Calgary’s ACP grant application to complete this work will allow the partners to develop a marketing strategy to help attract investment to Prairie Gateway to help recover the investment in the area.

COMMUNICATIONS / ENGAGEMENT

No communication or engagement is required.

IMPLICATIONS

Financial

There are no direct financial implications associated with supporting this grant application. Supporting this application will allow The City of Calgary and Rocky View County to develop an investment attraction strategy (Public and Private) for Prairie Gateway, which may aid in recuperating the costs associated with developing the Area Structure Plan and building the infrastructure required to facilitate development.

STRATEGIC ALIGNMENT

Key Performance Indicators		Strategic Alignment
Financial Prosperity	FP2: Ensuring County remains financially sustainable for future generations	Choose an item. This grant will be used to produce an investment attraction strategy that outlines the service levels within the Prairie Gateway Area Structure Plan. This will help the partner municipalities strengthen economic development initiatives for the area and attract investors to the ASP, allowing the partners to recuperate the costs associated with installation of appropriate infrastructure to the development.

ALTERNATE DIRECTION

Administration does not have an alternate direction for Council’s consideration.

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ATTACHMENTS

There are no attachments.

APPROVALS

Manager:	Amy Zaluski, Director, Intergovernmental Services and Regional Planning
Executive Director/Director:	Amy Zaluski, Director, Intergovernmental Services and Regional Planning
Chief Administrative Officer:	Byron Riemann