



## **BUSINESS AND ECONOMIC DEVELOPMENT**

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**TO:** Council

**DATE:** May 10, 2022 **DIVISION:** All

**FILE:** N/A **APPLICATION:** N/A

**SUBJECT:** Economic Recovery Task Force (ERTF) – Progress Report

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### **POLICY DIRECTION:**

Utilizing the policy direction provided by the County Council Strategic Plan (May 2019), and the action items from the Economic Recovery Task Force (ERTF) report that was accepted for information in late 2020, Administration is now updating Council on the implementation progress made to date.

### **EXECUTIVE SUMMARY:**

The COVID 19 pandemic has had world-wide health and related socio-economic impacts. A variety of financial and policy responses, from all levels of government, have been implemented around the world; this includes our own Federal and Provincial governments providing support via loans, operational support funding, commercial rent relief, and worker income supports to name a significant few.

Locally, business impacts such as reduced sales revenue due to shutdowns and in-person consumer traffic, increased operating costs adapting to pandemic controls and needed Personal Protective Equipment (PPE), increased costs for shipping and receiving of goods, supply chain delays and significant supplier shortages, as well as work-force labor shortages and safety concerns seem to be the most significant issues.

In response, Rocky View County Administration established the Economic Recovery Task Force, appointing two Councillors and a small group of local business leaders to meet and develop recovery recommendations, the primary purpose being to promote economic recovery and the future resiliency of County businesses.

### **ADMINISTRATION RECOMMENDATION:**

Administration recommends approval in accordance with Option #1.

### **BACKGROUND:**

Specific recommendations are listed within Attachment 'A'; many have been started, several have been completed, and many others are anticipated to be ongoing for the betterment of Rocky View County.

The following list highlights major completions and noteworthy progress to date:

#### **#1 Enhanced Connections between Business, Prospective Employees, and Consumers**

- Federal and Provincial business and economic recovery programs have been actively promoted via the "Rocky View County Business Connect" LinkedIn group. More than 12 funding support programs have been promoted to date.
- Over 20 business training and seminar resources have been offered to date. E-commerce training sessions have been provided by Shopify, Amazon, and Lightspeed.

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#### **Administration Resources**

Cole Nelson, Manager, Corporate Business Development



- Resources for business via the County website have been augmented and now includes guides on engaging Canada Post, Google, Facebook and others.

### **#2 Comprehensive Marketing Plan**

- Local-Intel has been integrated to the County website, which accurately profiles the County and all available metrics to interested parties looking to make investments.
- A digital marketing campaign has been commenced, specifically targeting those businesses throughout Canada who have been identified as needing Western Canadian expansion or relocation, and where Rocky View County would be a good choice for new investment.
- A County “Shop Local” campaign was started, which involves a voluntary website directory.
- Administration has arranged for bi-annual meetings with willing Internet service providers to share information and seek opportunities to continue the enhancement of rural internet services in the County.

### **#3 Red Tape Reduction**

- A thorough review of the Land Use Bylaw resulted in a rewrite; a tracking system has been setup and already has over 100 proposed amendments. A future report detailing these draft amendments is anticipated, and the tracking system designed for continued improvement is also anticipated.
- 11 ASPs were reviewed or developed in 2021. Administration intends to continue to work on all APSs closely with Council and in accordance with the Regional Growth and Servicing Plan.

### **#4 Enhancing Connections with Developers, Investors, and Decisions Makers**

- Rocky View County will promote our desirable features when foreign and domestic investment is proposed.
- Conveying the Rocky View Advantage message will be a part of our regular dialogue.
- We will take time to positively reflect the Rocky View County brand.

All remaining tasks listed in the ERTF are being investigated or reviewed and will be implemented as directed by the CAO and as opportunities, including any needed budgets, are created and approved.

### **BUDGET IMPLICATIONS:**

To date, all implementation efforts have been accommodated by annually approved budgets; no budget implications are expected at this time.

### **STRATEGIC OBJECTIVES:**

The Economic Recovery Task Force supports Council’s strategic objective: Businesses in Rocky View County are open and thriving.

### **OPTIONS:**

Option #1: THAT the ERTF Strategy Performance Measures - Progress Table, as presented in Attachment ‘A’, be received for information.

Option #2: THAT alternative direction be provided.



Respectfully submitted,

“Cole Nelson”

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Manager  
Corporate Business Development,  
Business & Economic Development

CN/rp

Concurrence,

“Byron Riemann for Dorian Wandzura”

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Chief Administrative Officer

**ATTACHMENTS:**

ATTACHMENT 'A': ERTF Strategy Performance Measures - Progress Table