



STAFF REPORT

Title: Request for Funding - Economic Development Advisory Committee (EDAC)

Meeting Date: January 14, 2020

Executive Summary:

EDAC has struck a sub-committee to help plan a follow up to its “Contracting Opportunities in the Lakeland” symposium, held last year. That symposium acted as a “crash course” in teaching businesses about the opportunities in the local aerospace and defence fields, and how to themselves to take advantage of those opportunities.

Working with Community Futures and the Cold Lake Regional Chamber of Commerce, the group plans to host a series of one-hour lunch workshops leading up to a second day-long symposium in the Spring.

The free lunch sessions will run from January through March, covering topics ranging from registering as a supplier and attaining security clearances, to how to bid on contracts and learning from unsuccessful bids. The day-long symposium is currently being planned for April 29.

EDAC is requesting that council pass a motion allowing the committee to spend up to \$3,500 of the economic development budget (which typically exists for economic development initiatives) for the project and to assist with in kind work through the marketing and communications department.

Background:

EDAC’s first symposium, “Contracting Opportunities in the Lakeland” was held on May 22, 2019. The symposium was well attended, with about 60 people representing over 50 businesses and organizations.

Attendees were overwhelmingly happy with what they had learned at the event, expressing a desire to learn more, or the hopes for an opportunity to focus on a certain topic of interest in greater depth. The symposium allowed for both plenary sessions and breakout sessions with a variety of subject matter experts. The RABC reported that five of the businesses that were represented at the event attained their security clearances because of what they had learned at the symposium.

EDAC is hoping that this success can be built upon, especially with the partnership with Community Futures and the Cold Lake Regional Chamber of Commerce. Lunch time learning sessions will be hosted by Community Futures with the assistance of the Cold



Lake Regional Chamber of Commerce, with guest speakers covering the following topics: Get Registered as a Supplier; Security Clearances; Finding Provincial Opportunities; Opportunities with DND; Bidding On Contracts; Industrial Technological Benefits; Supplier Debriefings – When You Did Not Get the Contract.

These lunch sessions will be free to attend with Community Futures Handling the logistics and registration, the Chamber of Commerce providing the space and organizational assistance and the City being asked to assist with the production of some marketing materials and marketing through social media.

The organizing committee will be charging a \$15 entry fee and will be seeking sponsorships and other means of funding the catering, venue rental and incidentals. The City's existing CARES grant will fund any speakers fees associated with the event. Securing a commitment to spend "up to" \$3,500 from EDAC's Economic Development Budget would allow the committee to proceed with planning and marketing for the event.

A draft budget will be available as a handout for council.

Alternatives:

Council may pass a motion allowing EDAC to spend up to \$3,500 from the Economic Development Budget to plan and host a conference in the spring of 2020.

Council may respectfully decline to fund a spring conference from the EDAC Economic Development Budget

Recommended Action:

Administration recommends that Council pass a motion allowing the Economic Development Advisory Committee (EDAC) to spend up to \$3,500 from the' Economic Development Budget to plan and host a conference in the spring of 2020.

Budget Implications (Yes or No):

No

Submitted by:

Kevin Nagoya, Chief Administrative Officer