



Economic Development Advisory Committee

Update to Council

April 2023

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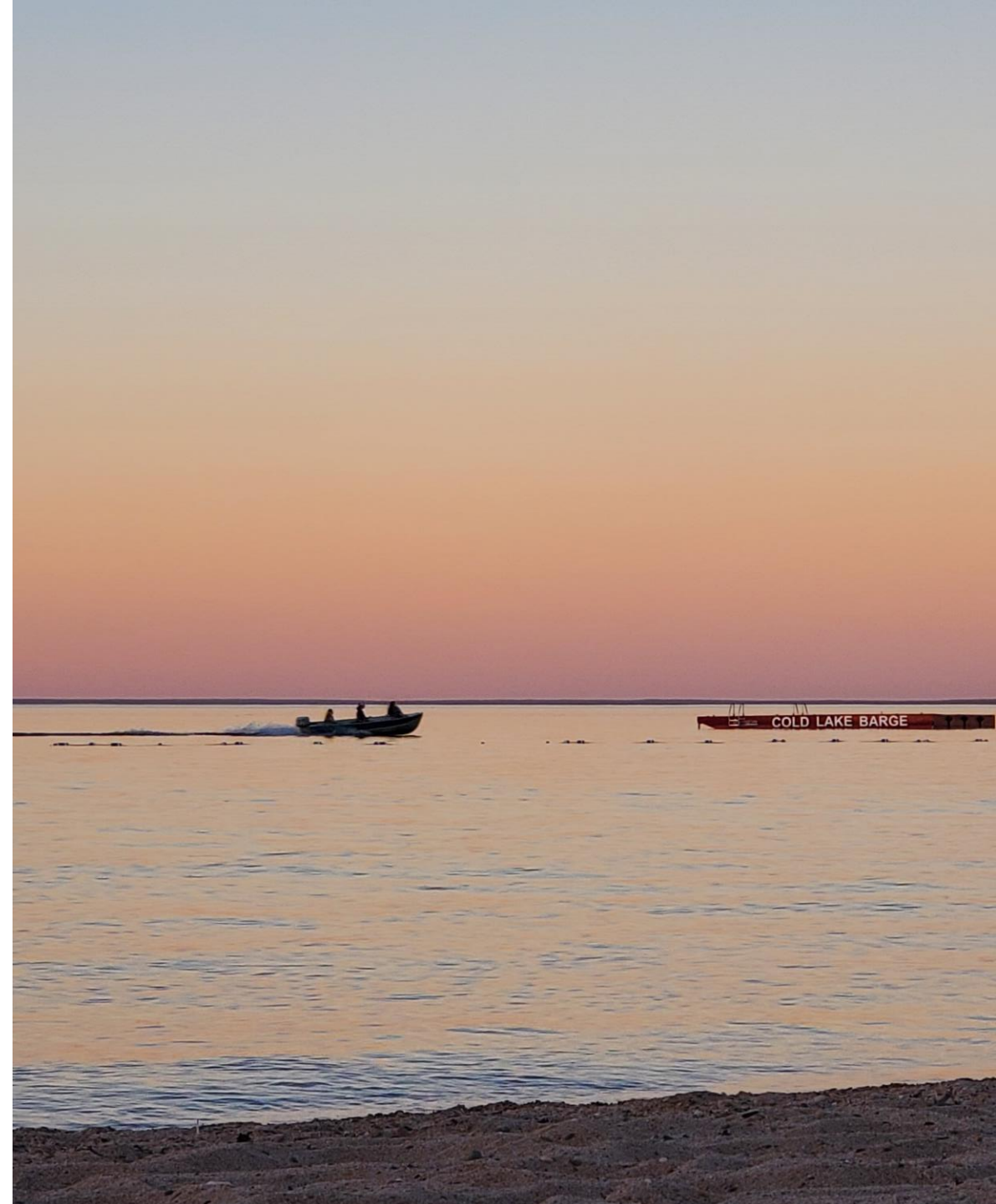
Moving Forward



Introduction

Community Economic Development

- Builds upon existing local assets and capacities
- Enhances livelihood opportunities and quality of life
- Influences cultural, social and economic outcomes
- Considers inclusivity, diversity, and local participation
- Empowers communities and improves sustainability





Mandate

Make economic development recommendations to Council which **promote, initiate, expand and enhance the full economic potential** of Cold Lake by using local and regional assets and worldwide opportunities to **improve the standard and quality of life** for City residents.

Committee Meeting Themes (2022)

Connecting with Community Liaisons and Partners

- 4-Wing Cold Lake
- Cold Lake Regional Chamber of Commerce
- Community Futures Lakeland

Crime Prevention and Reduction

- Social and economic problems are interconnected
- Multiple stakeholders working on solutions and services

Education and Information

- Presentations on municipal and regional activities such as:
 - Planning and development
 - Diversity and inclusion
 - Industry opportunities in aviation training

2022



2022 in Review

January 2022

EDAC reviewed mandates, ideas, expectations, strengths and opportunities for resilient, sustainable community economic development in the City of Cold Lake and region.

March 2022

A new community liaison from 4-Wing updated the committee on alignment projects between the base, the City and other local stakeholders.

February 2022

The committee discussed strategies to reduce and prevent crime. The group also scanned the assets and gaps in community spaces and services.

2022 in Review

May 2022

EDAC noted several summer community events coming to Cold Lake. The committee continued exploring crime reduction strategies, and the trial period for John Howard Society's services and shelter ended.

June, July, August 2022

The committee did not meet quorum in June, and did not have scheduled meetings over the summer.

More from May 2022

EDAC discussed the role of third-spaces in communities, and learned about long-term trends in the City for housing and development permits which generated discussion on small business development in a post-covid economy.

2022 in Review

September 2022

EDAC inquired about opportunities to meet virtually and/or use digital tools for committee collaboration, and FCSS and Cold Lake Pride presented an overview of the free Lakeland Safe Spaces Training program.

November 2022

EDAC received a presentation on the potential for Aviation Training in the region. The City also informed EDAC about planned marketing activities including billboard campaigns, tradeshow, and updating the City's promotional video.

October 2022

The committee examined the Business Retention and Attraction Incentive Program (BRAIP) and discussed how to adapt a program around environmental design to help with crime prevention and reduction for local businesses.

2022-23 in Review

December 2022

Community Peace Officer, R. Deschamps joined the meeting as a subject matter expert, providing insight on how types of crime impact our community, and advising on reduction/prevention strategies for local businesses.

February 2023

EDAC moved a resolution forward to distribute a checklist to business owners with their water bill to help them recognize and improve environmental designs that will deter crime, supported with social media promotion and prize incentives

January 2023

The committee elected a Chair and Vice Chair. EDAC received a presentation from Mayor Copeland providing background on City's history of growth and economic development.

Learning



Dedicating a Resource

Potential partners and the City's Economic Development Strategy identified the limitations of not having a dedicated Economic Development Officer.

Multi-stakeholder Approach

Social and economic challenges are intertwined and sustainable solutions will require comprehensive collaboration, budgets and resources beyond the City.

Meeting Quorum

Six meetings were canceled or postponed in 2022 due to difficulties meeting quorum.

Solving Challenges Together

Advancing community economic development will also mean addressing factors like affordable, reliable access to childcare and healthcare.

Upcoming Activities

Working with Community Liaisons and Partners

- 4-Wing Cold Lake
- Cold Lake Regional Chamber of Commerce
- Community Futures Lakeland
- Identifying and welcoming other new liaisons and partners

Strategy for Winter Tourism

- Embracing unique local assets and cultures to market Cold Lake as a must-go-in-the-snow travel destination
- Working Multiple stakeholders together regionally to benefit

Alberta Advantage Immigration Program (AAIP)

- Reviewing program applications to help local business owners recruit new immigrants to our community with employment opportunities that aren't being fulfilled by local labour market



Thank you

The Economic Development Advisory Committee is a group of volunteers who believe in the mandate and work collectively to advance it.

Committee meetings are open to the public and are always advertised in advance on the City's website.