



CITY OF ST. ALBERT CITY COUNCIL POLICY

NUMBER	TITLE		
C-ED-07	Economic Prosperity		
DEPARTMENT	APPROVAL DATE	REVISION DATE	
Economic Development	October 24, 2016	October 24, 2017	

Purpose

To demonstrate the City’s long term commitment toward Economic Prosperity and establish clarity on areas of focus.

Policy Statement

The City of St. Albert believes it is critical to the long-term viability of the community to aggressively pursue opportunities that propel the City toward a balanced mix between non-residential and residential assessment and a high quality of life for all community members.

The City shall maintain a robust workplan and organizational culture that will support and strive towards achieving prosperity priorities, desired outcomes and aspirational goals.

Definitions

“City” means the City of St. Albert.

“Economic Development” is the process of developing, diversifying, and maintaining programs, policies, or activities that seek to improve the economic well-being and quality of life for a community.

“Economic Prosperity” means the fulfillment of the economic pillar as determined in City Council Policy C-CG-11, Community Vision and Pillars of Sustainability.

Responsibilities

1. City Council shall:
 - a. consider, identify and establish Economic Prosperity priorities, desired outcomes and aspirational goals for Economic Development.
 - b. consider resource requirements required to advance Economic Development initiatives that align with the established economic prosperity priorities, desired outcomes and aspirational goals for Economic Development; and
 - c. act as ambassadors for economic prosperity priority initiatives.
2. The City Manager shall:
 - a. ensure that a three-year work plan, outlining the framework of focus areas, activities and strategies to accomplish the Economic Prosperity priorities, desired outcomes and aspirational goals, is prepared and presented to City Council as part of the annual budget process.
 - b. ensure that a strong Economic Development emphasis is maintained throughout the City corporation and that all statutory and non-statutory plans reflect this emphasis.
 - c. establish City Manager Directives, documented processes and protocols to support continued emphasis on the City's pursuits of Economic Prosperity.
 - d. conduct periodic reviews of development fees, charges and processes to ensure that they are competitive within the region, and align with and support strategies for business retention, attraction and investment.
 - e. strive to develop and maintain collaborative and synergistic relationships with business focused non-government organizations.
 - f. establish mechanisms such as an "advisory board" to support the work of the Economic Development department; and
 - g. present an Economic Prosperity report to Council annually.

Service Standards / Expectations

1. The City will strive to maintain a balanced focus towards the promotion of a thriving local economy by delivering programming that supports the success of existing business while engaging in pursuits to attract new investment, both residential and non-residential.
2. The City will strive to achieve a ratio of 80 percent residential to 20 percent non-residential property assessment to reduce the tax burden on residential property owners.

3. The City will use the principles of Economic Vitality, Flexibility and Integration, Environmental Sensitivity, High Quality Design and Technical Feasibility to develop future employment lands.
4. The priorities for Economic Development will be as follows:
 - Priority 1 - Business Attraction, and Business Retention & Expansion.
 - Priority 2 - Residential Development.
 - Priority 3 - Tourism - the City recognizes that tourism is not a primary activity, but is a key support of Priority 1 and Priority 2 and is an economic generator for the City and as such will seek to leverage existing events and support new events as appropriate to advance Priority 1 and Priority 2.
5. The City shall market the municipality, its infrastructure and people to local, regional, provincial, national and international businesses to attract investment and tourism.
6. The City shall engage in advocacy and relationship building with other orders of government, government bodies, not-for profit organizations and industry organizations as well as community groups involved in Economic Development interests to pursue its Economic Development objectives.
 - a. The City may, where practical, participate in discussions and decision making at the regional level to pursue its goals within the regional context.
 - b. The City may, where practical, partner with local not-for-profit organizations or business to leverage their focus and expertise in the delivery of programs and services that align with the City's Economic Prosperity goals.
7. The City may, where deemed practical and advantageous, identify and prioritize strategic capital projects in its 10-year capital plans that are considered catalysts for economic prosperity.
8. The City will primarily follow a "growth pays for growth" philosophy approach to development, and ensure its fiscal policies and practices are balanced between being conducive to maintaining an attractive development and business environment while supporting the welfare of residents.

Cross References

Policy C-CG-01, Council's Vision, Mission and Values
Policy C-CG-02, City of St. Albert Strategic Plan

Policy C-CG-11, Community Vision and Pillars of Sustainability
Policy C-ED-03, Land Transactions
Policy C-ED-05, Community Festival Funding
Policy C-ED-06, Community Significant Event Stimulus Fund
Policy C-CAO-17, Community Brand

Attachments

1. Leading Growth: St. Albert's Economic Development Framework

SIGNATURE	DATE