



Legislation Details (With Text)

File #: AR-17-312 **Version:** 1 **Name:**
Type: Agenda Reports **Status:** Passed
File created: 6/1/2017 **In control:** City Council
On agenda: 6/26/2017 **Final action:** 6/26/2017
Title: St. Albert Entrepreneurial Ecosystem Strategy
Presented by: Curtis Bauer, Business Attraction Manager

Sponsors:

Indexes:

Code sections:

Attachments: 1. St Albert Entrepreneurial Ecosystem Strategy, 2. St Albert Entrepreneurial Ecosystem Strategy - June 26 Red Line

Date	Ver.	Action By	Action	Result
6/26/2017	1	City Council	approved	

TAMRMS#: B06

St. Albert Entrepreneurial Ecosystem Strategy
Presented by: Curtis Bauer, Business Attraction Manager

RECOMMENDATION(S)

That the "St. Albert Incubation Strategy" referred to in AR-17-214 be henceforth termed "St. Albert Entrepreneurial Ecosystem Strategy".

That the "St. Albert Entrepreneurial Ecosystem Strategy" provided as an attachment to the June 26, 2017 agenda report be approved.

PURPOSE OF REPORT

To provide Council with the updated version of the "St. Albert Entrepreneurial Ecosystem Strategy" after consideration of Council comments.

COUNCIL DIRECTION

On May 23rd, 2017 Council passed the following motions:
(AR-17-214)

1. That the "Economic Gardening Framework" provided as an attachment to the May 23, 2017 agenda report entitled "St. Albert Incubation Strategy", be received as information.
2. That Council provide feedback to Administration on the "Economic Gardening Framework", provided as an attachment to the May 23, 2017 Agenda Report titled "St. Albert Incubation Strategy" by June 2, 2017.
3. That Administration incorporate feedback received from Council into the "Economic Gardening Framework" and bring back for Council consideration by a date to be determined by the Agenda Committee.

BACKGROUND AND DISCUSSION

As presented at the May 23rd, 2017 Council meeting, Administration developed an "Economic Gardening Framework" focused on building a business-friendly ecosystem that promotes entrepreneurial activity within the community. As with

other City frameworks, the goal is to use this Economic Gardening Framework as a basis for an implementation plan.

STAKEHOLDER COMMUNICATIONS OR ENGAGEMENT

On May 23rd, 2017, Council was asked to review the Economic Gardening Framework and provide comments or recommendations back to Administration by June 2, 2017. The following summarizes the comments received and resultant modifications made:

Council Comments and Resultant Modifications

1. Use descriptive terminology in closer alignment with intent in the title.
The terminology "Economic Gardening" was viewed as not descriptive enough as to its intent.
2. Clarity is required regarding the terms "Framework" and "Strategy".
There was confusion regarding the use of the terms "Framework" on the attachment and "Strategy" on the agenda report AR-17-214.
3. Support the inclusion of cooperatives as a potential entrepreneurial structure for home based businesses.
St. Albert resident (Ufuoma Odebala-Fregene), and the Equality & Good Relations Journal requested that Council support and direct Administration to support the establishment of non-standard business options.
4. Miscellaneous.
Grammar and spelling corrections were identified.

As a result of comment 1, the terminology "Economic Gardening" was changed to "St. Albert Entrepreneurial Ecosystem."

As a result of comment 2, the attached document will now be referred to as the St. Albert Entrepreneurial Ecosystem Strategy," composed of a Part 1 Framework and a Part 2 Implementation Plan.

As a result of comment 3, Administration met with Ms. Odebala-Fregene and discussed how the Framework (Part 1), could be interpreted to include consideration of non-standard business structures in development of the Implementation Plan (Part 2).

As a result of comment 4, Administration made changes to the spelling and grammar as identified.

IMPLICATIONS OF RECOMMENDATION(S)

Financial:

Any financial implications related to the "St. Albert Entrepreneurial Ecosystem Strategy" will be presented to Council through the traditional budget process.

Legal / Risk:

None at this time.

Program or Service:

The "St. Albert Entrepreneurial Ecosystem Strategy" will be incorporated into department workplans.

Organizational:

N/A

ALTERNATIVES AND IMPLICATIONS CONSIDERED

If Council does not wish to support the recommendations, the following alternatives could be considered:

- a. Do nothing.

Administration will continue to work on incubation of early stage businesses within the City in coordination with the Smart City Master Plan, NABI and other stakeholders on an ad-hoc basis.

STRATEGIC CONNECTIONS

- a) Council's Strategic Outcomes and Priorities (See Policy C-CG-02)
 - Cultivate Economic Prosperity: A diversified, robust and resilient economic foundation to support growth and community service delivery.
 - CULTIVATE SUSTAINABLE INFRASTRUCTURE AND SERVICES: A growing community that has balanced development and management of civic facilities, transportation networks and related services.
 - CULTIVATE A SAFE, HEALTHY AND INCLUSIVE COMMUNITY: A community that provides opportunities for everyone to realize their potential in a thinking, caring and connected way.
- b) Long Term Plans (e.g. MDP, Social Master Plan, Cultural Master Plan, etc.)
 - Smart City Master Plan
- c) Corporate Objectives (See Corporate Business Plan)
 - Deliver programs and services that meet or exceed our standards
 - Ensure our customers are very satisfied
- d) Council Policies, Bylaws
 - C-ED-07 Economic Prosperity Policy
- e) Other documents
 - None identified

Report Date: June 26, 2017

Author(s): Curtis Bauer, Manager, Business Attraction

Committee/Department: Economic Development

General Manager: Glenn Tompolski

City Manager: Kevin Scoble