



AGENDA ITEM
LACOMBE COUNTY
ECONOMIC DEVELOPMENT STRATEGY

Terms of Reference

December 16, 2021

BACKGROUND

Attached is the draft Terms of Reference (TOR) for the Lacombe County Economic Development Strategy (EDS). The TOR outlines the project process, objectives, timeline, and budget implications.

The process will rely heavily on public consultation, as well as Council's engagement throughout. Utilizing various methods including media, one on one interviews, surveys, and open houses, information will be gathered and compiled to set the direction of the project.

The objective is to create a comprehensive EDS that will clearly outline priorities for the next five years. These priorities will be organized into an implementation plan, listing goals and objectives and categorizing them as short, medium, or long-term.

The intended timeline is to present the completed EDS to Council before the end of 2022 for their endorsement. The EDS will provide clear direction on the expected outcomes, requiring regular review and updating to ensure that it remains relevant.

There is no current EDS for Lacombe County, however, other internal plans and guides will be key in its development. These include but are not limited to: *Municipal Development Plan (MDP)*, *Land Use Bylaw (LUB)*, *Strategic Plan*, Intermunicipal Development Plans (IDPs), and Area Structure Plans (ASPs) as well as the Community Profile, Business Development Guide, and Agriculture

Guide. The aim is to create an EDS that allows for overall growth and realizes the regions' tremendous potential.

Should Council choose to endorse the TOR, the next step in the process will be to develop a Request for Proposal (RFP) for distribution in January 2022. Upon review of all proposals, County Administration will select the top two or three and invite consultants to present to Council for their consideration. Council will make the final decision to award the contract for the project.

BUDGET IMPLICATIONS

An amount of \$60,000 has been budgeted to complete this project. This will include consultation fees, as well as additional project costs for advertising, print materials, and any public events.

RECOMMENDATION

Council passes a resolution to endorse the Terms of Reference for the Lacombe County Economic Development Strategy.

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REVIEWED BY: Tim Timmons, County Manager

