

P O L I C Y



Department PLANNING AND DEVELOPMENT	Policy No. AD(47)	Page 1 of 2
Policy Title Business Recognition Program	Date: October 10, 2024	Resolution No. C/446/24

Policy Statement

Lacombe County is home to a diverse array of businesses that contribute significantly to the local economy and community well-being. Recognizing and celebrating these businesses for their years of service and entrepreneurial spirit is vital in fostering a strong sense of community and encouraging continued growth and investment in our region.

Purpose

1. To strengthen community ties by recognizing local businesses. The County aims to further solidify relationship between the County and the business community, encouraging local investment and community pride.
2. To promote economic growth by celebrating business successes, Lacombe County demonstrates its commitment to fostering a thriving economic environment, potentially attracting new businesses and investors to the area.
3. To encourage entrepreneurship by showcasing the ribbon-cutting option for new businesses, which provides immediate support and visibility, aiding their success and long-term sustainability.
4. Allow the County to continue to gauge business interest and Program effectiveness through a two (2) year period in order to determine whether to maintain the Program, extend the Program in other forms, or discontinue the Program.

Policy Guidelines

1. The Program shall come into effect on the date of January 1, 2025, and approval by Lacombe County Council, and will run for a period of two (2) years. Milestones and Ribbon-cutting approved prior to the expiry of the period will continue to be honoured until the date of these milestones or terminated in accordance with the guidelines of this Policy.
2. The County reserves the right to cancel the Program at any time. If the Program is cancelled by the County prior to the expiry of the period described above, all recognitions under this program will cease and the County shall be under no obligation to continue the distribution of recognition.
3. All participants through the program must apply by filling out the Business Recognition Program Application. Recognition of Long-Standing Businesses the application must be submitted between December 15 and February 15; New Business Start-Up applications must be submitted at least 30 days prior to event date.
4. All applications must be submitted to economicdevelopment@lacombecounty.com

5. All recognition through the Program shall be subject to final approval by the Economic Development Officer. Lacombe County reserves the right to refuse any request for recognition which are, in the County's sole discretion, determined to be ineligible for the Program.
6. Years of Service Awards will be presented to eligible businesses upon reaching the following milestones, with the corresponding recognition:
 - 10 Years of Service - Lacombe County Certificate of Recognition
 - 25 Years of Service - Lacombe County Certificate of Recognition and Engraved Plaque commemorating 25 years of service.
 - 50 Years of Service - Lacombe County Certificate of Recognition and customized framed aerial photo of the business location.
 - Beyond 50 years of service within 25-year increments - Lacombe County Certificate of Recognition and customized canvas featuring a collage of the business history.
7. New Business Ribbon Cutting Event is to welcome and encourage new businesses in Lacombe County; the following procedures will be followed:
 - A ribbon-cutting event will be organized in collaboration with County and the new business.
 - The business will receive a commemorative ribbon as a keepsake.
8. All recognition through this program will invite the Division Councillor to the event and/or presentation. All events or presentations will be reported to Council at a regular Council meeting on a monthly or quarterly basis, depending on the number of recognitions to report.
9. All recognition through this program will also be acknowledged through Lacombe County social media, posted on the Lacombe County website, and will be featured in the County News.

Eligibility Criteria

To be eligible to participate in the Business Recognition Program, the business must:

1. be based and operate within Lacombe County. The County may ask for additional documentation, such as incorporation documents, to verify the establishment and nature of the business, if required;
2. be in good standing with Lacombe County, which includes holding applicable development permits and demonstrating compliance with applicable legislation and approvals;
3. land on one of the milestones years of service listed above or have started up within 6 months of the ribbon cutting event.

Annual Review

Staff will undertake an annual review of the program, including all active and pending applications, and report to Lacombe County Council so that they may monitor the effectiveness of the program.

Approved: October 10, 2024
Revised: