



Wood Buffalo Development Advisory Committee

Conducted Electronically Via MS Teams

Wednesday, September 6, 2023
9:00 AM

Agenda

Public Participation for the September 6, 2023 Wood Buffalo Development Advisory Committee Meeting

The Wood Buffalo Development Advisory Committee (the Committee) will be conducting their September 6, 2023 Meeting through electronic communications in accordance with section 199 of the *Municipal Government Act*.

- Anyone wishing to participate in the meeting is encouraged to do so by registering to speak as a delegate by way of Microsoft Teams or by submitting comments by email.
- To participate via Microsoft Teams:
 - Anyone wishing to speak to an item on the September 6, 2023, Committee Meeting Agenda must pre-register by 4:00 p.m. on September 5, 2023.
 - To register to speak via Microsoft Teams, please email boardsandcommittees@rmwb.ca or call 780-743-7001 with your name, the item you wish to speak to, and an email address that you can be reached at prior to and during the meeting.
 - All registrants will be emailed the details on how to participate prior to the start of the meeting.
 - Each registrant will be given a maximum of **5 minutes** to address the Committee.
- To make a written submission before or during the live meeting:
 - Please complete the online form found at <https://www.rmwb.ca/writtendelegations/> or email boardsandcommittees@rmwb.ca
 - Please note that written comments for an agenda item must be received prior to the start of that item during the meeting. Emails that are received after the agenda item has been introduced or are not relevant to an agenda item, will not become part of the record of this meeting.
 - All written submissions are public and will be included in the Committee Meeting Agenda Package as part of the public record.

The personal information on this form is collected under the authority of Section 33 (a) & (c) of the *Alberta Freedom of Information and Protection of Privacy Act*. The personal information will be used as contact information. If you have any questions about the collection or use of this information, contact the Chief Legislative Officer, Legislative Services, 7th Floor Jubilee Building, 9909 Franklin Ave. T9H 2K4, or call (780) 743-7001.

1. **Call to Order**

2. **Adoption of Agenda**

3. **Minutes of Previous Meetings**

- 3.1. Special Wood Buffalo Development Advisory Committee Meeting – August 9, 2023

4. **New and Unfinished Business**

- 4.1. Attracting New Business and Private Investment - Lisa Sweet, Director, Business and Investment Attraction, and Terri Nielsen, Director, Tourism, Fort McMurray Wood Buffalo Economic Development and Tourism
- 4.2. Red Tape Reduction Working Group Update
- 4.3. Land Use Bylaw Progress Update
- 4.4. Municipal Development Progress Update
- 4.5. Invest Alberta Recap

Adjournment

Minutes of a Meeting of the Wood Buffalo Development Advisory Committee held via Microsoft Teams, in Fort McMurray, Alberta, on Wednesday, August 9, 2023, commencing at 10:00 AM.

Present:

Bryce Kumka, Chair, Business Community
 Jennifer Vardy, Vice-Chair, Public-At-Large
 Bilal Abbas, Public-At-Large
 Aurick DeSousa, Community Development
 Steven Hale, Education Sector
 David Secord, Business Community Representative
 Purva Sharma, Arts, Culture and Recreation Representative
 Dan Soupal, Land Development Industry
 Ijeoma Uche-Ezeala, Public-At-Large
 Raj Vasal, Community Development

Absent:

Alex McKenzie, Land Development Sector
 Rene Wells, Public-At-Large
 Stu Wigle, Councillor

Administration:

Amanda Haitas, Acting Director, Planning and Development
 Kelly Hansen, Director, Strategic Planning and Program Management
 Kevin Meacher, Program Manager, Municipal Initiatives
 Heather Fredeen, Clerk, Legislative Services

1. Call to Order

Chair Bryce Kumka, called the meeting to order at 10:03 a.m.

2. Adoption of Agenda

MOTION:

THAT the Agenda be adopted as presented.

RESULT: CARRIED [UNANIMOUS]
MOVER: David J.R. Secord
SECONDER: Jennifer Vardy
FOR: Kumka, Vardy, Abbas, DeSousa, Hale, Secord, Sharma, Soupal, Uche-Ezeala, Vasal

3. Minutes of Previous Meetings

3.1. Wood Buffalo Development Advisory Committee Meeting - July 5, 2023

MOTION:

THAT the Minutes of the Wood Buffalo Development Advisory Committee Meeting held on July 5, 2023, be approved as presented.

RESULT: CARRIED [UNANIMOUS]
MOVER: Aurick DeSousa
SECONDER: Raj Vasal
FOR: Kumka, Vardy, Abbas, DeSousa, Hale, Secord, Sharma, Soupal, Uche-Ezeala, Vasal

4. New and Unfinished Business

4.1. Working Groups Update

No updates were provided.

4.2. Meeting Request Update - Minister of Service Alberta and Red Tape Reduction

Heather Fredeen, Clerk, Legislative Services provided an update to the Committee regarding the Committee's quarterly meeting with the Hon. Dale Nally, Minister, Service Alberta and Red Tape Reduction and indicated that a meeting request for the month of September 2023 was submitted to the Minister's Office; however, a meeting date has not yet been finalized.

4.3. Letters of Congratulations and Introduction - Honourable Brian Jean, Minister of Energy and Minerals, and Member of the Legislative Assembly representing Fort McMurray - Lac La Biche, and Tany Yao, Member of the Legislative Assembly representing the Regional Municipality of Wood Buffalo

Committee Members discussed the recent appointments of the Honourable Brian Jean who was appointed as Minister of Energy and Minerals on June 9, 2023, and Tany Yao who was appointed Parliamentary Secretary for Small Business and Northern

Development on July 13, 2023, and potential synergies with the Wood Buffalo Development Advisory Committee.

MOTION:

THAT the Chair, on behalf of the Wood Buffalo Development Advisory Committee, send letters of congratulations and introduction to the Honourable Brian Jean, Minister of Energy and Minerals, and Member of the Legislative Assembly, Fort McMurray - Lac La Biche, and Tany Yao, Parliamentary Secretary for Small Business and Northern Development and Member of the Legislative Assembly, Fort McMurray - Wood Buffalo.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Aurick DeSousa
SECONDER:	David J.R. Secord
FOR:	Kumka, Vardy, Abbas, DeSousa, Hale, Secord, Sharma, Soupal, Uche-Ezeala, Vasal
ABSENT:	McKenzie, Wells

Exit

Committee Member Steven Hale disconnected from the meeting at 10:25 a.m.

5. Presentation

5.1. Sarojini Vasant, Managing Director, Canada re: Invest Alberta

Sarojini Vasant, Managing Director, and Siao Yong, Stakeholder Relations Manager, Invest Alberta, provided a presentation on the services that Invest Alberta offers and provided examples of how the Organization has supported communities, companies and industry sectors.

Exits

Committee Member Bilal Abbas exited the meeting at 10:59 a.m.

Committee Member Purva Sharma exited the meeting at 11:30 a.m.

Committee Member Ijeoma Uche-Ezeala exited the meeting at 11:31 a.m.

Adjournment

The meeting adjourned at 11:32 a.m.

Chair

ATTRACTING NEW BUSINESS & PRIVATE INVESTMENT

PRESENTED TO:

WOOD BUFFALO DEVELOPMENT ADVISORY COMMITTEE

PRESENTED BY:

LISA SWEET & TERRI NIELSEN

SEPTEMBER 6, 2023



AGENDA

- FMWBEDT STRATEGIC GOALS
- BUSINESS & INVESTMENT ATTRACTION OVERVIEW
 - COMMERCIAL & RETAIL DEVELOPMENT
 - ECONOMIC DIVERSIFICATION & INDUSTRIAL DEVELOPMENT
 - TOURISM OVERVIEW
 - TOURISM DEVELOPMENT
 - EVENT ATTRACTION
 - VISITOR EXPERIENCE
- QUESTIONS

5 STRATEGIC GOALS

GOAL #1

Grow Local Business
& Entrepreneurship

GOAL #2

Support Innovation

GOAL #3

Attract New Business
& Private Investment

GOAL #4

Brand & Market
Our Region

GOAL #5

Pursue Organizational
Excellence



4.1.a

Attachment: 4.1 Attracting New Business and Private

GOAL #3 ATTRACT NEW BUSINESS & PRIVATE INVESTMENT

We Pursue Targeted Investment

INITIATIVE 3.1

Drive the Visitor Economy
& Tourism

INITIATIVE 3.2

Attract Targeted Commercial,
Retail & Tourism Investment

INITIATIVE 3.3

Attract Targeted Industrial
Enterprise Investment

INITIATIVE 3.4

Facilitate the
Development of
Signature Tourism
Experiences



Attachment: 4.1 Attracting New Business and Private



BUSINESS & INVESTMENT ATTRACTION

1. **Commercial & Retail Development**
2. **Economic Diversification & Industrial Development**

RETAIL & COMMERCIAL RECRUITMENT STRATEGY

4.1.a



Fort McMurray Wood Buffalo
Retail & Commercial Recruitment Strategy Update
July 2023

Market Spending Potential
\$2.3 Billion (2023)
\$1.85 Billion (2021)

Market Leakage
\$850 Million (2023)
\$706 Million (2021)

Commercial Inventory
Requirement
1,153,596 s.f. (2023)
950,000 s.f. (2021)

URBAN MARKET OPPORTUNITIES

- National/Regional Retail Anchors
- High Density Mixed Use Projects
- Community Commercial/Services
- Branded Outlet Mall
- Urban Entertainment Centre
- Technology Based Commercial
- Health Services/Commercial
- National/Specialty Restaurants
- **Hospitality/Conference Centre**
- **Leisure/Resort Destinations**
- Highway Services/Travel Centre
- Auto Mall
- Logistics/Distribution
- Cultural Showcase

4.1.a

Attachment: 4.1 Attracting New Business and Private

Packet Pg. 12

APPAREL

Household Spending
\$6,067 2021
 Average

Top Preferred Apparel Retailers

WINNERS
 OLD NAVY
 MARSHALLS
 H&M
 LULULEMON

*Source: 2021 Consumer Survey



MARKET SPENDING POTENTIAL



FORT McMURRAY
 WOOD BUFFALO

WWW.FMWB.CA | INVEST@FMWB.CA



PARSONS CREEK TOWN CENTRE



54 Acre Greenfield Commercial/Retail zoned shovel ready development

Fort McMurray, Alberta

- Fort McMurray's newest neighborhood development
- Primary Trade Area exceeds 30,000 Households
- Located 10 minutes from downtown Fort McMurray
- Expression of Interest can be submitted through Alberta Purchasing Connection www.purchasingconnection.ca



FORT McMURRAY
 WOOD BUFFALO

WWW.FMWB.CA | INVEST@FMWB.CA





4.1.a

Attachment: 4.1 Attracting New Business and Private



- Over 30 meetings in 2 days
- 14 national development companies
- 16 leading retailers

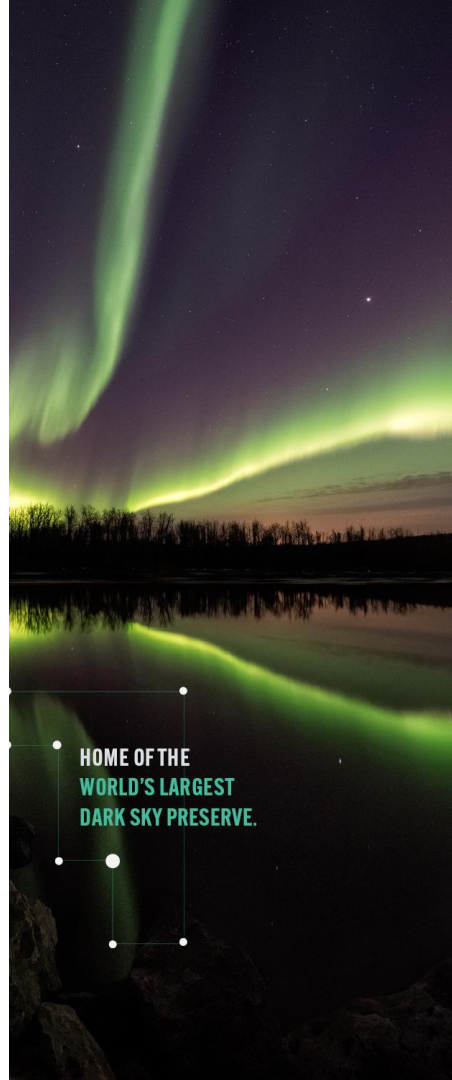


ECONOMIC DIVERSIFICATION & INDUSTRIAL DEVELOPMENT

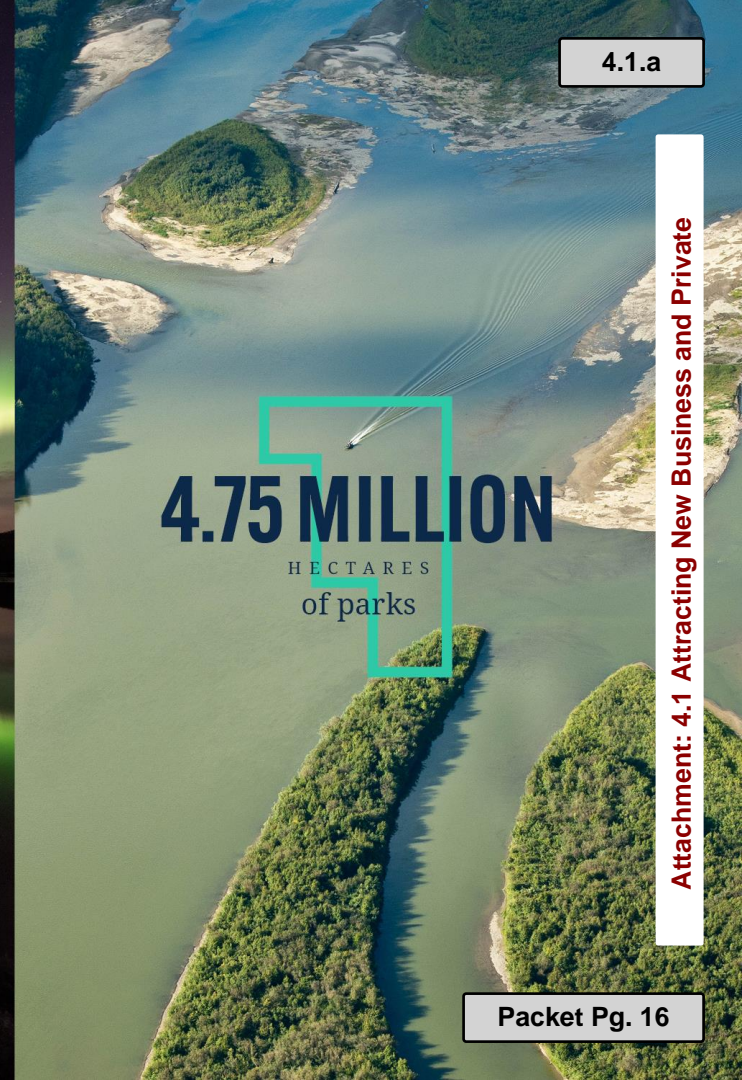
- Economic Diversification Opportunity Research
 - Emissions Reduction
 - Advanced Technologies
 - Environmental Management
 - Hydrogen
 - Co-Gen Related
 - Manufacturing
 - Alternative Energy Production
 - Tourism
 - Corridors
- Invest Alberta Partnership

TOURISM

1. Tourism Development
2. Event Attraction
3. Visitor Experience



HOME OF THE
WORLD'S LARGEST
DARK SKY PRESERVE.



4.75 MILLION
HECTARES
of parks

4.1.a

Attachment: 4.1 Attracting New Business and Private

Packet Pg. 16

OUR PURPOSE

Attract outside visitation to our region.

A TOURIST is someone who visits a destination for entertainment purposes.

A VISITOR is someone who visits a destination for any number of reasons including business or work, visiting friends and relatives, education and entertainment for example.



4.1.a

Attachment: 4.1 Attracting New Business and Private

Packet Pg. 17



4.1.a

Why is Fort McMurray Wood Buffalo an attractive destination?

- Natural Attractions
- Cultural Variety
- Safe and Welcoming
- International airport
- Four distinct seasons
- Event and venue superior infrastructure

Attachment: 4.1 Attracting New Business and Private

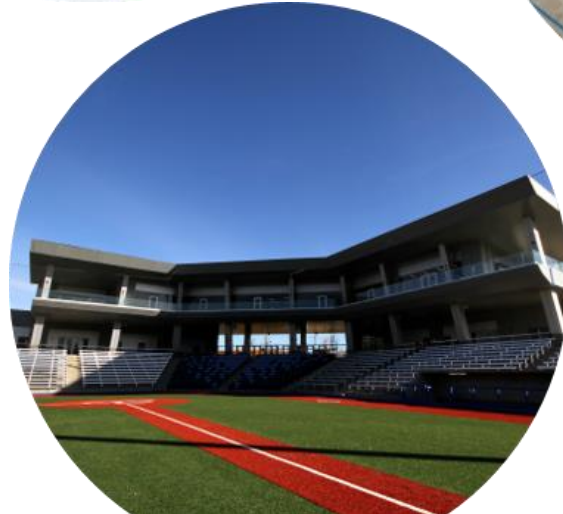
TOURISM PRODUCT DEVELOPMENT



Tourism Development Zone Project
Rural Tourism Strategy
Tourism Connection Program
Educational Opportunities
Grant Connections

EVENT ATTRACTION

- Strategy to attract both sport & business events
- Attended Sport Event Congress collaboratively – came away with 4 strong leads / 8 potential leads
- Strong Local Sport Associations
- Legacy of events
- Enhances the regions' image and reputation
- Creates strong economic impact
- Can generate future tourism
- Build pride in place



4.1.a

Attachment: 4.1 Attracting New Business and Private

A photograph of a bison standing in a grassy field. Another bison is partially visible on the left. The background shows a hazy, rolling landscape under a bright sky.

VISITOR EXPERIENCE

- Encouraging residents to learn the tourism assets of our region
- Becoming even better hosts
- FMWB Expert Program
- Frontline hospitality and retail customer service training
- Community Engagement

QUESTIONS?

THANK YOU

FORT M^cMURRAY
WOOD BUFFALO

ECONOMIC
DEVELOPMENT
& TOURISM

fmwb.ca | startupymm.ca