

WOOD BUFFALO PRO-BUSINESS ADVISORY COMMITTEE AGENDA

Wednesday, January 10, 2024, 2:00 p.m.

Room 207, 2nd Floor, Jubilee Centre

9909 Franklin Avenue, Fort McMurray, AB T9H 2K4

| | Pages |
|---|--------------|
| 1. Call to Order | |
| 2. Adoption of Agenda | |
| 3. Minutes of Previous Meeting | |
| 3.1 Wood Buffalo Pro-Business Advisory Committee Meeting - November 8, 2023 | 2 |
| 4. New and Unfinished Business | |
| 4.1 Appointment of Chair and Vice-Chair | |
| 4.2 2024 Committee Meeting Schedule | |
| 4.3 Downtown Revitalization Incentives Program Engagement | 5 |
| 4.4 Council Presentation Follow Up | |
| 4.5 Wood Buffalo Pro-Business Advisory Committee Recommendations Implementation | |
| 5. Adjournment | |

Minutes of a Meeting of the Wood Buffalo Pro-Business Advisory Committee held in Room 105 at the Chamber of Commerce Offices in Fort McMurray, Alberta, on Wednesday, November 8, 2023, commencing at 1:00 PM.

Present:

Dianna de Sousa, Fort McMurray Chamber of Commerce Representative, Chair
Kristi Hines, Fort McMurray Wood Buffalo Economic Development and Tourism Representative (via Teams)
Lana Maloney, Fort McMurray Construction Association Representative
Robbie Picard, Public-At-Large (via MS Teams)
John Rybak, Consulting Engineers of Alberta Representative, Wood Buffalo
Michelle Toner, Northeastern Alberta Aboriginal Business Association Representative
Stu Wigle, Councillor

Absent:

Carmelo Daprocida, BILD Wood Buffalo Representative, Vice Chair

Administration:

Dennis Vroom, Program Manager, Municipal Initiatives
Sonia Soutter, Manager, Senior Legislative Officer

1. Call to Order

Chair Dianna de Sousa called the meeting to order at 1:00 p.m.

2. Motion to Approve the Agenda

MOTION:

THAT the Agenda be adopted as presented.

| | |
|------------------|---|
| RESULT: | CARRIED [UNANIMOUS] |
| MOVER: | Lana Maloney |
| SECONDER: | John Rybak |
| FOR: | de Sousa, Maloney, Picard, , Rybak, Toner |
| ABSENT: | Daprocida, Hines |

3. Minutes Approval

3.1. Wood Buffalo Pro-Business Advisory Committee Meeting - October 11, 2023

THAT the Minutes of the Wood Buffalo Pro-Business Advisory Committee Meeting held on October 11, 2023, be approved as presented.

| | |
|------------------|---|
| RESULT: | CARRIED [UNANIMOUS] |
| MOVER: | Lana Maloney |
| SECONDER: | Michelle Toner |
| FOR: | de Sousa, , Maloney, Picard, Rybak, Toner |
| ABSENT: | Daprocida, Hines |

3.2. Wood Buffalo Pro-Business Advisory Committee Meeting - October 19, 2023

THAT the Minutes of the Wood Buffalo Pro-Business Advisory Committee Meeting held on October 19, 2023, be approved as presented.

| | |
|------------------|---|
| RESULT: | CARRIED [UNANIMOUS] |
| MOVER: | John Rybak |
| SECONDER: | Robbie Picard |
| FOR: | de Sousa, , Maloney, Picard, Rybak, Toner |
| ABSENT: | Daprocida, Hines |

Entrance

Kristi Hines joined the meeting via MS Teams at 1:05 p.m.

Councillor Stu Wigle entered the meeting at 1:10 p.m.

4. New and Unfinished Business

4.1. Discussion with Fort McMurray Wood Buffalo Economic Development and Tourism

Gregg Saretsky, Chair, Fort McMurray Wood Buffalo Economic Development and Tourism Board provided an overview of the strategic goals for the organization, highlighting their five-year strategy for economic development and noted that within the strategy are five key initiatives to support economic growth and tourism. Programs such as the Workforce Immigration & Support Program which supports work force labour attraction by providing assistance with permanent residency applications and newcomer support services was also highlighted.

4.2. Procurement Overview

Rachel Orser, Director Supply Chain Management presented an overview of the RMWB Procurement services by sharing initiatives that have been adopted under the social procurement program such as an introduction of a new internal process for open competitive procurement and the standardization of solicitation document templates. Other initiatives underway include a strategy for Indigenous businesses, a comprehensive review of construction contracts and a vendor landing page on the municipal website. It was also shared that a governance suite of policies, procedures, and processes to modernize the procurement function are being finalized.

4.3. 2023 Priorities

The Committee reviewed and finalized their strategic solutions.

Exit and Return

Robbie Picard exited the meeting at 3:37 p.m. and rejoined at 3:39 p.m.

MOTION:

THAT the Wood Buffalo Pro-Business Advisory Committee recommends that the list of Strategic Priorities be brought forward to Council for consideration.

| | |
|------------------|--|
| RESULT: | CARRIED [UNANIMOUS] |
| MOVER: | Lana Maloney |
| SECONDER: | Michelle Toner |
| FOR: | de Sousa, Hines, Maloney, Picard, Rybak, Toner |
| ABSENT: | Daprocida |

Exits and Return

Lana Maloney exited the meeting at 3:41 and returned at 3:43 p.m.

Councillor Stu Wigle exited the meeting at 3:43 p.m.

Adjournment

The meeting adjourned at 3:48 p.m.

Chair

Downtown Revitalization Incentives Program

Presenter: Long Range Planning & Implementation

Department: Planning and Development Services

Meeting Date: January 10, 2024



Introduction

- Program Objectives
- Program Update
- Program Evaluation Review
- Discussion Questions

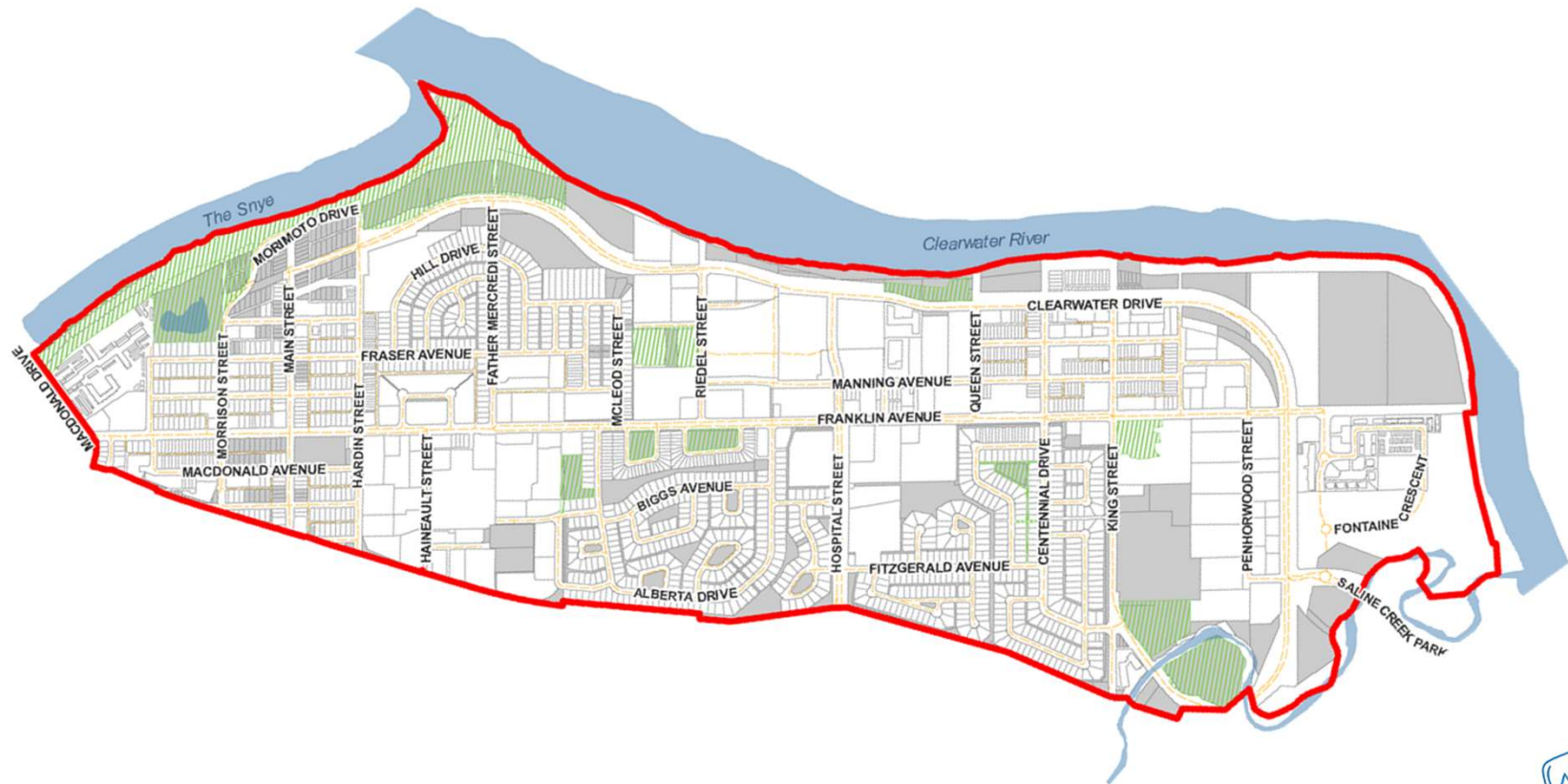


Program Objectives

- The Downtown Revitalization Incentive Program (DRIP) was developed to provide a financial incentive to eligible property and business owners within the Downtown. The objectives of the Program are:
 - To retain existing businesses, while encouraging new businesses in the Downtown.
 - To introduce new features and amenities that create interest and vibrancy, helping transform the Downtown into a place people want to spend time.
 - To enhance the aesthetic qualities of private property within the Downtown; and
 - To leverage public funding to catalyze private investment in the Downtown.



Program Area Map



Downtown Revitalization Incentives Program – January 10, 2024



Program Update

- Phase 1 (pilot phase)
 - June 29 – December 31, 2020
- Phase 2
 - April 19, 2021 – March 31, 2022
- Phase 2 Extension
 - May 16, 2022 – April 30, 2023



Program Update

Applications

| Program Phase | Applications Received (#) | Applications Approved (#) | Grant Funding Allocated (\$)¹ | Grant Funding Reimbursed (\$)² |
|--------------------------------|---------------------------|---------------------------|-------------------------------|--------------------------------|
| Phase 1 (2020) | 100 | 72 | \$2,988,666 | \$2,234,241 |
| Phase 2 (2021/22) | 121 | 88 | \$3,046,890 | \$1,382,131 |
| Phase 2 (2022/23) Extension | 162 | 105 | \$2,870,356 | \$463,691 |
| TOTAL | 383 | 265 | \$8,905,913 | \$4,080,064 |

¹ Funding is allocated (set aside) once projects are approved.

² Funding is disbursed to applicants after projects are complete and verified by the Municipality.



Completed Projects



BEFORE



AFTER

Climate Control, 8320 Manning Avenue
Façade Improvement Grant

Downtown Revitalization Incentives Program – January 10, 2024



Completed Projects



BEFORE



AFTER

Nistawoyou Association Friendship Centre, 8310 Manning Avenue
Façade Improvement Grant

Downtown Revitalization Incentives Program – January 10, 2024



Completed Projects



BEFORE

Fort McMurray Boys and Girls Club, 20 Riedel Street
Façade Improvement Grant

Downtown Revitalization Incentives Program – January 10, 2024



AFTER



Completed Projects



BEFORE

Some Other Solutions, 8706 Franklin Avenue
Interior Improvements Grant

Downtown Revitalization Incentives Program – January 10, 2024



AFTER



Completed Projects



AFTER

Salvation Army, 9919 MacDonald Avenue
Mural Grant

Downtown Revitalization Incentives Program – January 10, 2024



Program Evaluation Review

- Purpose:
 - ✓ To review the effectiveness of the existing program.
 - ✓ To obtain feedback from stakeholders.
 - ✓ To identify options and recommendations to improve the program.
 - ✓ To assess the recommendations to identify preferred options for a revised Council Policy, Administrative Procedure, and other program documents.



Program Evaluation Review

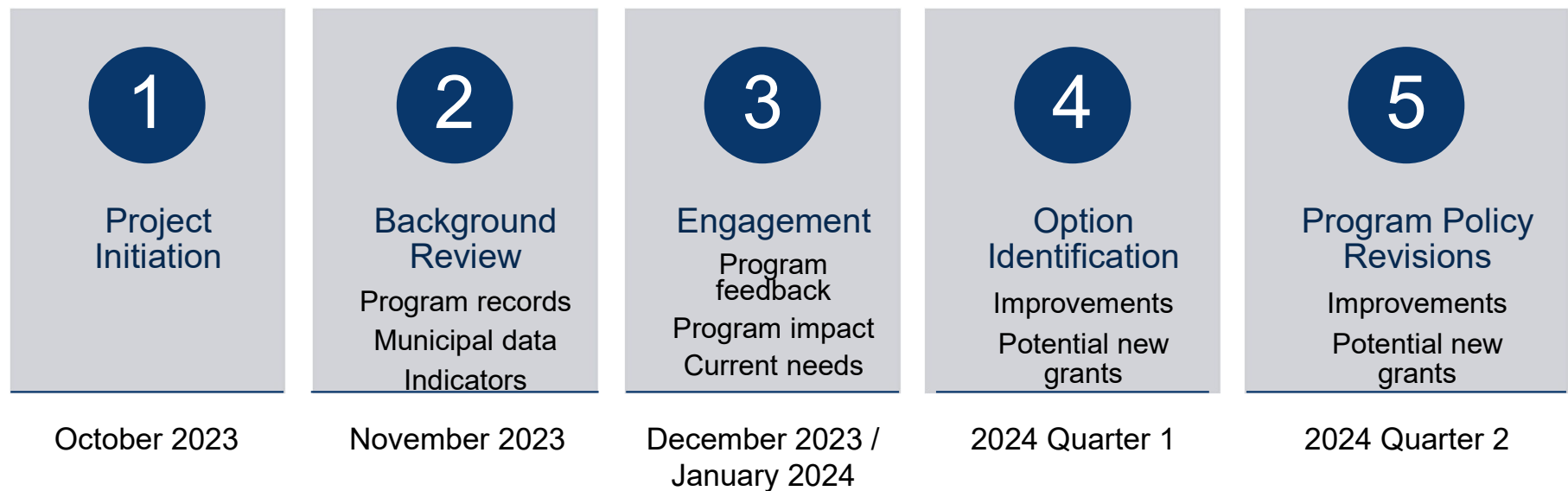
- Downtown Area Redevelopment Plan vision (2023):

“The Downtown is an all-seasons, accessible destination that showcases our people, our businesses, our services, and our amenities. Vibrant spaces, inviting storefronts, an accessible waterfront and unique experiences will welcome residents and visitors to the Downtown in a safe and memorable environment.”



Program Evaluation Review

- Outline:



Program Evaluation Review

Engagement Activities (From January 5, 2024, through to February 5, 2024)

3

Engagement

Program
feedback

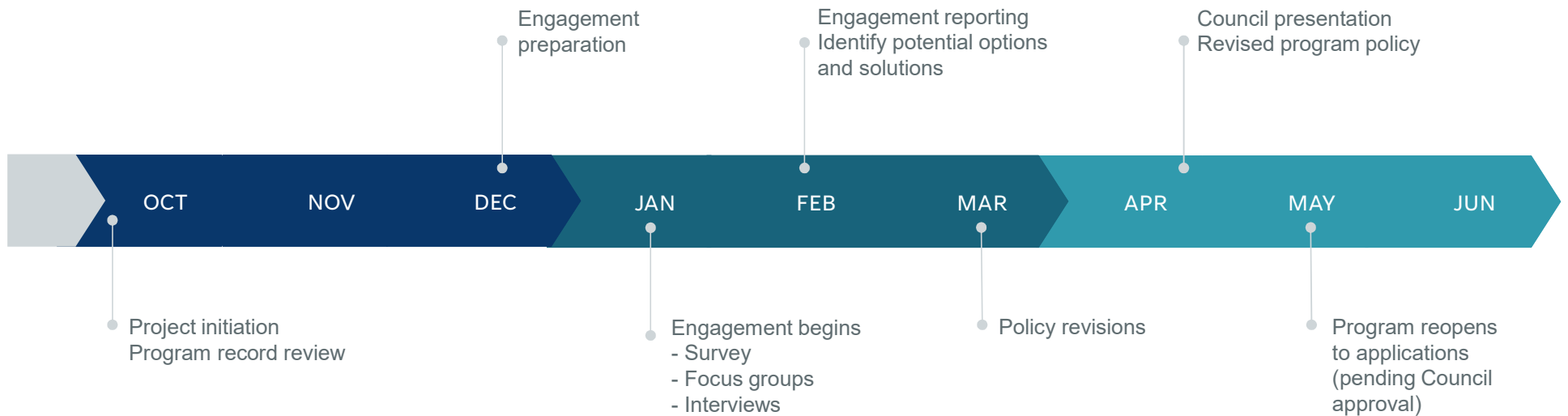
Program impact
Current needs

- Online survey (public)
- Focus groups
 - Program staff
 - Council advisory committees
 - Community organizations and business stakeholders
 - Applicants (including prospective and unsuccessful)
- One-to-one interviews
 - Recipients whose projects are complete.



Program Evaluation Review

Timelines:



Discussion Questions:

- In what ways is the Program working well?
- Where is the Program making the most impact?
- In what ways could the Program be improved?
- What challenges or opportunities should a new or revised Program address?
- Are there areas of Downtown that future grant streams should focus on?



Next Steps:

- Following today's meeting:
 - Submit any written comments (mrising@urbansystems.ca)
 - Complete the [online survey](#)
 - Share [the survey](#) with your networks
 - Nominate 1-2 committee members to participate in a focus group
 - Thursday January 18, 2024, from 1-3pm. 9909 Franklin Avenue, Room 207. [Please note registration is required.](#)

Additional information about the review will be available at rmwb.ca/incentives starting January 5, 2024.
If you have any other questions, please email the Downtown Revitalization Incentives Program at incentives@rmwb.ca.



Thank You

