

**WOOD BUFFALO
ECONOMIC
DEVELOPMENT**

BUSINESS RECOVERY TASK FORCE

Presented by: Kevin Weidlich, Chair
Final Report | June 23, 2020

OVERVIEW



OBJECTIVE

The objective of the Task Force is to identify and recommend programs and supports to assist businesses and economic recovery in our region.

BUSINESS RECOVERY TASK FORCE MEMBERS



Kevin Weidlich, Chair

President & CEO, Wood Buffalo
Economic Development Corporation

Alethea Austin

Co-Founder & CEO, Achieve Wellness

Chris Seggewiss

Regional Manager,
Royal Bank of Canada

Jane Stroud

RMWB Councillor

Karim Zariffa

Executive Director, Oil Sands
Community Alliance (OSCA)

Keith Plowman

President, Fort McMurray
Construction Association

Kim Rizzi

General Manager, Wood Buffalo
2022 Arctic Winter Games

Kristi Hines

Founder & Director, Hines
Health Services

Michelle Toner

Executive Director, Northeastern Alberta
Aboriginal Business Association (NAABA)

Mike Lambert

Owner, East Village Pub

Nick Sanders

Interim Executive Director,
Fort McMurray Chamber of Commerce

Paul Jones

President, Fort McMurray
Hotels Association

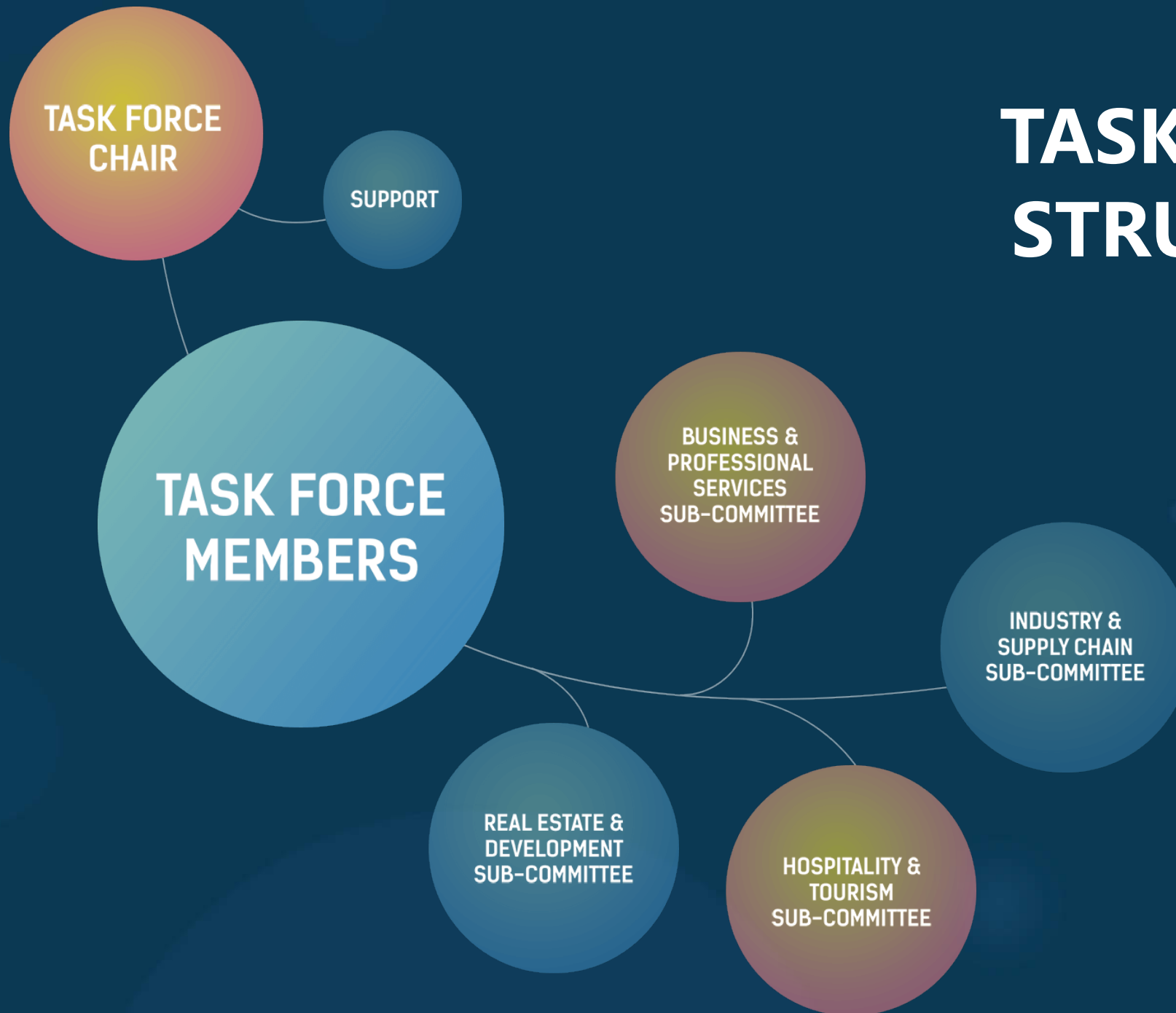
RJ Steenstra

President & CEO, Fort McMurray
Airport Authority

Verna Murphy

RMWB Councillor

TASK FORCE STRUCTURE



SUB-COMMITTEES



Business & Professional Services

Engage with businesses providing products and services to the region including, but not limited to: entertainment, retail, professional services, grocery and home-based businesses.

Focus:

- Products
- Services



Industry & Supply Chain

Engage with oil sands producers and companies whose main activities include the provision of a product or service to supply the oil sands industry within the region.

Focus:

- Oil Sands Producers
- Oil Sands Supply Chain Businesses



Real Estate & Development

Engage with businesses that encompass commercial, industrial & residential investment and development activity within the region.

Focus:

- Real Estate Brokers
- Construction Companies
- Developers
- Property Owners



Tourism & Hospitality

Engage with businesses that provide excellent customer service while providing an experience where accommodations, food & beverage, tourism, recreation and travel is involved.

Focus:

- Festivals & Attractions
- Hotels & Lodgings
- Restaurants
- Transportation

ENGAGEMENT SUMMARY

BUSINESS & PROFESSIONAL SERVICES

Virtual Focus Groups (6)

21

participants

INDUSTRY & SUPPLY CHAIN

Virtual Focus Groups (2)

27

participants

REAL ESTATE & DEVELOPMENT

Virtual Focus Groups (4) / One-on-One

21/24

participants

TOURISM & HOSPITALITY

Virtual Focus Groups (5)

78

participants

TOTAL

171

participants

THREE PHASES OF RECOVERY

IMMEDIATE RESPONSE PHASE

Recommendation executed or resolved.

Immediate

(Provincial/local emergency orders still in effect)

RECOVERY PHASE

Recommendation currently in-progress and being further developed.

Short-Term

(Provincial/local emergency orders lifted)

RESILIENCY PHASE

Recommendation is a concept to be developed.

Long-Term
(New normal)



THEMES

1. Strengthening the Local Business Community
2. Maintaining a Culture of Safety
3. A Business-Friendly Environment
4. A Stronger Regional Voice
5. Long-Term Competitiveness

NEXT STEPS

- The recommendations from the Business Recovery Task Force Report is one input to the Business & Economic Recovery Plan.
- There is no ask today.
- Current Funding Applications:
 - Western Economic Diversification
 - Travel Alberta
 - Government of Alberta Economic Development Trade & Tourism
- The Business & Economic Recovery Plan and corresponding budget will be presented to Council on **July 14, 2020.**

GOING BACK TOGETHER

choosewoodbuffalo.ca

**WOOD BUFFALO
ECONOMIC
DEVELOPMENT**