



Administrative Briefing

Jubilee Centre Council Chamber
9909 Franklin Avenue, Fort McMurray

Tuesday, December 02, 2014
6:00 p.m.

From time to time, items will be scheduled which must be dealt with in private due to the sensitive or confidential nature of the matter, and in such cases, the specific section of the Freedom of Information and Protection of Privacy Act will be referenced on the agenda.

Agenda

Call to Order

1. Adoption of Agenda
2. Minutes of Administrative Briefing - November 18, 2014
3. Update on Wood Buffalo Entrepreneurship Initiative

Motion to Move In Camera

4. Contractual Matter
(In-camera, pursuant to Section 16 of the Freedom of Information and the Protection of Privacy Act)

Motion to Reconvene in Public

Adjournment

Unapproved Minutes of an Administrative Briefing of the Council of the Regional Municipality of Wood Buffalo held in the Council Chamber at the Municipal Offices in Fort McMurray, Alberta, on Tuesday, November 18, 2014, commencing at 6:00 p.m.

Present: M. Blake, Mayor
G. Boutilier, Councillor
L. Bussieres, Councillor
J. Cardinal, Councillor
S. Germain, Councillor
P. Meagher, Councillor

Absent: T. Ault, Councillor
J. Chadi, Councillor
K. McGrath, Councillor
A. Vinni, Councillor

Administration: K. Scoble, Acting Interim Chief Administrative Officer
D. Leflar, Chief Legislative Officer
R. Kendall, Supervisor, Legislative Officer
E. Franks, Legislative Coordinator

Call to Order

The Mayor called the Administrative Briefing to order at 6:11 p.m.

1. Adoption of Agenda

Moved by Councillor P. Meagher that the Agenda be amended to move item number 8 to item number 3 and that the Agenda be adopted as amended.

CARRIED UNANIMOUSLY

2. Minutes of Administrative Briefing - October 21, 2014

Moved by Councillor J. Stroud that the minutes of the Administrative Briefing dated October 21, 2014 be accepted as presented.

CARRIED UNANIMOUSLY

Motion to Move In Camera

Moved by Councillor J. Stroud that the Administrative Briefing move in-camera pursuant to Sections 19, 24 and 27 of the Freedom of Information and Protection of Privacy Act.

CARRIED UNANIMOUSLY

3. Regional Structure Action Strategy Study for Wood Buffalo

(In-camera, pursuant to Section 24 of the Freedom of Information and the Protection of Privacy Act)

4. Citizen Recognition Program - Review of recommended recipients

(In-camera, pursuant to Section 19 of the Freedom of Information and the Protection of Privacy Act)

5. **Waterways Community Centre**
(In-camera, pursuant to Section 24 of the Freedom of Information and the Protection of Privacy Act)
6. **Legal Matters**
(In-camera, pursuant to Section 27 of the Freedom of Information and Protection of Privacy Act)
7. **Land Matters**
(In-camera, pursuant to Section 27 of the Freedom of Information and Protection of Privacy Act)
8. **Northside Recreation Centre**
(In-camera, pursuant to Section 24 of the Freedom of Information and Protection of Privacy Act)

Motion to Reconvene in Public

Moved by Councillor J. Stroud that the Administrative Briefing reconvene in public.

CARRIED UNANIMOUSLY

The Administrative Briefing was held in-camera between 6:16 p.m. and 10:13 p.m.

Adjournment

Moved by Councillor P. Meagher that the meeting be adjourned.

CARRIED UNANIMOUSLY

The meeting adjourned at 10:14 p.m.

Mayor

Chief Legislative Officer

Administrative Briefing Request Form

Administrative Briefing Information:

An Administrative Briefing is an opportunity for Administration to present information to the Mayor and Councillors on matters falling under one of the exceptions to disclosure in the FOIP Act. There will be no debate, decision or direction from the Mayor and Councillors at any Administrative Briefing.

Please note that unless specifically requested, there will be a maximum of 10 minutes for each presentation with an additional 20 minutes allotted for questions from Elected Officials per item.

Department:	Economic Development	
Subject:	Update on Wood Buffalo Entrepreneurship Initiative.	
Objective:	To provide Council with an update on the Wood Buffalo Entrepreneurship Initiative.	
Summary of Issue:	To provide Council with an update regarding the Wood Buffalo Entrepreneurship Initiative, as information.	
Attachments: (to be submitted with this form)	1. Wood Buffalo Entrepreneurship Initiative Update BN 2014 11 14; 2. Power Point Presentation	
Presenters: (name, title and department)	1. Jeff Penney, Manager 2. Ross Mayer, Senior Economic Development Officer	
Attendees: (name, title and department)	1. Jeff Penney, Manager - Economic Development 2. Ross Mayer, Senior Economic Development Officer	
Proposed Administrative Briefing Date: December 2, 2014		
Approvals:		
_____	<u>Brian Moore</u>	<u>Marcel Ulliac</u>
Director	Executive Director	Interim Chief Administrative Officer



Prepared for: Mayor and Councillors Title: Wood Buffalo Entrepreneurship Initiative Update Date prepared: November 27, 2014	Prepared by: Jeff Penney Title: Manager of Economic Development Department: Economic Development
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SUBJECT:

Wood Buffalo Entrepreneurship Initiative Update

BACKGROUND:

The purpose of the region-wide Wood Buffalo Entrepreneurship Initiative (WBEI) is to support economic diversification and resiliency by focusing on the development of strategic sectors. The WBEI aligns with the Municipal Development Plan and the Wood Buffalo Regional Economic Development Strategy. It has two distinct components: the Wood Buffalo Business Incubator and the Business Accelerator.

The concepts of incubation and acceleration for our region have been refined through stakeholder engagements, primary research with entrepreneurs, and key organizations' involvement (such as the Fort McMurray Chamber of Commerce, Northeastern Alberta Aboriginal Business Association, Community Futures Wood Buffalo, etc). Based on these stakeholder and entrepreneur engagements, the WBEI has finalized two major project components as outlined below:

1. The Wood Buffalo Business Incubator will:
 - Help entrepreneurs move from a business idea into the creation of a business.
 - Assist new businesses to refine their business concept, build teams, develop a customer base and explore market opportunities.

2. The region wide Business Accelerator will:
 - Assist established businesses that are currently operating in Wood Buffalo:
 - Stay in Wood Buffalo
 - Improve their business
 - Expand their operations
 - Assist young and inexperienced companies to grow and become thriving businesses in Wood Buffalo; and
 - Identify business opportunities that attract the right companies to Wood Buffalo.

Although the two project components are distinct from one another, they are being designed in lockstep to ensure that they are complimentary and are closely aligned to support entrepreneurship and innovation in our region. Completion of project scoping and stakeholder engagement is advancing with completed design for both components anticipated by the end of the 3rd quarter, 2015.

For project implementation a total of \$1.4 million in Community Investment Program (CIP) funding was approved as a part of the 2014 operational budget for WBEI related activities. The original focus was the Urban Service area and the intent was to outsource the whole program but stakeholder engagement has lead us to the conclusions that this should be a Region wide program and that the the Business Accelerator component should be managed in-house.

CURRENT STATUS:

Due to synergies with their current mandate as a community business development organization and in light of strong stakeholder support it has been identified that efficiencies could be had from partnering with Community Futures Wood Buffalo (CFWB) to deliver the Wood Buffalo Business Incubator component of WBEI. As a result, Municipal representatives have negotiated and finalized a funding agreement with CFWB through the CIP utilizing part of the \$1.4 million grant allocation. Project implementation is scheduled to begin in December 2014. Financial allocations for the project are contingent upon successful attainment of key deliverables at specific stages over the next several months- a “stage-gate” approach. The total municipal funding allocation for this portion of the project through CIP has been set at \$293,018.

For the Business Accelerator component, the Economic Development Department has been developing a project plan and will be working with stakeholders over the coming months to move the project forward toward implementation in 2015.

KEY CONSIDERATIONS:

- Both projects within the Wood Buffalo Entrepreneurship Initiative include participatory stakeholder engagement.
- Both projects are being undertaken at the same time in order to create efficiencies and collaboration between the two project streams and to ensure there is no duplication of service.
- To resource the WBEI in 2015, Economic Development is recommending a carry forward of the \$1.1 million in remaining funds from those that had been allocated in the 2014 operating budget.
- As it is anticipated that the implementation of the Business Accelerator component would be managed internally by the Economic Development Department, an internal transfer of \$500,000 would be required to reallocate funds from CIP into the Economic Development operational budget.
- The remaining portion of the \$1.1 million carry forward (\$600,000) would remain in the CIP for potential usage on implementation of the Wood Buffalo Business Incubator component in partnership with CFWB.

NEXT STEPS/ACTION:

No action required.

ATTACHMENT:

Wood Buffalo Entrepreneurship Initiative PowerPoint Presentation



PROJECT UPDATE

WOOD BUFFALO

ENTREPRENEURSHIP INITIATIVE

Presented by:
Jeff Penney
Manager, Economic Development

ENTREPRENEURSHIP INITIATIVE

Wood Buffalo Entrepreneurship Initiative

- Purpose:
 - Support Economic Diversification and Resiliency in Strategic Sectors
- Two Distinct Projects:
 - Wood Buffalo Business Incubator
 - Business Accelerator

ENTREPRENEURSHIP INITIATIVE

- Region Wide Scope
- Strong Stakeholder Involvement
- Focus on Strategic Sectors
- \$1.4 Million Budget Approved
 - 2014 Operating Budget
 - Community Investment Program (CIP)

STAKEHOLDER ENGAGEMENT

What have Stakeholders Said?

- Build Capacity and Leverage Existing Resources
- Help Both Existing and New Businesses
- Serve Entire Region
- Have a Long-Term Outlook
- Include: Mentorship, Connectivity, Space
- Both Incubation and Acceleration are Needed
- Support for the Identified Strategic Sectors

STRATEGIC SECTORS

- Oil Sands Supply Chain and Construction
- Retail, Food and General Business
- Zero Waste / Clean Technologies

WOOD BUFFALO BUSINESS INCUBATOR

- Assist Idea & Early Stage Entrepreneurs move from a business idea into the creation of a business
- Help New Businesses
 - Refine Business Concept and Business Plan
 - Establish Their Management Teams
 - Develop a Customer Base

BUSINESS ACCELERATOR

- Assist Established Companies:
 - Stay in Wood Buffalo
 - Improve their Businesses
 - Expand their Operations
- Assisting Young Companies Grow and Thrive
- Attracting the Right Companies to our Community

PROJECT STATUS

Wood Buffalo Business Incubator

- Agreement with Community Futures Wood Buffalo
 - Leverage Existing Capacity and Avoid Duplication
 - \$293,018 Stage Gate Agreement

Business Accelerator

- Stakeholder Input being sought on Project Plan

Requesting Carry Forward of 2014 Funds for use in 2015

Questions?

Jeff Penney
Manager, Economic Development

Thank you for your time!

