

Request for Decision

Title	Villeneuve Landing Network – Founders Agreement and Partners Memorandum of Understanding
Proposed Motion	<ol style="list-style-type: none"> 1. That Council authorize the Mayor to enter into the Villeneuve Landing Network Founders Agreement with Edmonton Regional Airports Authority. 2. That Council authorize the Mayor to enter into the Villeneuve Landing Network Partners Memorandum of Understanding with interested regional partners.
Administrative Recommendation	Administration recommends that Council approve both proposed motions.
Previous Council / Committee Direction	<p><u>April 12, 2022 Committee of the Whole Meeting</u> Motion 042/22: That the Committee receive the Villeneuve Landing Network Update as information.</p> <p>Motion 043/22: That the Committee authorize the Mayor and CAO to circulate the proposed Villeneuve Landing Network Founders and Partners agreements for potential partner comment.</p> <p><u>December 14, 2021 Regular Council Meeting</u> Motion 549/21: That Council approve the 2022 Operating and Capital Budget as amended by motions passed on November 30, 2021.</p> <p><u>July 9, 2019, Regular Council Meeting</u> Motion 281/19: That Council strike a Sub-regional Partnership Initiative for the Villeneuve Landing Network and direct Administration to support the formation of this network.</p>
Report	<p><u>Background Information – Founders Agreement and Partners MOU</u></p> <ul style="list-style-type: none"> • Sturgeon County and the Edmonton Regional Airports Authority (ERAA) signed a Memorandum of Understanding (Founders MOU) in August of 2021 (Attachment 1). The Founders MOU was a commitment by the two parties to further develop their relationship and the Villeneuve Landing Network (VLN). • The proposed Founders Agreement (Attachment 2) clarifies the relationship between the two parties, places the commitments of the

two parties within the legal structure of an Agreement, and rescinds the Founders MOU.

- A proposed Partnership Memorandum of Understanding (Partners MOU) sets out the relationship between the Founders and individual partners (Attachment 3).
- An overview of the Founders Agreement and Partners MOU is provided in Attachment 4.

Background Information – Villeneuve Landing Network (VLN)

- The VLN is a collaborative entity championed by Sturgeon County to compel the growth of the Villeneuve Airport and the surrounding area, recognizing its unique intermodal assets and regional economic potential.
- Interested collaborators to date include the Edmonton Regional Airports Authority (ERAA), regional municipalities, First Nations communities, economic development agencies, academic institutions, and other governments. A list of confirmed partners will be released upon signing of MOUs.
- The VLN is designed to serve as a vehicle to support shared investment (in required infrastructure/investment attraction incentives) and shared benefit (municipal taxation sharing) that could lead to a more timely and successful development model in the area.
- Sturgeon County has completed dozens of important initiatives related to the Villeneuve Airport and area. This includes economic and land use planning in the form of a Villeneuve Airport Area Master Plan (identifying the economic development potential of the lands over a 20-year period at over \$1 billion) and the initiation of a comprehensive Area Structure Plan for the area (which will set the stage for long-term growth and investment if approved).
- The structure of the VLN as a Formal Collaborative Arrangement (FCA) was recommended following a defined governance and financial review conducted by industry experts in April 2021. The FCA would create a separate, stand-alone, non-share-based group that meets to find consensus on the future development priorities of the Villeneuve Airport and the surrounding lands within Sturgeon County.
- The Founders Agreement and the Partners MOU are needed to clarify roles and responsibilities and the relationship of the parties involved in the VLN. The ERAA and several regional partners have expressed support and commitment to signing the MOUs.
- A formal signing ceremony is planned for the August 2022 Alberta International Airshow.

External Communication

- An official signing ceremony is planned for the Alberta International Airshow (August 2022).
- A communications plan is being developed.

	<p><u>Relevant Policy/Legislation/Practices:</u></p> <ul style="list-style-type: none"> • <i>Municipal Government Act</i> • VLN Governance and Financial Review, April 2021
<p>Implication of Administrative Recommendation</p>	<p><u>Strategic Alignment:</u></p> <ul style="list-style-type: none"> • Planned Growth – The work of the VLN is aligned with the goal statements of “internationally competitive to attract, grow, and sustain diverse business” and “tenacious focus on new growth and innovation.” • Collaborative Governance – The VLN model and approach are well aligned with developing “predictable and stable external relationships,” “meaningful connections with Indigenous communities,” and “volunteer partnerships.” • Operational Excellence – The VLN focuses on “long term-financial planning and sustainability” by diversifying the County’s business base and “proactively respond[ing] to emerging opportunities and challenges.” <p><u>Organizational:</u></p> <ul style="list-style-type: none"> • While the VLN activities continue to consume significant Administrative capacity, Council’s approved resourcing in Economic Development will support future investment attraction and VLN support requirements. <p><u>Financial:</u></p> <ul style="list-style-type: none"> • There are no financial implications with signing the Agreements. However, the Agreement does contemplate the possibility of the County entering shared investment - shared benefit agreements for developing the Villeneuve Airport and surrounding lands. These arrangements could result in both cost-sharing and taxation revenue sharing by the County, but also to more rapid development activity and growth. Any such cost or revenue-sharing arrangement is optional and will require a business case and Council approval.
<p>Alternatives Considered</p>	<p>Council could decide not to authorize the Mayor to sign the Agreement and the MOU.</p>
<p>Implications of Alternatives</p>	<p>Choosing not to sign the Agreement and the MOU would likely bring an end to the VLN. The lack of a formal agreement or MOU with partners may undermine business attraction and investment activities. Without the Partner MOUs, the County would not have a clear picture of which partners were committed to the vision and the work of the VLN.</p>
<p>Follow up Action</p>	<ol style="list-style-type: none"> 1. Confirm partner MOUs (Development & Strategic Services, July 2022). 2. Prepare Communications Plan (Corporate Communications, July 2022). 3. Arrange signing ceremony with the ERAA and other partners at the Alberta International Airshow (Corporate Communications, Mayor’s Office, Economic Development & Ecosystem Services, July/August 2022). 4. Prepare formal VLN launch activities (Economic Development & Ecosystem Services, Fall 2022).

Attachment(s)	<ol style="list-style-type: none">1. Attachment 1: Founders Memorandum of Understanding – 20212. Attachment 2: VLN Founders Agreement3. Attachment 3: VLN Partners MOU4. Attachment 4: Founders Agreement and Partner Overview
Report Reviewed by:	Milad Asdaghi, Executive Advisor, Innovation & Strategic Initiatives Tyler Westover, Director, Economic Development & Ecosystem Services Travis Peter, General Manager, Development & Strategic Services Reegan McCullough, County Commissioner – CAO

Strategic Alignment Checklist

Vision: Offering a rich tapestry of historical, cultural, and natural experiences, Sturgeon County is a municipality that honours its rural roots and cultivates desirable communities. Uniquely situated to provide world-class agricultural, energy, and business investment opportunities, the County prioritizes responsible stewardship and dreaming big.

Guiding Principles: Collaboration | Accountability | Flexibility | Excellence | Safety | Future Readiness | Affordability | Innovation

Community Outcome	Not consistent	Consistent	N/A
Planned Growth			
<ul style="list-style-type: none"> Internationally competitive to attract, grow and sustain diverse businesses; tenacious focus on new growth and innovation 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> Modern broadband and digital capabilities 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> Low cost, minimal red-tape regulations 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> Reliable and effective infrastructure planning; comprehensive land use and infrastructure planning 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Thriving Communities			
<ul style="list-style-type: none"> Beautiful, surprising places with high standards; integrated natural spaces & trail systems; healthy and resilient 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> Engaging cultural, historical, and civic amenities; strong community identity and pride 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> Safe, welcoming, and diverse communities; small community feel and personal connection; commitment to high quality of life 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Environmental Stewardship			
<ul style="list-style-type: none"> Clean air, land, and water; Carbon neutral municipal practices; circular economy opportunities 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> Conservation of natural areas and agricultural lands; enhanced greening and biodiversity; safekeeping ecosystems 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> Sustainable development; partnerships with industry and others to drive emission reductions 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Collaborative Governance			
<ul style="list-style-type: none"> Predictable and stable external relationships; volunteer partnerships 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> Meaningful connections with Indigenous communities 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> Ongoing community consultation and engagement; transparent and action-oriented decision making based on sound rationale 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> Respectful and informed debate; clear and supportive governance processes 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Operational Excellence			
<ul style="list-style-type: none"> Engaged and effective people – Council, Admin and Volunteers; continuous learning and improvement mindset; nimble and bold, with strong leadership 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> Quality cost-effective service delivery; robust procurement and operational practices and policies; asset management and performance measurement; careful debt and reserve stewardship; long-term financial planning and sustainability 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> Future focused thinking to proactively respond to emerging opportunities and challenges 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> Alternative revenue generation and service delivery models integrated strategic and business planning 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>