

Request for Decision

Title	2023 Alberta International Airshow Traffic Mitigation Support
Proposed Motion	That Council approve the Traffic Mitigation Strategy for the 2023 Alberta International Airshow and allocate funding from within the existing 2023 Operating Budget in the amount of \$70,000 for approach upgrades in the east parking lot at the Villeneuve Airport to support improved traffic flow and safety.
Administrative Recommendation	Administration recommends that Council support execution of the Traffic Mitigation Strategy and provide funds to upgrade four approaches in the east parking lot to reduce parking, highway, and county road traffic congestion issues.
Previous Council / Committee Direction	<p><u>March 28, 2023 Regular Council Meeting</u> Motion 101/23: That Council support the allocation of additional administrative capacity to supplement its existing staff time and financial sponsorship of the 2023 Alberta International Airshow, including up to 0.75 of an existing FTE for a term of up to six months, to facilitate the following objectives:</p> <ul style="list-style-type: none"> • Assist event planning with groundside initiatives and events • Organize and activate the VIP / Business Showcase area. • Coordinate event access, parking, and traffic accommodations. <p>Motion 102/23: That Council direct Administration to reprioritize existing economic initiatives and staff workplans, to accommodate a larger commitment to the 2023 Airshow and its VilleAero initiatives.</p> <p><u>July 13, 2021 Regular Council Meeting</u> Motion 391/21: That Council approve an additional \$100,000 in funding support for the 2021 Edmonton Airshow contingent on the Edmonton Airshow securing a minimum of \$300,000 in funding from other regional and provincial partners, to be funded through the Economic Development Reserve.</p> <p><u>December 8, 2020 Regular Council Meeting</u> Motion 595/20: That Council cancel penalties imposed on the customer account for RWE Events (RWE001), in the amount of \$8,281.04, relating to the 2019 and 2020 (year to date) outstanding balance for the Edmonton Airshow.</p>

Motion 596/20: That Council direct Administration to maintain a commitment of \$20,000 within the 2021 operational budget to support in-kind activities of the Edmonton Airshow in Sturgeon County for the 2021 year, if the Edmonton Airshow occurs

August 11, 2020 Regular Council Meeting

Motion 350/20: That Council direct Administration to bring back options and a recommendation on how best to support the Edmonton Airshow going forward to a Council Meeting in Q4 2020.

March 27, 2018 Regular Council Meeting

Motion 093/18: That Council authorize up to \$20,000 funded from Economic Development Department Operational Budget to support Sturgeon County's involvement as a sponsor in the 2018 Edmonton Airshow at Villeneuve Airport.

May 9, 2017 Regular Council Meeting

Motion 196/17: That Council authorize Administration to enter into a Sponsorship Agreement with the event organizers of the 2017 Edmonton Airshow at Villeneuve Airport as outlined in Attachment 1, titled "Edmonton Airshow Sponsorship".

Report

Background Information

- The Alberta International Airshow (the Airshow) is both a public and privately hosted event at the Villeneuve Airport, and when held, attracts robust participation. In the past four years, one event has occurred.
 - The 2022 Airshow was cancelled due to a Snowbirds incident in Fort St. John, BC. The cancellation contributed to significant financial losses for the Airshow.
 - The 2021 Airshow was well attended despite a weather cancellation on the Sunday of the event. Estimated total attendance was approximately 25,000.
 - Previous Airshows in 2020 and 2019 were cancelled due to the COVID-19 pandemic and severe rains and flooding. These cancellations contributed to significant financial losses for the Airshow.
- For the 2023 Airshow, event organizers have engaged with Sturgeon County and other municipal and provincial agencies and the Edmonton Regional Airports Authority regarding plans and financial / human support arrangements.
- For 2023, an Airshow is planned in addition to the VilleAero Alberta Aerospace Exhibition tentatively planned for August 2-3, 2023 at the Renaissance Hotel at the Edmonton International Airport. A new initiative is also planned, intended to highlight training and career opportunities for youth and young adults within specific sectors. This

initiative has been labeled VilleAero STEAM which is defined as “Science, Technology, Engineering, Arts, and Music”.

- Businesses from the region, including those within Sturgeon County, will be invited to showcase at a designated pavilion at the Airshow with a focus on training and career opportunities within their respective sectors.
- From a Sturgeon County perspective, a focus would be placed on the aerospace, defence, and clean technology sectors.
- Post-secondary institutions, including Grant MacEwan University and the University of Alberta, will also be invited to participate in the STEAM Initiative.
- The County has provided significant support to the Airshow event over the years. This includes \$25,000 for Enhanced Policing services, operational services, \$100,000 in additional funding for 2021, additional staff and elected official time, waiver of financial penalties, and more.
- Continued and enhanced support for the Airshow aligns to several goals, including the County’s interests to:
 - Showcase the airport and area’s importance for job creation through aviation, logistics, clean energy, defence and security, and other related investments to Sturgeon County’s local and regional economic growth and diversification;
 - Attraction as a major tourism and cultural event, and to include local vendors;
 - Capitalize on recent infrastructure investments that support business investment at the Villeneuve Airport.
- For 2023, Sturgeon County is providing additional support through allocating staff time to assist with ground-side planning, coordinate a VIP / business showcase area, and access/traffic functions of the event.
- A traffic mitigation strategy has been created with the private Airshow operator and Edmonton Regional Airports Authority for 2023, including parking, ticket sales and enforcement.

External Communication

- The Airshow is subject to an annual review by Council, in public. Mr. Richard Skermer, President and CEO of Alberta International Airshow, made a public presentation at the October 25, 2022 Committee of the Whole with an update on planned activities for the 2023 Airshow.
- The Chief Administrative Officer has continued to engage Mr. Skermer, and regional partners including Government of Alberta ministries, the City of Edmonton, Edmonton Unlimited, and Explore Edmonton, to

	<p>consider the appropriate sponsorship model for the Alberta International Airshow.</p> <ul style="list-style-type: none"> For the event itself, Airshow organizers will communicate and market activities. Sturgeon County has previously used digital and social media to promote the event and has used direct marketing invitations to key stakeholders.
<p>Implication of Administrative Recommendation</p>	<p><u>Strategic Alignment</u></p> <p>Planned Growth – Upgrades to parking lot infrastructure will contribute to traffic mitigation and allow the Airshow to be a successful event that showcases Sturgeon County as a hub of aviation activity and a centre for growth in the aviation and aerospace industries.</p> <p>Collaborative Governance – Working with key partners to communicate and resolve issues and collaboratively partner to find solutions that are mutually beneficial and transparent.</p> <p>Operational Excellence – Identifying mitigation measures and exploring solutions that are impactful and relevant that take an internally collaborative approach.</p> <p><u>Organizational</u></p> <ul style="list-style-type: none"> Support the private airshow operator to complete parking lot upgrades at the Villeneuve Airport by July 30, 2023. Execute Traffic Mitigation Strategy with Alberta International Airshow organizers and other external stakeholders. <p><u>Financial</u></p> <ul style="list-style-type: none"> An additional \$70,000 contribution from the existing 2023 Operating Budget would be required.
<p>Alternatives Considered</p>	<p>Council could decide not to approve funding for upgrades to the four approaches in the east parking lot for the 2023 Alberta International Airshow.</p>
<p>Implications of Alternatives</p>	<p><u>Strategic Alignment</u></p> <p>If funding is not approved, it would impact the ability to execute the Traffic Mitigation Strategy.</p> <p><u>Organizational</u></p> <p>The Traffic Mitigation Strategy would need to be reviewed, and a new strategy would need to be prepared and executed.</p> <p><u>Financial</u></p> <p>Temporary approaches could be implemented but would be an ongoing year over year cost.</p>

Follow up Action	<ol style="list-style-type: none"> 1. Execute Traffic Mitigation Strategy with Alberta International Airshow organizers and other external stakeholders (Transportation and Engineering Services, Summer 2023). 2. Commence work at Villeneuve Airport for upgrades to approaches in the east parking lot (Contractors, Summer 2023).
Attachment(s)	<ol style="list-style-type: none"> 1. Attachment 1: Alberta International Airshow Traffic Mitigation Presentation
Report Reviewed by:	<p>Amy Oshanyk, Economic Development Officer</p> <p>Reegan McCullough, County Commissioner – CAO</p>

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 type="checkbox"/>	<input checked="" 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 type="checkbox"/>	<input checked="" 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 type="checkbox"/>	<input checked="" 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 type="checkbox"/>	<input checked="" 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 type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> Future focused thinking to proactively respond to emerging opportunities and challenges 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> Alternative revenue generation and service delivery models integrated strategic and business planning 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>