

Briefing Note

Title	Economic Development Campaigns and Marketing Update
Issue	To provide an update on Economic Development Services' business retention, expansion, and investment marketing activities.
Proposed Motion(s)	That the Committee receive the Economic Development Campaigns and Marketing Update as information.
Previous Council / Committee Direction	<p><u>June 22, 2021 Committee of the Whole Meeting</u> Motion 068/21: That the Committee accept the Sturgeon County Investment Video Series update as information.</p> <p><u>June 22, 2021 Regular Council Meeting</u> Motion 349/21: That Council direct Administration to work with local businesses to enhance the online business directory with more business information directly, and indirectly through complementary databases and information repositories.</p> <p>Motion 350/21: That Council support the re-allocation of the "2021 Sturgeon County Bounty" approved budget to support a "Summer in Sturgeon" online events campaign to promote Sturgeon County businesses and activities.</p> <p><u>January 12, 2021 Regular Council Meeting</u> Motion 013/21: That Council direct Administration to investigate options for online platforms to promote local Sturgeon County products as recommended by the COVID-19 Recovery Task Force.</p> <p>Motion 014/21: That Council direct Administration to investigate options for a Business Registry Program as recommended by the Economic Development Board.</p>
Report	<p><u>Background Information</u></p> <ul style="list-style-type: none"> Administration implemented targeted marketing campaigns in 2021 to encourage agritourism in Sturgeon County, promote shopping local, and increase awareness for investment attraction. The "Summer in Sturgeon" campaign was positively received by residents and aligned well with the County's "Get Outside" initiative. Summer in Sturgeon focused on increasing awareness for shopping local

	<p>in the County and buying farm fresh. The campaign positioned Sturgeon County as a hub for tourism and outdoor activity and agricultural experiences. The campaign linked consumers directly to Sturgeon County businesses, building awareness and connection to local purchasing.</p> <ul style="list-style-type: none"> The Investment Attraction campaign launched in Q3 of 2021 and is utilizing the videos created in Q1 of 2021 highlighting Sturgeon County businesses and their successes. This campaign will run long term through a strategic online marketing campaign aimed at generating inbound investment leads. <p><u>External Communication</u></p> <ul style="list-style-type: none"> Summer in Sturgeon was promoted extensively through social media and website. Promotional information was also shared via e-newsletters, Eventbrite, signage, and T8N Online Magazine. The investment attraction campaign is targeted to investors outside of the region and is utilizing programmatic ad placement to attract inbound leads. <p><u>Relevant Policy/Legislation/Practices:</u></p> <ul style="list-style-type: none"> Economic Development Strategy
Implication	<p><u>Strategic Alignment:</u></p> <p>Planned Growth – The Investment Attraction Campaign supports being internationally competitive to attract, grow, and sustain diverse businesses; tenacious focus on new growth and innovation. This campaign is actively targeting sectors that have room to thrive in Sturgeon County and diversify the economy.</p> <p>Operational Excellence – Both campaigns utilize future-focused thinking to proactively respond to emerging opportunities and challenges. The Investment Attraction Campaign is applying current technology and strategy to identify qualified investment leads for Sturgeon County. The Summer in Sturgeon campaign used creative ways to connect businesses to consumers and raise awareness for shopping and exploring local.</p> <p><u>Organizational:</u></p> <p>The Summer in Sturgeon Campaign leverages the power of collaborative marketing and encourages Sturgeon County business owners to promote activities and local shopping within the county to their networks. This approach utilizes internal administrative resources efficiently and effectively.</p> <p>The Investment Attraction Campaign is project-managed by Administration and utilizes the services of an external contractor to implement the campaign. This has been an effective use of administrative resources.</p>

	<p><u>Financial:</u></p> <p>The 2021 Summer in Sturgeon Campaign was funded through re-allocated funds from the 2021 Sturgeon County Bounty, that was cancelled due to COVID impacts. Moving forward for 2022, existing infrastructure can be utilized to continue the campaign within Economic Development Services' annual budget. Work is also underway with Corporate Communications to integrate this campaign within the new Sturgeon County website and business directory.</p> <p>The Investment Attraction Campaign is funded through the Economic Development departmental advertising budget.</p>
Follow Up Action	1. Report back on results and upcoming campaigns (Economic Development Services, Q4, 2022)
Attachment (s)	1. Attachment 1: Presentation
Report Reviewed by:	<p>Tyler Westover, Manager, Economic Development Services</p> <p>Travis Peter, Director, Development and Strategic Services</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 type="checkbox"/>	<input checked="" 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 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 type="checkbox"/>	<input checked="" type="checkbox"/>