

COUNCIL – AGENDA REPORT

Meeting Date: 2 May 2022

Subject: Proclamation Request for Economic Development Week

Boards Routed Through: N/A

Date: N/A

Issue:

Council is being asked to proclaim May 9 to 13, 2022 as “Economic Development Week” in Airdrie.

Background:

Each May, the International Economic Development Council (IEDC) and Economic Developers Alberta (EDA), organizations representing economic development professionals in Alberta and around the world, recognize and celebrate Economic Development Week.

Economic Development Week acknowledges the important role economic development and economic developers have in fostering sustainable economies and improving quality of life through supporting local businesses, attracting new investment, creating jobs, and improving quality of place.

In Airdrie, the Economic Development department works in collaboration with other City departments and community organizations including the Airdrie Chamber of Commerce, Bow Valley College, Community Futures Centre West, Prospect Employment Services, Career Leap and other business support organizations. Together our efforts retain, expand, and attract businesses and talent to contribute to the sustainability and vibrancy of our community.

Recognizing Economic Development Week aligns with the continued importance Council has placed on economic development through the recent adoption of their Focus Areas. Further emphasizing its overall importance to the long-term sustainability of our community.

The Economic Development department has plans underway to recognize Economic Development Week. These include external activities, such as: a social media campaign, news release, coffee with an EDO and meet your Economic Development team. Internally we will be sharing messaging across the organization emphasizing the impact all staff have in

championing economic development through their day-to-day responsibilities and the level of service provided to our customers.

For the second year in a row, EDA in conjunction with Alberta Municipalities and Rural Municipalities of Alberta, have issued a challenge for communities across the province to proclaim the second week of May as Economic Development week. Last year, 34 Alberta communities made the official proclamation, exceeding their goal of 25. This year they have increased the goal for 50 communities to make the official proclamation.

The Economic Development department has plans underway for Economic Development Week that include a social media campaign, news release, coffee with an Economic Development Officer (EDO), meet your Economic Development team and internal messaging across the organization.

The City of Airdrie Economic Development team would be proud to add the City of Airdrie to the list of communities acknowledging this week.

Alignment with South Saskatchewan Regional Plan and AirdrieONE:

The South Saskatchewan Regional Plan (SSRP) promotes a strong and diversified economy.

Airdrie's Economic Strategy and the work of Economic Development is aligned with AirdrieONE goals in these areas:

1. Economic Prosperity
2. Built Environment
3. Socially Sustainable Communities
4. Arts, Culture and Recreation
5. Sustainable Transportation

Boards Routed Through:

N/A

Alternatives/Implications:

1. Council could choose to proclaim May 9 to 13, 2022, Economic Development Week using the attached resolution.
2. Council could choose to not proclaim Economic Development Week

Public Engagement and Communications Plan:

Economic Development will work with Corporate Communications on a communications plan to promote Economic Development Week.

Recommendation:

That Council proclaims May 9 to 13, 2022 as Economic Development Week in Airdrie to remind individuals of the importance of economic development efforts in supporting local businesses and improving quality of life.

Adena Malyk
Economic Development Officer

Presenter:	Adena Malyk
Department:	Economic Development
Reviewed by:	Kevin Weinberger, Jamal Ramjohn
Attachments:	#1: Economic Development Week Proclamation
Appointment:	N/A