

# Advocacy and Investment Division

Presented by:

Mike Korman, Manager of Advocacy & Investment

# A&I Departments



Advocacy &  
Investment

Corporate  
Properties

Economic  
Development

Environmental  
Services

Downtown  
Revitalization

Intergovernmental  
and Regional  
Services

Transit and Active  
Transportation

# Corporate Properties



**Ann Wood**  
Corporate Properties Administrator



**Justine Burger**  
Corporate Land Administrator



**Sabrina Manning**  
Corporate Leasing Administrator

# Corporate Properties

## Land & Facility Planning

Corporate Facility Master Plans

Facility Assessments and Studies

Land Acquisition and Strategy

Land Agreements

## For-Profit Leasing

Facility and Land Leasing

Lease Negotiations and Assessments

Property and Tenant Management

# Corporate Properties – Land & Facility Planning

## 2024 Accomplishments

- NE Regional Park and Master Plan
- SW Recreation Site Land Development
- Administration Space Assessment and Strategy
- Operational Space Assessment
- Road and URW registrations for sections of 40<sup>th</sup> Ave and 24<sup>th</sup> St





# Economic Development Department



**Lauren Levay**  
Downtown



**Tara Levick**  
Business Development



**Chad Sheldon**  
Investment Attraction



**Jessica Williamson**  
Entrepreneurial Supports



**Trevor Keating**  
Bus Dev & Invest Attraction



**Shauna Quinn**  
Tourism Development



**Chelsie Dowler**  
Economic Development  
Assistant



**Sara Chamberlain**  
Team Leader

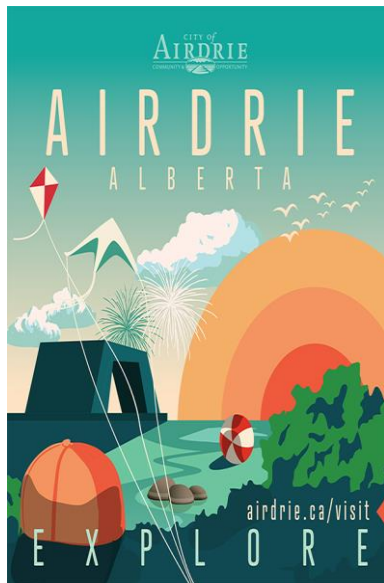
**Airdrie Ambassadors | Connectors | Innovators  
| Subject Matter Experts**

**airdrie**  
economic  
development

# Core Services & 2024 Notable Projects

## Visitor Economy (Tourism)

- Sports Tourism Strategy
- Film Friendly Initiative
- Visitor attraction marketing



## Business Development

### **Entrepreneurial Supports**

- SMARTstart program
- Digital Service Squad
- Cash Flow Canvas

### **Business Retention & Expansion (BR&E)**

- Right for Your Business Support Program
- BR&E Action Plan
- Downtown activation & incentives

## Business & Investment Attraction

- East Points industrial land supply
- Our Growth Drives Yours marketing
- 2024 Growth Report & Real Estate Event
- Target sector identification



# Environmental Services



Clint Goodman, P.Ag., EP  
Sr. Corporate Environment Specialist

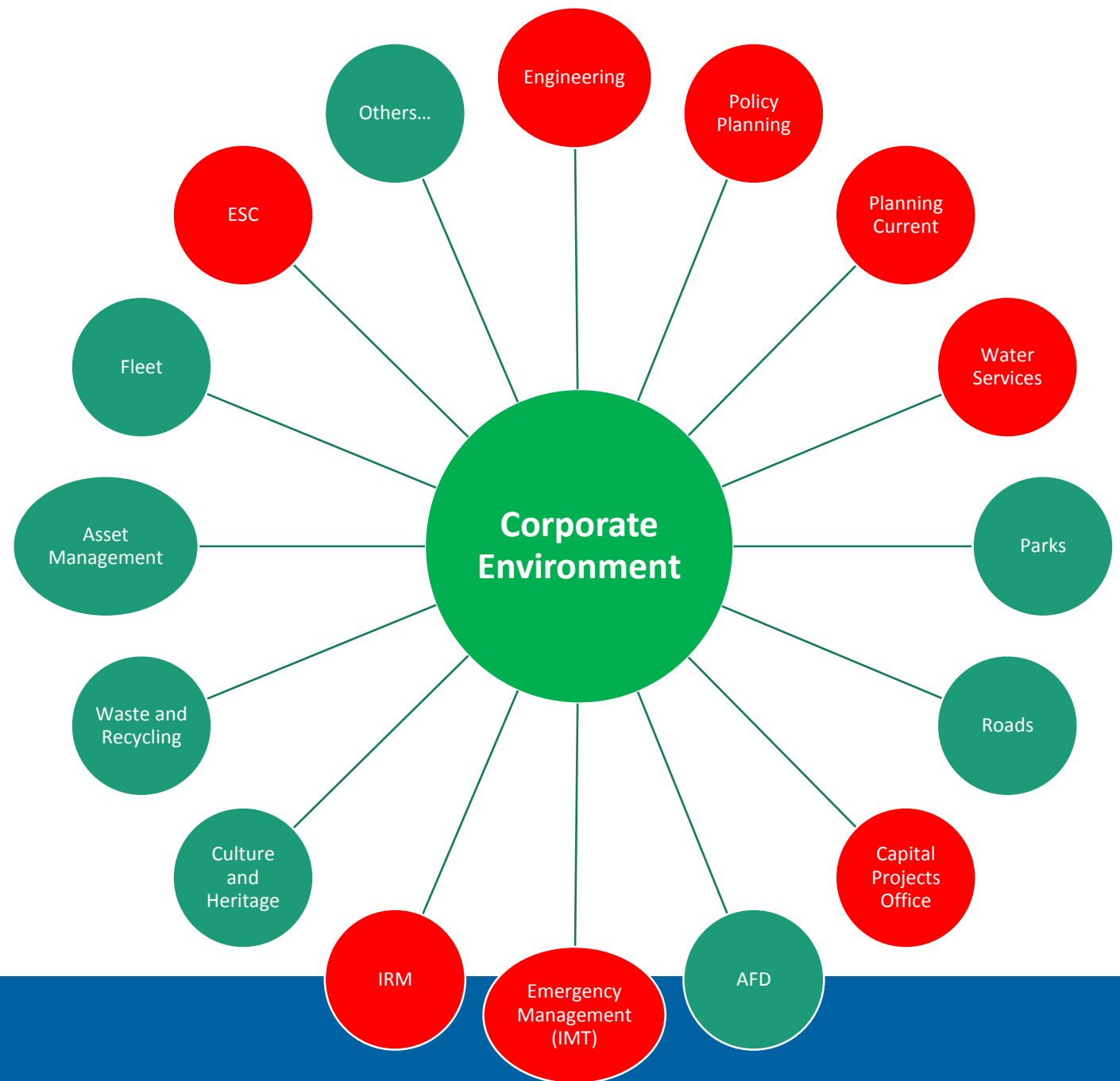


Jeremiah Kevin, EPt  
Corporate Environment Specialist



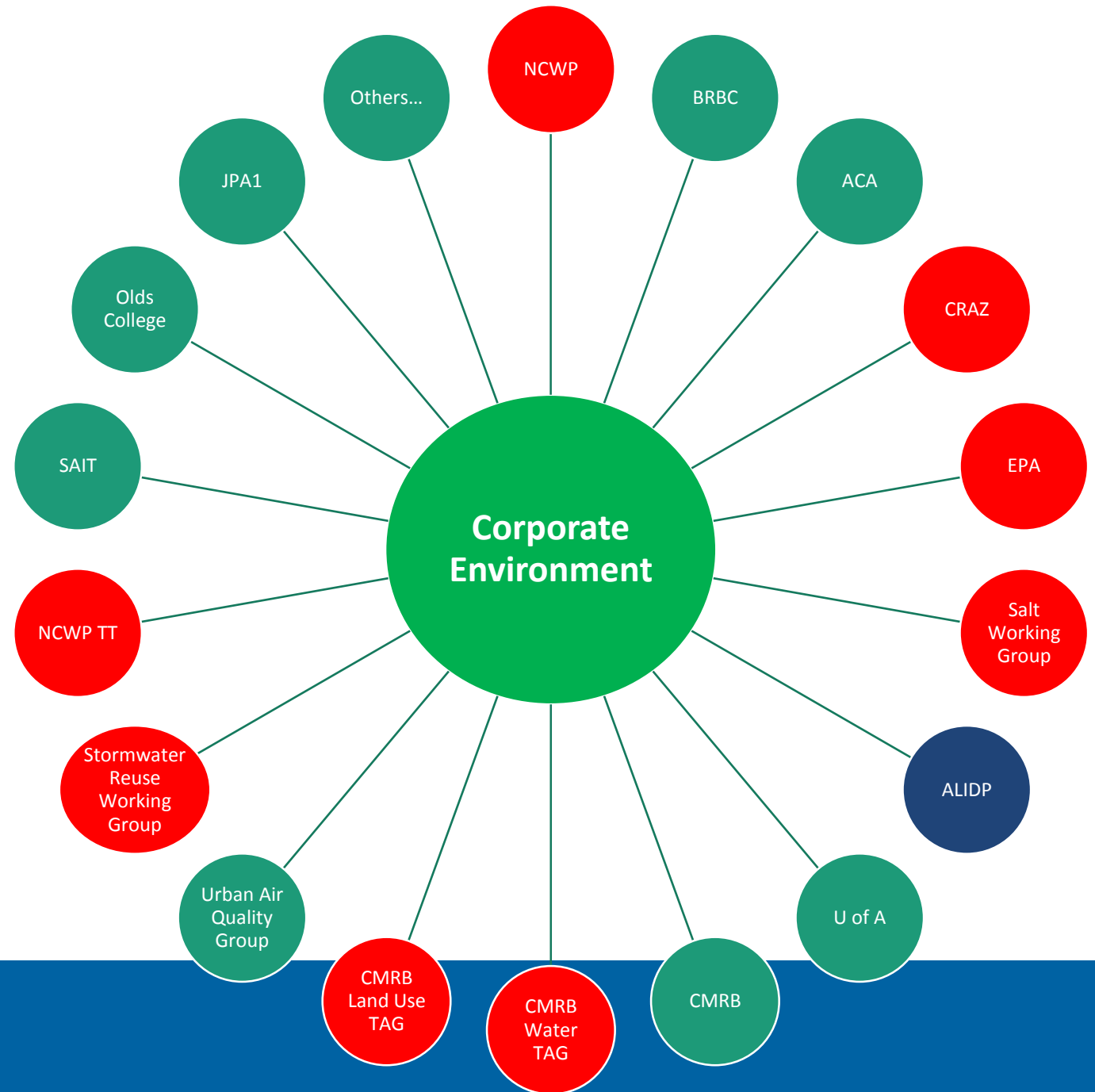
# Internal Service Area

- Subject matter experts providing advisory, technical support and guidance in the following:
  - Water (natural and stormwater)
  - Air
  - Soil
  - Environment legislation
  - Contaminated sites and remediation
  - Risk profiling
  - Low impact development
  - Incident and spill response
  - Avian, aquatic and terrestrial wildlife
  - Natural and indigenous vegetation
  - Heritage and cultural resources
  - Regional considerations
  - Watershed health and condition
  - And more...



# External Service Area

- City of Airdrie representatives and liaisons supporting:
  - Regional fluidity
  - Environment reporting and monitoring
  - Biophysical and engineered systems research and development
  - Ecosystem response and management
  - Academic contributors
  - Regional community of practices
  - Stewarding City of Airdrie's environmental social license in southern Alberta
  - And more...



# Completed, Current, and Future

- Contract Nose Creek Model Phase 3
- Expand groundwater quality monitoring network
- Steward and support growing surface water quality network
- Decommission two domestic groundwater wells
- Developed internal wildlife feature survey protocol
- Initiated salt monitoring pilot project with EPA
- Support and steward watershed wide soil moisture and weather monitoring network

- Update Nose Creek Stormwater Volume Control Target
- Produce Downtown Brownfield Development Guidebook
- Advance Regional Stormwater Reuse Guidebook Community of Practice
- Advance environment site investigations for new municipal facilities
- Support capping construction and monitoring of former Airdrie Landfill
- Initiate water licence conversion to support new regional park
- investigate problematic soils in the downtown
- CASP, NSP, DP, LU Review

- Airdrie Environment Policy
- Update ESA Inventory
- Riparian enhancement strategy
- Advance Nose Creek Model Phase 3

# Downtown Revitalization

**Downtown Revitalization Coordinator**

**Adena Malyk**







# Responsibilities

- **Implement Downtown ARP**
- **Manage Community Revitalization Levy**
- **Execute Downtown Incentives Program**
- **Facilitate activation and placemaking**
- **Stimulate environment for private investment**
- **Provide opportunities for cultural and social engagement**
- **Improve infrastructure and accessibility**





# 2024 Accomplishments

- Land Use Bylaw overlay
- Streamlined approval process
- Downtown Incentives Program (DIP)
- Brownfield development guidebook
- Railway Policy & Guideline (in progress)
- Parking study (in progress)
- Nose Creek Corridor improvements (in progress)



**Airdrie** } downtown  
differently





## Intergovernmental Services

Leona Esau  
Intergovernmental  
Liaison



Megan Stewart  
Grant Writer &  
Researcher



Matthew Konowalchuk  
Regional Planner





## Responsibilities

### Three Key Areas of Responsibilities

#### **Advocacy**

Increase advocacy efforts, communication & awareness with residents, and strengthen intergovernmental relationships.

#### **Grants**

Identify and secure competitive provincial, federal and private sector grant funds to off-set the cost of municipal capital infrastructure projects and operations.

#### **Regional Growth Management Board**

Airdrie is an active member of the provincially regulated Calgary Metropolitan Region Board.



# 2024 Highlights

## Advocacy

- **Master Shared Services Agreement with Rocky View County**
- **Advocacy Booth at Airdrie Home/Lifestyle Show & AirdrieFEST**
- **Airdrie Day at the Alberta Legislature**
- **37 Minister and GOA Senior Staff meetings support to-date**

## Grant Funding

- **Competitive Grant funding received \$27.3M**

## Regional GMB

- **Submission of Canada Public Transit Fund EOI – Metro-Region Stream**
- **Joint Planning Area 1 Gap Analysis completed**

# Transit and Active Transportation



**Billie-Jo  
Arnott**

Interim Team Lead



**Kelsey  
Firlotte**

Customer Service  
Administrator



**Tanner  
Rusk**

Active Transportation  
Assistant





# Responsibilities

Day-to-day management of contract agreements for Local, Regional, On-Demand, & Paratransit operations as well as Maintenance Services.

Manage all intake, review, & processing for Access Airdrie Program (Paratransit)

Management, maintenance purchasing of customer amenities & transit infrastructure

Community Engagement  
Customer support, incident management & resolution





# 2024 Accomplishments

- ✓ Successfully transitioned a new service provider for Transit Operations and Maintenance Services
- ✓ Ridership increase of 31% (474,988 trips for the first 8 months of the year)
- ✓ Mobile Fare Revenue increased by 55.4%, compared to 2023
- ✓ E-Scooters travelled 29,455 kms in 2024 (as of June 30)
- ✓ On target to provide the City's 1st Active Transportation Plan!