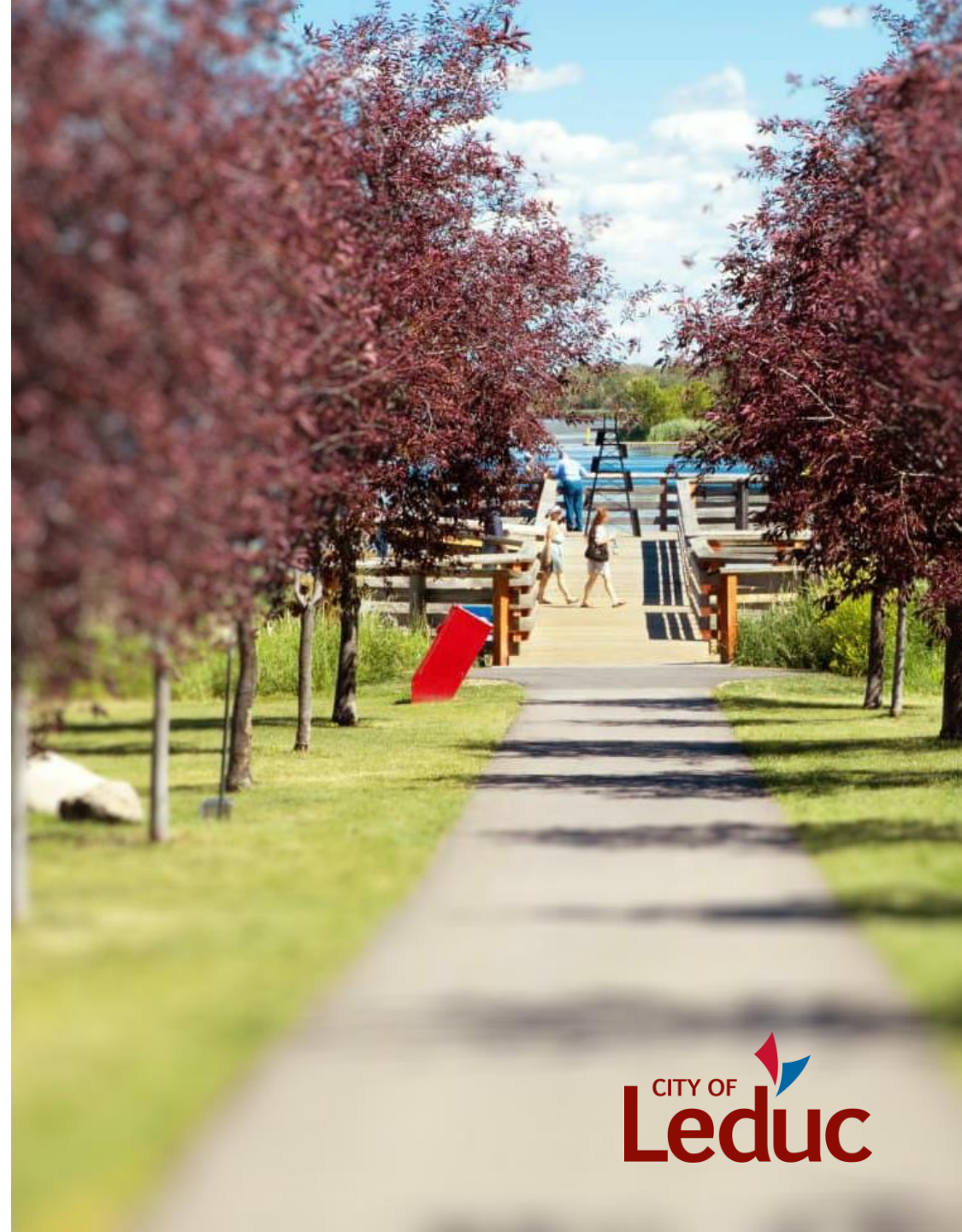




What We Heard Summary Interim Report

City of Leduc
Economic Development Strategy and Action Plan

November 25th, 2024



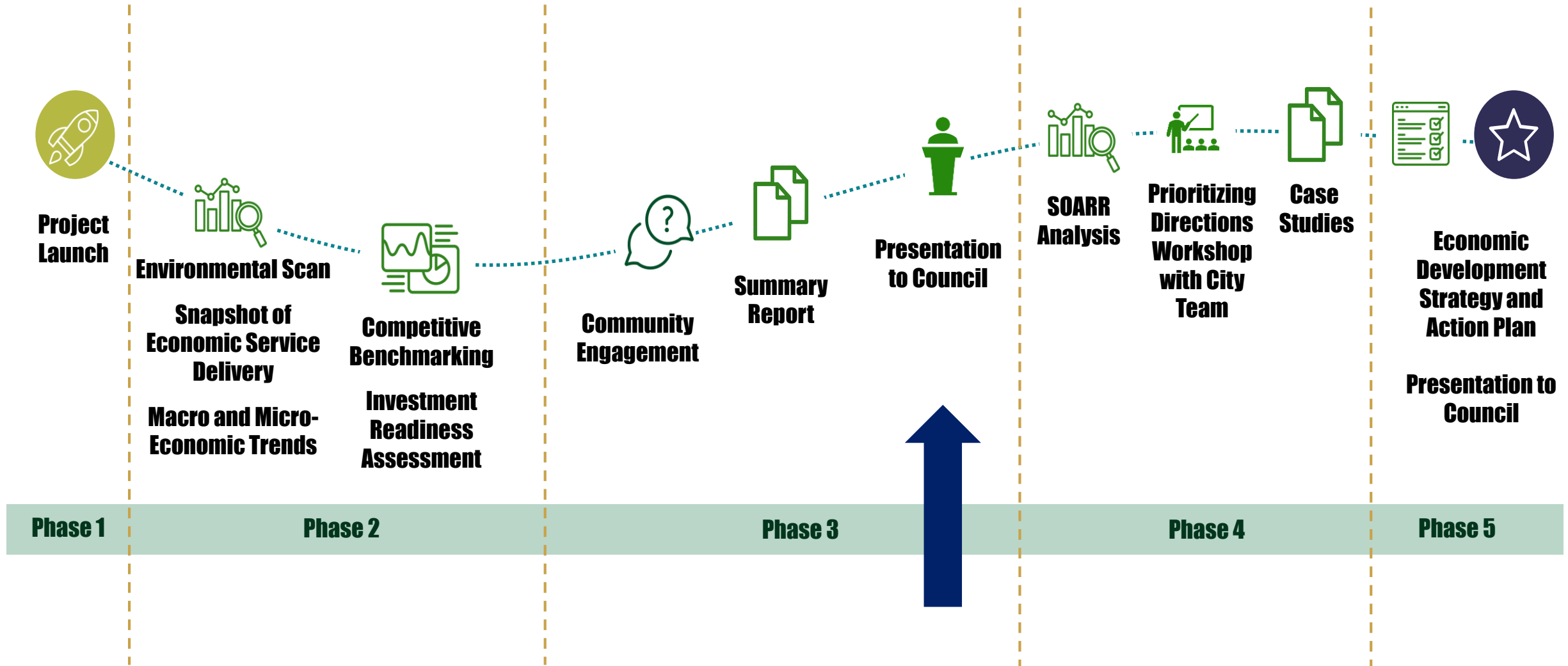


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Project timeline



Background review

Background review | Document review

We conducted a detailed review of plans, studies, and strategies from both the City of Leduc and the greater region.

The review included a common themes analysis and a summary of key documents.



Background review | Common themes



**Business development
and support**



Investment attraction



**Strategic sector
development**



**Workforce attraction
and development**











**Regional
competitiveness**



**Land use planning
and placemaking**

Economic development service delivery review

Economic development service delivery review | Local organizations

Organizations	Business retention and expansion	Branding, marketing, and promotion	Workforce attraction and development	Entrepreneurship and Innovation	Investment attraction and export development	Land use planning and placemaking
	BR+E survey	Promotion of key	Community	Links to resources on	Commercial property Industry insights	Development planning, Destination Storefront improvement
	Advocacy, Business skills training, Networking	Local online shopping	Job postings, Job fairs		Links to realtors	
	Industry resources	Business directory, Event listing,			Sport tourism attraction	
	Member resources, Advocacy	Events, Social media promotion		Member resources	Commercial space	
				New business group Coaching, Social events		
	Co-working space, Co-warehousing			Events, Training,		
		Regional brand, Trade show attendance			Liaison services, Regional profile on	
	BizExchange Program, Visitation program		Links to resources on	Business and Centre	Community profile	Development planning

- Lead
- Facilitate
- Support

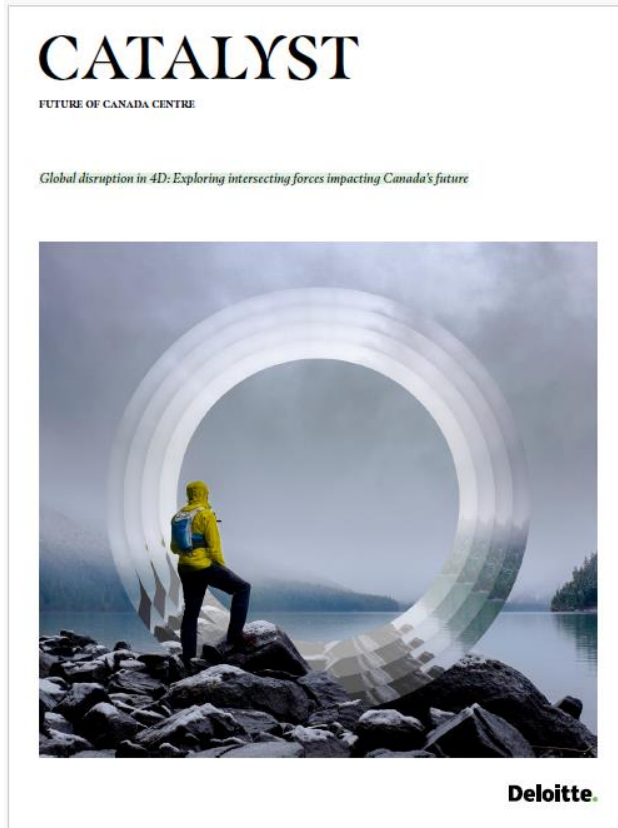
Economic development service delivery review | Regional, provincial and national

Organization	Business retention and	Branding, marketing and promotion	Workforce development	Entrepreneurship and	Investment attraction and development
REGIONAL	500 Global			Lead	
	Business Link	Lead		Lead	
	Community Futures Capital Region	Lead		Facilitate	
	Edmonton Global		Lead		Lead
	Edmonton Regional Innovation Network (ERIN)				Lead
	Edmonton Research Park Business Consortium	Facilitate			Lead
	Explore Edmonton		Lead		
	Joint Economic Development Initiative (JEDI)	Facilitate			Lead
	Prairies Economic Development Canada	Lead			
	Port Alberta	Lead			
	StartUp Edmonton				Lead
	StartUp Leduc Wetaskiwin Region				Lead
	PROVINCIAL	Agrivalue Processing Business Incubator (APBI)	Facilitate		Lead
Alberta Catalyzer				Lead	
Alberta Innovates				Lead	
Alberta Jobs, Economy, and Trade		Facilitate		Facilitate	Facilitate
Alberta Machine Intelligence Institute (AMII)				Facilitate	Lead
Alberta Supports				Lead	
Bio Alberta		Facilitate			Facilitate
Food Processing Development Centre (FPDC)			Facilitate		Lead
Invest Alberta					Lead
NATIONAL	Applied Pharmaceutical Innovation (API)		Facilitate	Lead	
	Business Development Corporation (BDC)	Lead			
	Futurpreneur			Lead	
	Invest in Canada				Lead
	Prairies Economic Development Canada	Lead			



Macroeconomic trends and Leduc's economic profile

Global disruption in 4D | Exploring intersecting forces impacting Canada's future



THE FOUR DISRUPTIONS

**TALENT
TRANSFORMATION**

AI REVOLUTION

**THE RACE
TO NET-ZERO**

**GEOPOLITICAL
UNCERTAINTY**



Population, income and housing



Population 2021

34,094

A 40% increase between 2011 and 2021



Median Total Income of Households
2020

\$117,000

A 0.2% decrease from 2015

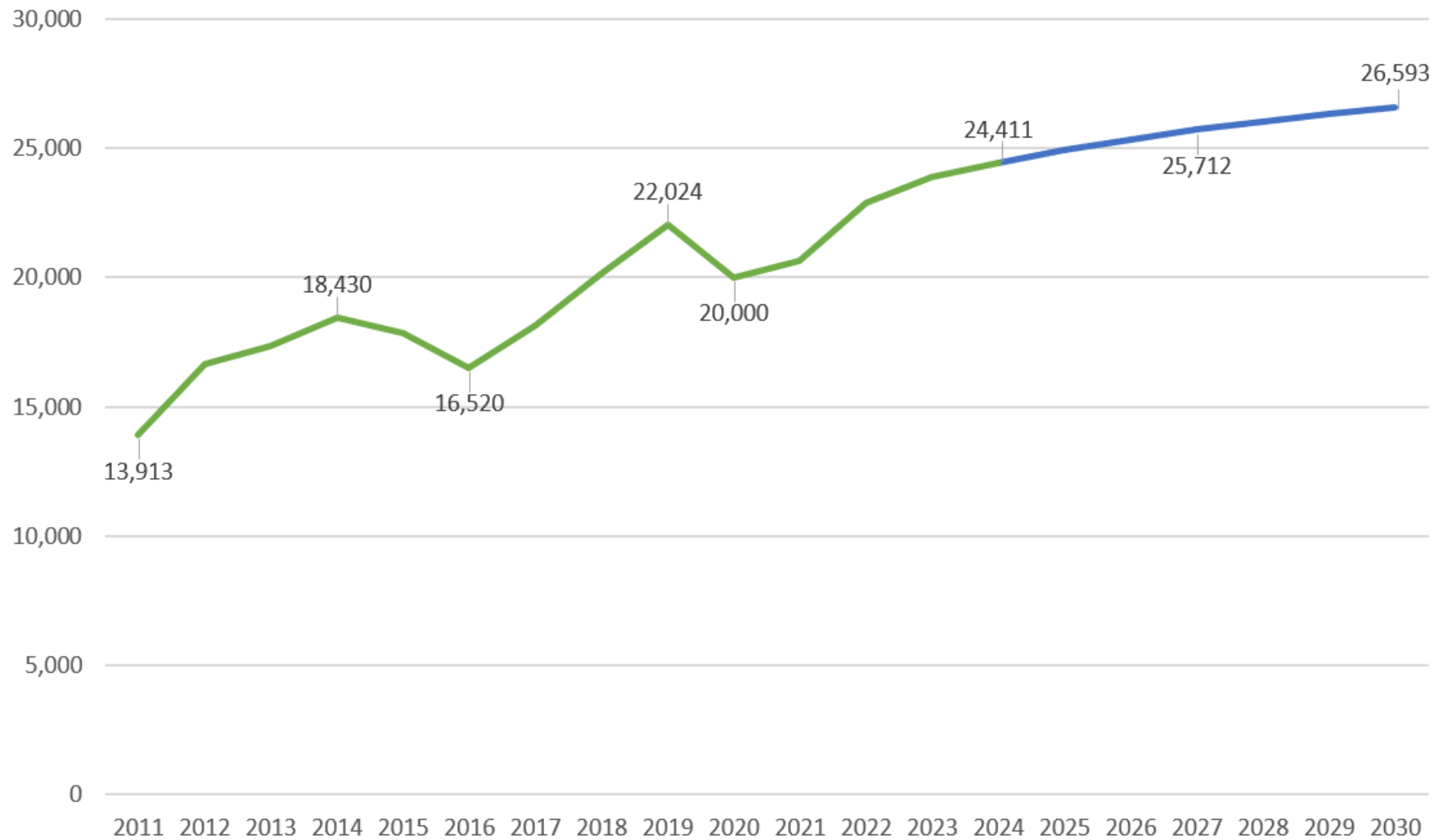


Median Number of Dwellings 2021

12,960

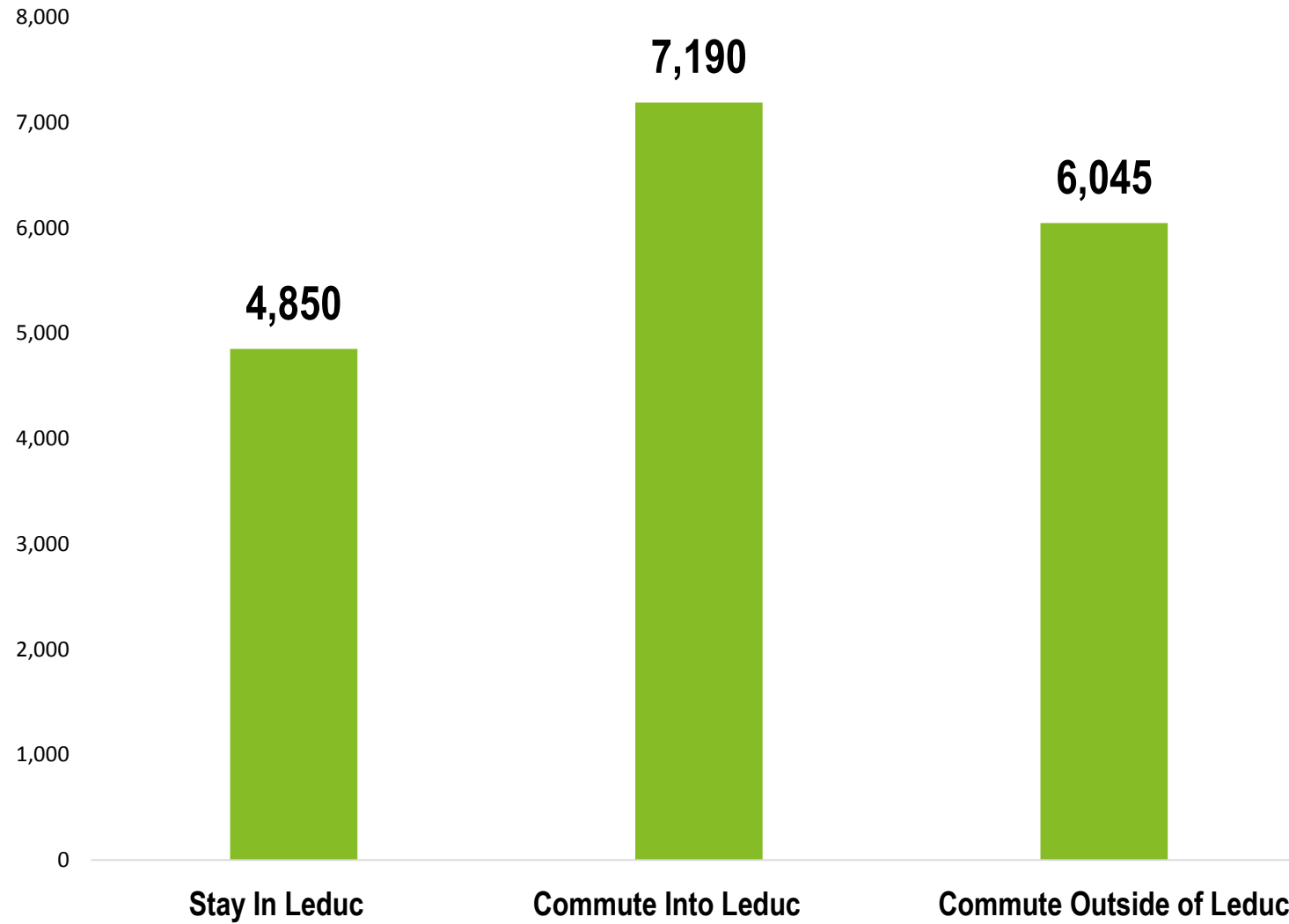
Census Period	City of Leduc	Spruce Grove	City of Grande Prairie	Alberta
Population, 2021	34,094	37,645	64,141	4,262,635
Population, 2016	29,993	34,066	63,166	4,067,175
Population, 2011	24,304	26,171	55,655	3,645,257
Net Change, 2016 to 2021	4,101	3,579	975	195,460
Percentage change, 2016 to 2021	14%	11%	2%	5%

Employment Trends | City of Leduc, 2011-2030



Source: Lightcast, 2024

Commuting patterns for the employed labour force



Source: Statistics Canada, 2021 Census

Leduc business environment



720 jobs

Real Estate and Leasing



496 jobs

Construction



353 jobs

Professional, Scientific, and Technical Services

Business Counts by Size, Leduc, December 2023

Size	Total
1–9 Employees	925
10–19 Employees	179
20–49 Employees	156
50–99 Employees	49
100+ Employees	27
Without Employees	2,170
Total	3,506

Source: Lightcast, 2024

Engagement summary

Engagement summary| At a glance

The internal and external engagement process garnered input from elected officials, City staff and leadership, industry and employer stakeholders, developers, and regional economic development partners. A total of 58 participants offered input.



Engagement summary | Key themes

Diversify the economy and develop sectors of focus.

Differentiate Leduc while also benefitting from proximity to Edmonton.

Leverage Leduc's unique assets and advantages to attract and expand businesses.

Build out quality of life factors such as cultural and recreation opportunities while focusing on complete communities.

Develop workforce skills to align with the needs of employers in growing sectors of focus.

Encourage diverse housing development to include options such as higher-density, higher-value dwellings and affordable rental units.



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