

# COUNCIL REQUEST FOR DECISION

**MEETING DATE:** May 12, 2025

**SUBMITTED BY:** T. de Munnik, Manager Economic Development

**PREPARED BY:** T. de Munnik, Manager Economic Development

**REPORT TITLE:** 2025 Northern and Regional Economic Development (NRED) Approved Grant Funding

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## EXECUTIVE SUMMARY

The Planning and Economic Development Department are requesting that Council approve expending the grant funding received through the Northern Regional Economic Development (NRED) fund from the Province of Alberta for the purpose of an investment attraction plan and associated marketing plan.

## RECOMMENDATION

That Council authorize the expenditure of \$72,500 for the Investment Attraction Plan and associated Marketing Plan to be funded from the Northern Region Economic Development (NRED) approved grant.

## COUNCIL HISTORY

On February 7, 2025 Council approved the City's new Economic Development Strategy. The Investment Attraction Plan and associated Marketing Plan are within the scope of implementation items listed in the Strategy's action plan. Previously unfunded, this funding allows for implementation to move forward.

## BACKGROUND / RATIONALE

The City of Leduc was awarded up to \$72,500 from the Government of Alberta's NRED grant program on March 19, 2025. (The approval letter "NRED Grant approval letter 19mar2025" is attached for reference). The purpose of the approved funding is to complete an Investment Attraction Plan and associated Marketing Plan. Fifty percent of the total cost is to be funded from the grant and fifty percent from the City of Leduc. Funds for the City of Leduc portion were approved within the Economic Development 2025 budget.

## STRATEGIC / RELEVANT PLANS ALIGNMENT

Aligns with Goal 3 of Council's Strategic Plan 2023 – 2026: An economically prosperous city and region.

## ORGANIZATIONAL IMPLICATIONS

### ADMINISTRATION:

The administration of the project will be handled within the Economic Development team.

### RISK ANALYSIS: FINANCIAL / LEGAL:

If the recommendation is not approved, and the project moves forward, a budget adjustment will be required to source the additional funds for the project or the timing of the project will have to be extended into 2026 budget.

### IMPLEMENTATION / COMMUNICATIONS:

Implementation of the project will be handled within the Economic Development team. CMS assistance will be required for communication to our businesses and residents and to assist with the development of the investment attraction marketing plan and implementation. It is intended that consultants will do the bulk of this work including design of the final products.



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### ALTERNATIVES:

- The available grant funding is not used and we do not move forward with the project.

### ATTACHMENTS

NRED Grant Agreement, March 19, 2025