

## ALBERTA JOBS, ECONOMY AND TRADE GRANT AGREEMENT

This is an Agreement dated March 31, 2025

**Between:**

**HIS MAJESTY IN RIGHT OF ALBERTA**  
as represented by the Minister of Jobs, Economy and  
Trade  
(**“Minister”**)

**and**

**CITY OF LEDUC**  
(**“Recipient”**)

**WHEREAS** the Recipient has submitted a grant proposal to the Minister entitled “NRED Application - Investment Attraction and Marketing Plans”.

**AND WHEREAS** the Minister is willing to make a grant and is authorized to do so in accordance with the *Ministerial Grants Regulation* AR 215/2022, as amended from time to time.

The Minister and the Recipient therefore agree as follows:

### **1. DEFINITIONS AND INTERPRETATIONS**

**1.1 Definitions** – In this Agreement, the following expressions have the following meanings:

**“Agreement”** means this Agreement between the Parties, including the attached schedules, and any amendment thereto.

**“Confidential Information”** means all information developed or acquired as a result of carrying out this Agreement, including without limitation, technical, financial and Project information, which is designated as confidential in writing, is disclosed in circumstances of confidence, or would generally be understood by a person exercising reasonable business judgment to be confidential.

**“FOIP”** means the *Freedom of Information and Protection of Privacy Act*, RSA 2000, c F-25, as amended or replaced from time to time, and any successor legislation to the same general intent and effect.

**“Grant”** means the proposed grant described in section 2.1.

**“Grant Regulation”** means the *Ministerial Grants Regulation* AR 215/2022, as amended from time to time.

**“Grant Proceeds”** means all amounts paid to the Recipient under this Agreement, and includes all interest and other income earned from investment of these amounts.

**“Intellectual Property”** means a product of the intellect including, without limitation, works in the form of scientific discoveries, inventions or discoveries with or without patent possibilities, designs, patents, trade-marks, copyrighted materials, computer software, trade secrets and know-how.

**“Party”** means either the Minister or the Recipient, individually.

**“Parties”** means the Minister and the Recipient, collectively.

**“Program Guidelines”**, if applicable, means the program guidelines in effect as of the date of signing of this Agreement and issued by or on behalf of the Minister from time to time for the program.

**“Project”** means the project described in the Proposal, including any modifications approved by the Minister in writing.

**“Project Completion Date”** means December 31, 2025.

**“Project Implementation”** means any and all steps taken to commence the Project, including any preparatory steps and expenditures.

**“Proposal”** means the Recipient’s application attached as Schedule A, entitled “NRED Application - Investment Attraction and Marketing Plans”, and approved budget attached as Schedule B.

**“Term”** means the period from the date at the beginning of this Agreement to and including April 30, 2026 and includes any extension agreed to by the Minister.

- 1.2 **Section Numbers** – References in this Agreement to section numbers are to the corresponding numbered provisions of this Agreement.
- 1.3 **Section Headings** – All section headings in this Agreement have been included for convenience only and shall not be considered in interpreting the text of this Agreement.
- 1.4 **Construction and Interpretation** – In this Agreement, words in the singular include the plural, words in the plural include the singular, and words, regardless of the gender in which they are used, include the masculine, feminine, or body corporate, as the context may require.
- 1.5 **Schedules** – The following schedules (collectively the “Schedules”) are incorporated into and form part of this Agreement:  
 Schedule A – Proposal  
 Schedule B – Approved Budget  
 Schedule C – Reports.
- 1.6 **Schedules and Paramountcy** – The provisions of this Agreement are to be interpreted so as to give all provisions full meaning and effect, and the body of this Agreement and the Schedules are to be interpreted in a compatible manner so far as is possible. In the event of any inconsistency or conflict between the Proposal attached as Schedule A and the rest of the Agreement (including the body of this Agreement and Schedules B and C), the rest of the Agreement shall govern.
- 1.7 **Entire Agreement** – This Agreement is the entire agreement between the Minister and the Recipient with respect to the Project and the Grant, and supersedes all previous agreements, negotiations and understandings. There are no agreements, representations, warranties, terms, conditions or commitments except as expressed in this Agreement.

## 2. **THE GRANT**

- 2.1 Total Grant Amount** – Subject to the terms and conditions of this Agreement, and the Recipient's compliance therewith, the Minister will provide a grant of up to \$72,500 to the Recipient for the purpose of the Project. All references to dollar amounts in this Agreement shall be in the lawful currency of Canada.
- 2.2 Reduction to Reflect Potential Change in Budget** – The Minister may, by notice to the Recipient during the Term, reduce the Grant by an amount proportional to any overall reduction in spending or discretionary spending imposed on:
- (a) all departments of the Government of Alberta; or
  - (b) the particular department, or the particular division thereof, then having responsibility for the administration of this Agreement.
- 2.3 Timing of Grant** – Subject to the Recipient's compliance with the terms and conditions of this Agreement and the Recipient's compliance therewith, the Minister will pay the Grant to the Recipient within a reasonable time following the signing of this Agreement.
- 2.4 Partnership Funding** – If the Proposal specifies that the Recipient will receive partnership funding for the Project, the partnership funding must be secured prior to Project Implementation. If the Recipient can demonstrate to the Minister that special circumstances require Project Implementation prior to securing all partnership funding, the Minister may permit the Recipient to commence the Project on the condition that the Recipient shall be responsible for covering any shortfalls in funding in order to achieve planned Project completion as set out in Schedule A.
- 2.5 Conditions of Payment and Use** – Payment and use of the Grant, in either a lump sum or in installments, is conditional on the Minister, acting reasonably, being and remaining satisfied that:
- (a) the Recipient is in compliance with all of its obligations under this Agreement;
  - (b) the Project is proceeding, conforms with any applicable Program Guidelines, and will be completed by the Project Completion Date; and
  - (c) if applicable, commitments for funding sufficient to carry out and complete the Project are in place.
- 2.6 Budget** – Up to and including fifteen percent (15%) of the Recipient's budget as set out in Schedule B may be transferred from one eligible project cost to another eligible project cost within the Recipient's total project expenses breakdown without the Minister's prior written approval. The Recipient shall submit a written request to the Minister for approval of any transfers of more than fifteen percent (15%) from one eligible project cost to another.

## 3. **OBLIGATIONS OF THE RECIPIENT**

- 3.1 Independent Status** – The Recipient is an independent entity under this Agreement and nothing in this Agreement creates or is to be construed as creating a relationship of employment, agency, joint venture, or partnership between the Minister and the Recipient or any of its employees, directors, officers, contractors or agents.
- 3.2 Confidentiality** – The Recipient shall keep and cause to be kept in strict confidence all Confidential

Information and shall only disclose such Confidential Information to other Project participants, including Project sponsors, on a need to know basis, or as otherwise permitted by the terms and conditions of contracts among any of the Project participants.

**3.3 Representations and Warranties** – The Recipient represents and warrants that:

- (a) it has made full, true and plain disclosure to the Minister of all facts relating to the Project that are material to this Agreement, and this Agreement does not contravene any law or agreement to which the Recipient is subject;
- (b) the execution by the Recipient of this Agreement and the carrying out of this Agreement and the Project by the Recipient have been duly and validly authorized by the Recipient in accordance with all applicable laws, and this Agreement shall constitute a binding legal obligation of the Recipient;
- (c) any individuals named in the Proposal are employees or contractors of the Recipient, and will be assigned to or otherwise enabled to perform their respective roles in the Project;
- (d) any individuals assigned to or performing roles in the Project shall carry out the Project in accordance with the generally accepted standard of competency in the field of endeavour associated with the Project and all applicable professional standards;
- (e) any individuals assigned to or performing their roles in the Project shall comply with the terms and conditions of this Agreement; and
- (f) the Recipient shall notify the Minister and obtain written approval of the Minister for any significant changes in the Project, including costs, scope, types of expenditures, and other existing or prospective funders and amount of funding, in accordance with section C.3 of Schedule C.

**3.4 Use of Proceeds** – The Recipient shall use the Grant Proceeds solely for the Project.

**3.5 Interest and Investment** – The Recipient shall invest any portion of the Grant Proceeds paid to the Recipient, but not immediately required for the Project, in a separate interest-bearing account or other prudent investment with a reasonable return in such a manner that is readily reportable to the Minister.

**3.6 The Project** – The Recipient shall carry out the Project as described in the Proposal and in accordance with the terms and conditions of this Agreement.

**3.7 Completion and Repayment of Grant** – The Recipient shall complete the Project and incur all expenditures by the Project Completion Date. Any portion of the Grant Proceeds not used during the Term, or earlier termination of this Agreement, and accounted for in accordance with this Agreement must be repaid to the Government of Alberta within ninety (90) days of the end of the Term or termination of this Agreement (whichever is earlier), or within another timeframe as directed by the Minister. Notwithstanding the foregoing the Minister may, on application by the Recipient, vary in writing the purpose or conditions of the Grant so as to allow the use of the remainder of the Grant Proceeds under the varied purpose or conditions.

**3.8 Grant Regulation** – Nothing in this Agreement in any way relieves the Recipient from strict compliance with the Grant Regulation or otherwise impacts the interpretation or application of the Grant Regulation.

**3.9 Intellectual Property** – The Recipient acknowledges and agrees that any Intellectual Property that

may be generated through the Project be used for the benefit of Alberta and Albertans. Ownership of any Intellectual Property developed through the Project will follow the policies and practices of the Recipient and agreements to which the Recipient is a party.

- 3.10 Ownership of Reports** – Notwithstanding any other provisions in this Agreement, ownership of any reports provided by the Recipient under this Agreement, regardless of form, and all intellectual property rights therein, vests in the Minister.

#### **4. RECORDS, REPORTS AND MONITORING**

- 4.1 Project Records** – During the Term and for a period of five (5) years afterwards, the Recipient shall maintain or cause to be maintained full, accurate and complete records of the activities conducted in furtherance of, and the results achieved through the conduct of, the Project.
- 4.2 Financial Records** – During the Term and for a period of five (5) years afterwards, the Recipient shall keep full, accurate and complete records and books of account relating to the receipt and expenditure of the Grant Proceeds.
- 4.3 Audit** – The Minister or the Auditor General, or their authorized representatives may, during the Term and for five (5) years afterwards, on reasonable notice to the Recipient, audit or examine, and take copies and extracts of, the records and books of account maintained by the Recipient in accordance with sections 4.1 and 4.2. The cost of any special audit, examination or report shall be payable by the Minister, unless the audit, examination or report reveals material breaches of this Agreement or indicates that the records and books of account were inadequate to permit a determination of how the Grant Proceeds were used by the Recipient or what results were achieved through the conduct of the Project, in which case the cost shall be borne by the Recipient.
- 4.4 Reporting** – The Recipient shall comply with the reporting requirements of Schedule C.
- 4.5 Inspection** – The Minister is entitled, at reasonable times during the Term and on reasonable notice to the Recipient, to have its authorized representatives attend at the premises of the Recipient or at the place where the Project is being carried out, for the purpose of examining the premises or files, documents and records, or any other assets pertinent to the Project in order to assess whether the Recipient is in compliance with the terms and conditions of this Agreement. The Recipient shall provide the Minister's authorized representatives with such assistance as may be reasonably required during such an inspection. This right of inspection is limited to the purpose of ascertaining whether this Agreement has been complied with, and the Minister shall not have any general right to obtain custody or copies of records in the custody of the Recipient.
- 4.6 Access to Information** – The Recipient acknowledges that this Agreement, including the name of the Recipient, and the terms and conditions of the Grant under this Agreement, may be subject to disclosure pursuant to FOIP. The Recipient further acknowledges that FOIP applies to information obtained, related, generated, collected or provided to the Minister under this Agreement and that any information in the custody or under the control of the Minister may be disclosed.

#### **5. LIABILITIES**

- 5.1 Indemnity** – The Recipient agrees to indemnify and hold harmless the Minister from any third party claims, demands, actions or costs (including legal costs on a solicitor-client basis) for which the Recipient is legally responsible, including those arising out of negligence or willful acts by the Recipient or its employees, officers, contractors or agents.
- 5.2 General Liability Insurance** – The Recipient shall, at its own expense and without limiting its

liabilities under this Agreement, insure its operations under a contract of General Liability Insurance in an amount of not less than \$2,000,000 inclusive per occurrence, insuring against bodily injury, personal injury and property damage including loss of use.

- 5.3 Evidence of Insurance** – The Recipient shall provide, on request, evidence of the insurance required under section 5.2 to the Minister in a format acceptable to the Minister.

## **6. TERMINATION AND NON-PERFORMANCE**

- 6.1 Mutual Termination** – The Parties may terminate this Agreement at any time by mutual written agreement. This Agreement is terminated as of the date given in the written agreement between the Parties.

- 6.2 Termination by Minister** – The Minister may terminate this Agreement without cause on thirty (30) days written notice to the Recipient. This Agreement is terminated as of the date given in the termination notice. In the event the Minister terminates this Agreement without cause pursuant to this section, then:

- (a) the Recipient must repay to the Minister, within ninety (90) days of the date of termination, any part of the Grant Proceeds already paid to it and not used, committed or expended for the purposes of the Project, unless the Minister has provided written consent to the use by the Recipient of the Grant Proceeds for another purpose;
- (b) subject to section 6.2(c), the Minister shall not be liable to pay the Recipient any subsequent instalments of the Grant Proceeds not already paid, if any; and,
- (c) where the Grant Proceeds are paid in instalments or subject to a disbursement schedule as set out in Schedule B of this Agreement, and where the Recipient has, as of the date of termination of this Agreement, reasonably incurred expenditures or committed funds for the purposes of the Project that exceed the amount of the Grant Proceeds paid or permitted to be disbursed up to the date of termination (the “Pending Costs”), then the Minister may, on written request by the Recipient and in the Minister’s sole discretion, pay to the Recipient an amount in respect of such Pending Costs, provided that payment of such amount would not result in a total payment to the Recipient in excess of the amount of the Grant.

- 6.3 Events of Default** – If the Recipient fails to proceed with the Project, is not carrying out the Project, alters the Project without the consent of the Minister, uses any part of the Grant Proceeds other than for the Project, or has otherwise breached any of its obligations pursuant to this Agreement, the Recipient will be deemed to have committed an event of default and the Minister may give written notice to the Recipient referring to the breach and requiring the Recipient to remedy the breach within a reasonable time in the Minister’s sole discretion, as so stated in the notice.

- 6.4 Remedy** – If the Minister has given notice pursuant to section 6.1 and the Recipient has failed to commence to remedy the breach or the Recipient has failed to remedy the breach within the time specified in the notice, the Minister may do any one or more of the following:

- (a) withhold payment of all or any portion of the Grant Proceeds;
- (b) demand repayment of all or any portion of the Grant Proceeds;
- (c) suspend expenditure of the Grant Proceeds by the Recipient;
- (d) require that the Grant Proceeds be used for other purposes approved by the Minister;

- (e) terminate the Agreement; and
- (f) pursue any remedy available to the Minister in law or equity.

## **7. CONFLICT OF INTEREST**

- 7.1 Other Agreements** – The Recipient shall not enter into any other agreement with any other Minister of the Government of Alberta or any other person, the requirements of which will conflict with the requirements of this Agreement, or which will or may result in its interest in any other agreement and this Agreement being in conflict.
- 7.2 Impartiality, Private Interests, Acceptance of Benefits and Financial Interests** – The Recipient shall ensure that the Recipient and its officers, employees, contractors and agents:
- (a) conduct their duties related to this Agreement with impartiality and shall disqualify themselves from dealing with anyone with whom a relationship could bring their impartiality into question;
  - (b) not influence, seek to influence, or otherwise take part in a decision of the Minister, knowing that the decision might further their private interests;
  - (c) not accept any commission, discount, allowance, payment, gift or other benefit that is connected, directly or indirectly, with the performance of their duties related to this Agreement, that causes, or would appear to cause, a conflict of interest; and
  - (d) have no financial interest in the business of a third party that causes, or would appear to cause, a conflict of interest in connection with the performance of their duties related to this Agreement.
- 7.3 Disclosure** – The Recipient shall promptly disclose to the Minister any conflict of interest or apparent conflict of interest arising under section 7.2.

## **8. COMMUNICATIONS**

- 8.1 Announcement** – The Recipient shall not make any public announcement or issue any press release regarding this Agreement or the making of the Grant, except in consultation with and the approval of the Minister as to the contents of the announcement or press release, which approval shall not be unreasonably withheld.
- 8.2 Notices** – Any notices, approvals, consents and other communication under this Agreement shall be in writing and will be effective when delivered in person, by mail, by email, or couriered to the following respective addresses:
- (a) if to the Minister:

Alberta Jobs, Economy and Trade  
 Economic Development & Business Supports  
 8th Floor, Commerce Place  
 10155 - 102 St. NW  
 Edmonton, AB T5J 4G8

Attention: Nicholas Hrycun

Phone: 1-833-538-6733

Email: nred.program@gov.ab.ca

(b) if to the Recipient:

CITY OF LEDUC  
1 Alexandra Park  
Leduc, AB T9E 4C4

Attention: Tara de Munnik

Phone: 780-980-8438

Email: tdemunnik@leduc.ca

Either Party may change its contact information by giving written notice to the other in the above manner.

## **9. GENERAL PROVISIONS**

- 9.1 Minister's Obligations** – The Minister's responsibility pursuant to this Agreement is limited solely to the provision of financial assistance in accordance with the terms and conditions set out herein. The Recipient shall not incur any expenses or debts on behalf of, nor make any commitments for or on behalf of, the Minister. The Minister may, in the Minister's sole and absolute discretion, delegate any duties, powers or functions relating to the provisions of this Agreement.
- 9.2 Amendment** – This Agreement may be amended only if the amendment is made in writing and signed by a duly authorized representative of the Minister and the Recipient.
- 9.3 Waiver** – No waiver of any provision of this Agreement is effective unless made in writing, and any such waiver has effect only in respect of the particular provision or circumstance stated in the waiver. No representation by either of the Parties with respect to the performance of any obligation under this Agreement is capable of giving rise to an estoppel unless the representation is made in writing.
- 9.4 Additional Assurances** – The Parties agree, from time to time, to do all such acts and provide such further assurances and instruments as may reasonably be required in order to carry out the provisions of this Agreement according to their spirit and intent.
- 9.5 Assignment** – The Recipient may not assign this Agreement or any right or benefit under it without the prior written consent of the Minister, which may be given or refused in the Minister's sole discretion. The Recipient may, however, contract with such parties as it sees fit for the purpose of carrying out the Project. No contract entered into by the Recipient shall relieve the Recipient from any of its obligations under this Agreement.
- 9.6 Successors and Assigns** – This Agreement shall be for the benefit of and is binding on the Parties' successors and assignees.
- 9.7 Governing Law** – This Agreement shall be governed by and construed in accordance with the laws of the Province of Alberta. The Parties hereby irrevocably and unconditionally attorn to the exclusive jurisdiction of the courts of the Province of Alberta.
- 9.8 Severability** – The terms and conditions of this Agreement are severable to the extent that any one that may be contrary to the laws of Alberta shall be deemed to be modified to comply with those

laws, but every other term and condition shall remain valid.

- 9.9 Time is of the Essence** – Time is of the essence of this Agreement.
- 9.10 Compliance with Laws** – The Recipient shall comply with all statutes, regulations, orders, licenses and permits applicable to the Recipient in carrying out the Project.
- 9.11 Survival of Provisions** – Notwithstanding any other provisions of this Agreement, those provisions of this Agreement which by their nature or terms call for performance subsequent to expiry or termination of this Agreement, shall so survive and continue after the expiry or termination of this Agreement, whether or not such sections expressly state that they shall so survive and continue to bind the Parties. Without limiting the generality of the foregoing, sections 3.2, 3.7, 3.9, 3.10, 4.1, 4.2, 4.3, 4.4, 4.6 and 5.1, and the provisions of Schedule C shall survive this Agreement and shall continue to bind the Parties.
- 9.12 Execution in Counterpart** – Unless executed using an electronic signature approved by the Minister, this Agreement may be executed in counterparts, in which case the counterparts together shall constitute one agreement, and in which case communication of execution by emailed PDF to the email addresses set out in section 8.2 of the Agreement will constitute delivery. Execution of this Agreement must occur in accordance with the policies and procedures established by the Minister as may be made available to the Recipient.

The Parties have therefore executed this Agreement, each by its duly authorized representative, as of the date at the beginning of this Agreement.

**HIS MAJESTY IN RIGHT OF ALBERTA  
as represented by the Minister of  
Jobs, Economy and Trade**

Per: \_\_\_\_\_

**Kelley Bessette**

\_\_\_\_\_  
Name of authorized officer

**Director, Business and Industry Supports**

\_\_\_\_\_  
Office held

**CITY OF LEDUC**

Per: \_\_\_\_\_

**Derek Prohar**

\_\_\_\_\_  
Name of authorized officer

**City Manager**

\_\_\_\_\_  
Office held

**ALBERTA JOBS, ECONOMY AND TRADE  
GRANT AGREEMENT**

**SCHEDULE A - RECIPIENT'S PROPOSAL**

The attached "NRED Application - Investment Attraction and Marketing Plans" constitutes the Proposal for the Project, as submitted by the Recipient.

# NRED-03-00168

## Project Manager Contact

**First Name:**

Tara

**Title:**

Manager Economic Development

**Primary Phone:**

780-980-8438

**Last Name:**

de Munnik

**Email:**

tdemunnik@leduc.ca

**Secondary Phone:**

780-722-5802

**Is Project Manager Contact the same as Signing Authority Contact?:** No

## Signing Authority Contact

**First Name:**

Derek

**Title:**

City Manager

**Primary Phone:**

780-980-7130

**Last Name:**

Prohar

**Email:**

city.manager@leduc.ca

**Secondary Phone:**

780-227-6571

## Organization Details

**Organization Name**

City of Leduc

**Organization Type**

Municipality

## Project Information

**Project Title:** Investment Attraction and Marketing Plans    **Project Type:** Marketing and Investment/Regional Promotion

**Priority Area:**

Support planning and feasibility studies that lead to economic development enabling investments to boost regional growth

**Write a clear and brief description of your project. If your project is approved, this description will be used on our website (500 characters or approximately 100 words):**

Develop investment attraction and marketing plans for regional economic growth and sustainability.

**Write a clear and brief description of the project outcomes (500 characters or approximately 100 words):**

This project will foster economic growth, enhance local competitiveness, and ensure sustainable development for the City of Leduc and the surrounding region. Attracting investments will stimulate the local economy by creating jobs, increasing tax revenues, and supporting local businesses. The investment attraction and marketing plans will highlight unique strengths and competitive advantages, enhance awareness of the region globally and position us as a preferred destination for investors.

**Is your project located in northern Alberta, with 51% or more of the project costs to be spent in the northern region? For the definition of northern region please refer to the Program Guidelines.:**

No

**Proposed Project Start Date:**

1/2/2025

**Proposed Project End Date:**

12/31/2025

**Project Length:**

363

**How many communities will be directly impacted by the project? Please enter the number of communities (put zero if not applicable):.**  
2

**Explanation of communities affected by project:**  
The Leduc region, including City of Leduc, Leduc County, and surrounding communities will be positively impacted by the project. It will ultimately lead to investment attraction in the region, the benefits of which are multifaceted.

**How many Small and Medium Enterprises (SME’s) will this project support (put zero if not applicable)?**  
2,000

**Explanation of Number of SME's Supported.**  
This project is expected to directly support industrial SMEs and indirectly support all SMEs in the region as it provides them with access to resources, networks and opportunities that can drive growth and support supply chains.

**Select the industry that this project best supports (choose the best fit)?**  
Construction

**Brief explanation how the project investment will be leveraged in the community (Max 1000 characters or approximately 200 words)**  
The investment from this project will be leveraged in the community by attracting new businesses that are most likely to succeed here because they align with the community’s strengths, resources, assets, and goals. It is expected to boost employment opportunities, improve local income levels (average household income in Leduc in 2020 was 2% lower than the provincial average), enhance community reputation and recognition, diversify our local economy, increase non-residential tax revenue, and increase visitation. Lastly, success breeds success. Increasing our ability to attract investment to the region will make it easier to attract investors in the future. This will be achieved by building credibility, and showing tangible evidence of our area’s value proposition, further bolstering the positive impacts.

**Select the Region that best fits your project’s location:**  
Edmonton

## Project Partners

Organization Name	Operating Name of Organization	Type of Organization	Partner Contact Name	Main Phone
Leduc County	Leduc County	Municipality	Bryanna Kumpula-Yung	587-986-6267
Leduc Regional Chamber of Commerce	Leduc, Nisku and Wetaskiwin Regional Chamber of Commerce	Not-For-Profit	Jennifer Garries	780-986-5454

**Number Of Project Partners:**  
2

**Provide details on how the project partners will contribute to the project**  
The Leduc, Nisku and Wetaskiwin Chamber of Commerce will continue to play a significant role in attracting investment to our region by leveraging their network, resources and influence. They will assist with highlighting our competitive advantages and facilitating connections by matching potential investors to suitable local partners or businesses. Leduc County economic development also intends to collaborate with the City of Leduc economic development by sharing information, hosting collaborative networking sessions, and supporting marketing efforts once our plans are complete (toward the end of 2025 and into 2026 and beyond).

## Project Overview

**Overview**  
Be specific and concise. This section serves as an executive summary of your project.

**Identify and describe the issue or problem that the project will address (Max 3,000 characters or approximately 600 words)**

The issues that this project will address are as follows: Population increases outpacing investment: Leduc has seen significant population increases (14% growth between 2016 and 2021) and a further 5.7% between then and the 2023 Census. Looking at the Building Permit Summary for November 2024, we are set to beat all but one of the past year-end totals for the past 20 years. The overwhelming majority of this investment is being seen in residential permits that make up 74.9% of total permit values year-to-date (\$195mil). We anticipate with these record-setting permit values, our population will continue to grow rapidly. Non-residential development is not keeping up. Those permits make up only 16% of total permit values (institutional permits make up the balance). Population growth means that additional rooftops and a growing local labour force can be leveraged to help attract investment with the right tools in place. Our increased population will require local employment. Unless we make concerted efforts to increase industrial and commercial activity, there is a risk of outmigration of workers due to limited local opportunities. Ideally, people will both live and work in the Leduc region as this means more funds recirculating within the region creating a multiplier effect. To maintain or exceed our current tax-ratio and excellent standards of living, investment attraction will be essential. Below average household income: The average household income in Leduc in 2020 was 2% lower than the provincial average. Overall household income in the City of Leduc declined between 2015-2020. Household income is an indicator of quality of life and economic health. Greater economic opportunities are key to building economic stability in the community. Diversification: The Leduc/Nisku Business Park is the second largest energy business park in North America second only to Houston, TX. This is a significant point of pride. Public engagement during our Economic Development Strategy (September 2024) indicated interest in diversification. We also know that a faster transition will have economic benefits. Alberta is building our energy future with hydrogen. We need to support our existing business base in this transition and also capitalize on diversification efforts with investment attraction. Potential additional sectors for diversification include technology, healthcare, value-added agriculture, and creative industries. Telling our story: Resources are not in place to prioritize marketing of the City for the purpose of investment attraction. The city typically relies on other entities like Edmonton Global to market the region. This regional approach is vitally important on the international stage. When looking to funnel investments within the region, to meet the needs of the target industries best, we need to tell the story of the Leduc region. This grant is expected to help bridge that gap in funding.

**Describe the expected result or benefit of the project and how the project will address the issue or problem described above (Max 3,000 characters or approximately 600 words)**

A robust investment attraction plan and supporting marketing plan help to stimulate long-term economic growth, improve quality of life, and create a sustainable, resilient regional economy. The plans will be designed to address a range of economic development challenges by encouraging businesses, entrepreneurs and investors to establish or expand operations in our region. Population increases outpacing investment: New businesses create jobs and increase demand for skilled labour, fostering workforce development. The plans will assist with creating attractive job opportunities and a thriving business environment. This in turn will encourage talent retention and reduce leakage to other communities. Attraction efforts will also increase the non-residential tax-base, generating revenue to support key infrastructure in the city. Diversification: Attracting investments in diverse sectors helps stabilize the economy and reduce risks associated with downturns in specific industries. Diversified investment can bring advanced technologies, innovation and knowledge transfer, enhancing local industries' productivity and competitiveness. Attracting venture capital and R&D-focused investments encourages innovation and fosters a vibrant entrepreneurial ecosystem. Attracting complementary businesses within a sector also fills gaps in supply chains, creating more efficient and cost-effective networks. Below average household income: New investment leads to new jobs, and targeted investment attraction ensures that the jobs that are created are higher-paying jobs. Telling our story: A well-executed marketing plan can improve a region's reputation, highlighting its strengths and making it appealing to investors and visitors. The plan will outline target sectors, audiences and markets to attract businesses looking to expand who will be more likely to succeed here. To be successful, we will need to create messaging that aligns with our region's value-proposition and our economic development goals. We need to ensure consistency across all channels, from digital campaigns to in-person investor meetings. The process will allow us to define what makes our region attractive to investors and what truly differentiates us from competing jurisdictions. Efforts will be targeted to those audiences that are most likely to yield results. We must ensure that the message being heard is one of positivity and possibility. The more we talk about the Leduc region and Alberta, Canada, the more our provincial brand will become synonymous with the place that investors want to land to ensure their prosperity and success. In addition to the tangible benefits listed above, the investment attraction and marketing plans will provide focus, align efforts, demonstrate professionalism and readiness to potential investors, showcase a clear vision and commitment and ultimately increase investment into the Leduc region that will have a lasting positive impact in our region.

**Project Impact and Outcomes (Why the project is needed)**

Please select the following priority area(s) your project directly aligns with and provide evidence of tangible and measurable economic impact benefits on the community and/or industry. Please refer to definitions section of the Program Guidelines (Max 3,000 characters or approximately 600 words)

**Increase Regional Attractiveness : No**

**Support Planning and Feasibility Studies : Yes**

The 65th Avenue interchange will be complete mid-summer 2025. Its completion marks the opportunity for an additional 292 acres of employment lands to come online. The developers of that land area ready to start residential development in 2025 for the portions that are adjacent and allocated as such. They will wait on developing the commercial/industrial portions until market demands it. In addition to this, there are currently just shy of 600 acres of undeveloped land available for sale in Leduc.

Undeveloped land has sold on average for \$100k/acre for the past 5 years. The total estimated value of those lands is estimated near \$89.2mil. Shovel ready land currently sells at market for between \$490 - \$620K /acre. If that land is brought to shovel ready (no associated buildings), that land would be worth \$434 - \$549mil. This is not taking into account dollar value over time. Developed lands (with a building and under 5-acre sites) that have sold over the past 5-years have sold on average for \$1.33mil/acre in Leduc. That value is now \$1.18B. The difference between the bare land's value and potential value of those lands fully developed (not accounting for dollar value over time) is: \$1.1B or the equivalent of nearly \$14.3mil in annual municipal taxes (at today's mill rate).

With the current rate of absorption, it will take decades to realize this non-residential assessment. As mentioned previously residential development is quickly outpacing. When this happens, several economic, social and infrastructure issues can arise including:

A lack of local jobs for residents leads to increased commuting to other areas. Currently 51% of Leduc residents commute to another municipality for work.

Strain on municipal finances as residential development generates less tax revenue per acre leading to struggles to fund important services and infrastructure. (see building permit data under Project Overview above)

Community dissatisfaction if residents feel underserved by commercial amenities. As the community reaches a new population milestone of 40,000, this opens up a new bracket for commercial investment attraction. It will be essential to market our community to commercial investors so that they can consider Leduc for their next new store, service station or restaurant.

A mismatch of housing and job opportunities may exacerbate housing affordability. As per Leduc's Housing Strategy, there is a tight supply and high demand for rental housing that is applying upward price pressures on rental rates. In addition to increasing affordable housing, a tactic that would help to alleviate affordability challenges is increasing the number of higher value, higher paying jobs. The investment attraction and marketing plan would assist with the attraction of the right type of jobs.

**Support Business/Industry Retention and Expansion : No**

Will this project create any new jobs? Please indicate the number of jobs for each category and describe the positions in the space below (put zero if not applicable).

**Full-time positions (30 or more hours per week) during the course of the project : No**

**Part-time positions (less than 30 hours per week) during the course of the project : No**

**Full-time positions (30 or more hours per week) that will potentially be created as a result of this project : Yes**

Positions# 442  
Description:<br/>Top employment categories in Leduc are: Retail Trade, Construction, Health Care and Social Assistance, Manufacturing, and Transportation and Warehousing so job creation will likely primarily fall within those categories. However, with diversification we could also see increases in AI and Technology, Clean Technology, Digital Media and Entertainment, Food and Agriculture, Global Logistics, Health and Life Sciences and Hydrogen.

**Part-time positions (less than 30 hours per week) that will potentially be created as a result of this project : Yes**

Positions# 347

Description :

Top employment categories in Leduc are: Retail Trade, Construction, Health Care and Social Assistance, Manufacturing, and Transportation and Warehousing so job creation will likely primarily fall within those categories. However, with diversification we could also see increases in AI and Technology, Clean Technology, Digital Media and Entertainment, Food and Agriculture, Global Logistics, Health and Life Sciences and Hydrogen.

**Please provide a brief summary of how the number of jobs was determined, taking into account factors such as project scope, expected workload, and potential expansion of operations :**

As part of the Economic Development Strategy and Action Plan Interim Report from November 2024, Deloitte provided employment projections. According to Lightcast, Datarun 2024.1, employment in Leduc is expected to grow 13.4% or up 2870 jobs between 2023 and 2031 (approximately 0.9% annual compounded growth). According to Census Profile, 2021 Census of Population 56% of those employed in Leduc were FT, and 44% were PT. Our plan is intended to be executed over 3 years from 2025-2028. At 0.9% annual compounded growth that puts the total number of expected new jobs at 790 by the end of the investment attraction plan period (end of 2028). Multiply that out by the current split of FT/PT 56/44%. Total FT: 442 Total PT: 347 These numbers represent the minimum expected jobs created. It is expected that the investment attraction and marketing plan will amplify the increase in employment.

**Management and Measurement**

Use this template for your Management and Measurement information. This template will outline the milestones for the project and be used to determine the project management expectations: Management and Measurement Template.

**Project Budget**

**Revenue**

The maximum Alberta Government funding, including the requested grant amount, cannot exceed 75% of the total project value for applicants that are Indigenous (First Nations or Metis Settlement). For all other applicants, the maximum Alberta Government funding, including the requested grant amount, cannot exceed 50% of the total project value.

<b>Requested Grant Amount</b>	\$80,000.00
<b>Other Alberta Government Funding - Cash</b>	\$0.00
<b>Other Alberta Government Funding - In Kind</b>	\$0.00
<b>Total GoA Funding</b>	\$80,000.00

**Funding/Contributions**

For First Nations or Metis Settlement applicants: This represents your contribution, which must equal or exceed 25% of the Total Project Value.

For all other applicants: This represents your contribution, which must equal or exceed 50% of the Total Project Value.

<b>Name of Contributor</b>	<b>Type of Organization</b>	<b>Type of Funding</b>	<b>Cash</b>	<b>In Kind</b>	<b>Additional Details</b>
City of Leduc	Municipality	Secured (e.g. funding has been received from contributor)	\$65,000.00	\$15,000.00	
<b>Total Applicant Sourced Contributions</b>			\$80,000.00		
<b>Total Project Value</b>			\$160,000.00		

Use this template for your Budget: Budget Template

Enter the sum of your Total Budget in the field below. Your Total Project Value should equal your Total Budget. Upload your completed Budget template in the 'Attachments' section of the application portal.

<b>Total Budget</b>	\$160,000.00
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**ALBERTA JOBS, ECONOMY AND TRADE  
GRANT AGREEMENT**

**SCHEDULE B – APPROVED BUDGET**

The attached “Approved Budget” table sets out the total project expenses breakdown approved by the Minister on review of the Recipient’s Proposal.

**PROJECT BUDGET**  
**NORTHERN AND REGIONAL ECONOMIC DEVELOPMENT (NRED) PROGRAM - INTAKE 3 (2024/2025)**



ORGANIZATION LEGAL NAME: City of Leduc

PROJECT TITLE: Investment Attraction Strategy and Marketing Plan

Eligible Project Costs for NRED Support (Full Amount)	Description of Eligible Project Cost	Full Amount of Project Cost	Eligible Project Cost
Professional Services Fees (Cannot Include Legal or Accounting)	Investment Attraction Plan and Marketing Plan	125,000	125,000
Project Management Fees		-	-
Training or Workshop Facilitators/Providers		-	-
Event Speaker Fees		-	-
Facility Rentals		-	-
Equipment Rentals		-	-
Event Meals/Catering		-	-
Project Travel		-	-
Advertising/Marketing	Digital and print marketing	20,000	20,000
Printing/Publishing (Paper or Web)		-	-
Other Eligible Project Cost 1		-	-
Other Eligible Project Cost 2		-	-
<b>Total Eligible Project Costs</b>			<b>145,000</b>

Ineligible Project Costs (NOT Eligible for NRED Support - Full Amount)	Description of Ineligible Project Cost	Full Amount of Project Cost	Ineligible Project Cost
Portion of Project that exceeds \$600,000		-	-
Ineligible Portion of Event Meals/Catering		-	-
Ineligible Portion of Project Travel		-	-
Other Ineligible Project Cost 1	Summer student to support the project	15,000	15,000
Other Ineligible Project Cost 2		-	-
Other Ineligible Project Cost 3		-	-
Other Ineligible Project Cost 4		-	-
Other Ineligible Project Cost 5		-	-
Other Ineligible Project Cost 6		-	-
Other Ineligible Project Cost 7		-	-
Other Ineligible Project Cost 8		-	-
Other Ineligible Project Cost 9		-	-
Other Ineligible Project Cost 10		-	-
<b>Total Ineligible Project Costs (NOT Eligible for NRED Support)</b>			<b>15,000</b>

**TOTAL COST OF PROJECT (Eligible and Ineligible Costs)** **160,000**

**NRED Grant Amount Applied For** Municipality **50%** **72,500**

Applicant's Matching Funding	Description of Funds Source	Amount of Funding	Funding Applied towards Eligible Project Costs
Applicant's Internal Sources of Funding	2025 Budgeted funds for economic initiatives	65,000	65,000
Funds Provided by a Funding Partner		-	-
Donations from non-government entities		-	-
In-Kind Contributions (max 20% of total eligible project costs or \$15,000)	Staff time	15,000	15,000
Government of Canada funding		-	-
Municipal Government Funding (not the applicant or a project partner)		-	-
Other Applicant's Matching Funding 1	Ineligible Summer Student Costs - From City of Leduc	7,500	7,500
Other Applicant's Matching Funding 2		-	-
Other Applicant's Matching Funding 3		-	-
Other Applicant's Matching Funding 4		-	-
Other Applicant's Matching Funding 5		-	-
Other Applicant's Matching Funding 6		-	-
<b>Available Funds for Matching Funding</b>			<b>87,500</b>

**NRED Grant + Funds Available for Matching Funding** **160,000**  
**Less Total Eligible Project Costs** **(145,000)**  
**Amount Available to Apply towards Ineligible Project Costs** **15,000**

Funding Sources Not Eligible as Matching Funding	Description of Funds Source	Amount of Funding	Funding Applied towards Ineligible Project Costs
Matching Funding not being applied to Eligible Project Costs		15,000	15,000
In-Kind Contribution in Excess of Allowed Amount		-	-
Other Funding Source not eligible as Matching Funding 1		-	-
Other Funding Source not eligible as Matching Funding 2		-	-
Other Funding Source not eligible as Matching Funding 3		-	-
Other Funding Source not eligible as Matching Funding 4		-	-
Other Funding Source not eligible as Matching Funding 5		-	-
Other Funding Source not eligible as Matching Funding 6		-	-
Other Funding Source not eligible as Matching Funding 7		-	-
Other Funding Source not eligible as Matching Funding 8		-	-
Other Funding Source not eligible as Matching Funding 9		-	-
Other Funding Source not eligible as Matching Funding 10		-	-
Other Funding Source not eligible as Matching Funding 11		-	-
Other Funding Source not eligible as Matching Funding 12		-	-
<b>Total Funding Towards Ineligible Project Costs</b>			<b>15,000</b>

**TOTAL OF ALL SOURCES OF FUNDING FOR PROJECT (Eligible and Ineligible Costs)** **160,000**  
**TOTAL OF ALL PROJECT COSTS** **160,000**

**ALBERTA JOBS, ECONOMY AND TRADE  
GRANT AGREEMENT**

**SCHEDULE C - REPORTS**

- C.1 Reports Format** – All reports must contain the information and be in a format specified by or acceptable to the Minister.
- C.2 Final Financial and Summary Report** – In consideration of the Minister providing the Grant, no later than February 28, 2026, the Recipient shall provide a final report including the following:
- (a) an acceptable financial statement accounting for all Project revenues and expenditures, including all interest and other income earned from investments of the Grant Proceeds;
  - (b) a concise summary of what the Project achieved; and
  - (c) an acknowledgement signed by a senior financial official of the Recipient that the money provided under this Agreement was used for the purpose of the Project.
- C.3 Changes to the Proposal** – The Recipient shall communicate to the Minister for the Minister's approval, through a detailed report, as soon as possible, proposed significant changes in the Project scope, costs, types of expenditures, or partner funding including any needed extensions to secure funds. The report outlining changes to the Proposal is independent of and in addition to other reporting requirements outlined in this Schedule C.
- C.4 Reporting Compliance** – The Recipient must comply with all reporting requirements under this Schedule C. In cases where the Recipient is found to be in non-compliance with Schedule C requirements, the Recipient will be deemed to have committed an event of default as defined in section 6.3 and the remedies in section 6.4 shall apply.
- C.5 Other Reports** – During the Term and for a period of five (5) years afterwards, the Recipient must provide such additional follow-up information as the Minister may reasonably request for the purpose of evaluating the Project.