

2025-2029

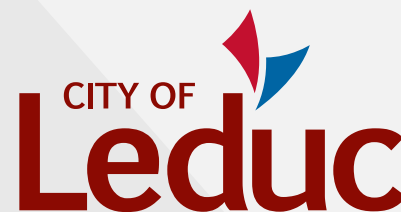
ECONOMIC DEVELOPMENT STRATEGY

SUMMARY

The City of Leduc's Economic Development Strategy is a comprehensive five-year plan that outlines our vision, guiding principles and strategic direction for economic development in our community.

The strategy captures our aspirations and identifies Leduc's strengths, opportunities, and priority sectors in the community. It's innovative, realistic and actionable, and will support economic growth, diversification and nurture the business-friendly environment that already exists in Leduc.

Our goal is to encourage strategic growth while ensuring Leduc keeps its competitive advantage as one of Alberta's top choices for businesses in its priority sectors.



The City of Leduc acknowledges we are situated within Treaty 6 Territory, comprised of the ancestral and modern-day territory of the Nêhiyaw (Cree), Dené, Niitsitapi (Blackfoot), Anishinaabe, Nakota Isga (Nakota Sioux), as well as the Métis Peoples. We acknowledge the many First Nations, Métis and Inuit, whose footsteps have marked these lands since time immemorial. We understand we are all Treaty people with shared responsibility to this land and to each other.



Priority Sectors in Leduc

TRADITIONAL SECTORS

- Energy
- Advanced manufacturing
- Transportation and warehousing

EMERGING SECTORS

- Value-added agriculture
- Hydrogen
- Tourism

Vision

Together, we are setting the foundation for a prosperous, interconnected Leduc; boldly moving towards a dynamic, sustainable and thriving economic future for everyone.

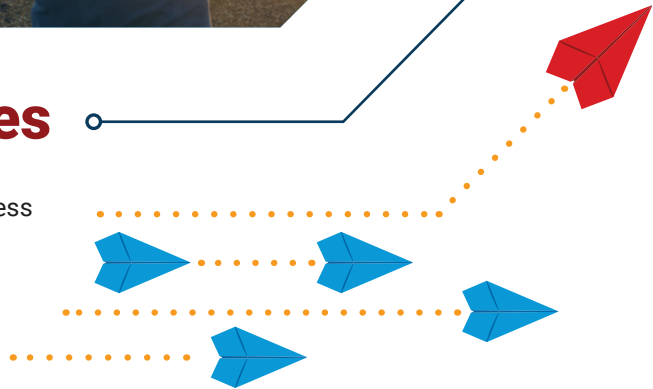
Guiding Principles

- Industrial and commercial development is needed to support residential growth.
- Building a complete community that enhances the city's appeal is a priority.
- Partnerships are essential to increase capacity and impact.



Strengths and Opportunities

Leduc has many strengths that contribute to its economic success and make it an appealing location for businesses. The city also has multiple opportunities to grow its economy. By exploring and making the most of these opportunities, Leduc can attract investment, support local business and enhance its overall economic growth and development.



ECONOMIC STRENGTHS

- ✓ Located at the nexus of major transportation networks
- ✓ Sports and recreation assets
- ✓ Shovel-ready lands and a newly developed business park
- ✓ Alberta Food Processing Development Centre
- ✓ Access to labour force
- ✓ Development friendly municipal policies
- ✓ Business-friendly environment
- ✓ Economic development partnerships

ECONOMIC OPPORTUNITIES

- ✓ Capacity to support economic service delivery
- ✓ Residential development
- ✓ Industrial land development
- ✓ Complete communities
- ✓ Placemaking efforts
- ✓ Sector-specific development
- ✓ Leverage priorities from the BR&E Triage Report
- ✓ Workforce attraction and retention



Strategic Directions and Objectives

The Economic Development Strategy identifies three essential strategic directions for the City and nine objectives:

Develop and support business growth and diversification.

- Promote sector diversification.
- Enhance support for local businesses.
- Ensure the City of Leduc has a skilled workforce needed for economic growth.

Build capacity to support growth by enhancing service delivery capabilities and collaborating with key partners.

- Create a well-defined economic development service delivery system.
- Utilize third party service delivery organizations to increase business support programming and services.
- Promote regional collaboration to leverage collective assets and foster a unified approach to economic development.

Market Leduc's value to attract investment.

- Attract investment to Leduc's priority sectors.
- Develop targeted workforce attraction initiatives that support Leduc's priority sectors in a way that balances community growth.
- Develop and promote tourism experiences and assets that build on Leduc's strengths.