

# Economic Diversification Committee

## 2024-2025 Work Plan

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# 1 Committee Overview

## 1.1 Purpose

Parkland County’s long term strategic plan identifies strategic economic diversification as a Strategic Priority Area. The purpose of this Committee is to consider matters relating to Economic Diversity and alignment with the Strategic Goals set out in the Strategic Plan and advise Council of its recommendations.

## 2 Scope

The Committee has an advisory role with no decision-making authority.

## 2.1 Success Criteria and Key Outcomes

The Committee will be deemed a success if:

Success Criteria	Key Outcome
Committee support and services	Sufficient financial and administrative support and services available
Members are engaged	Members attend meetings prepared to participate and provide feedback.
Work plan expectations met	Accomplishing and reporting work plan deliverables.
Advice and recommendation uptake	75% of committee advice and recommendations adopted by Council.
Stakeholder satisfaction	Overall deliverable satisfaction identified during annual stakeholder survey

### Stakeholders

Name/Department	Role
Council	Approve committee work plan annually
Chief Administrative Officer (CAO)	Advise Council on work plan development
Executive Committee	Recommend annual committee deliverables
General Managers	Advise committee on achieving work plan
Parkland County employees	Administratively support the committee
Parkland County residents & businesses	Provide stakeholder feedback on deliverables
Provincial Government	Liaise with committee as necessary

## 2.2 Support Team

Name	Role	Business Area
Tasha Blumenthal	Executive Sponsor	Development Services
Robynn Holstein	Administrative Support	Economic Diversification
Alexandra Salame	Administrative Support	Economic Diversification

### 2.3 Deliverables

Item	Description
<b>BUILD OUT OF INDUSTRIAL/COMMERICAL AREAS</b>	To build out and inform on the future identity of our major and local employment areas by way of providing recommendations on the strategy, statutory <b>requirements</b> , and policy statements.
<b>TOURISM STRATEGIES</b>	To advise on tourism initiatives taking place in Parkland County and provide strategic feedback on the future build out of tourism. Provide insight and feedback on future tourism and agri tourism nodes.

### 2.4 Milestones

Item	Description	Estimated timeline
Interim Report	Report Committee activities to Governance & Priorities Committee	End of Q2
Final Report	Provide Committee advice and recommendations to Governance & Priorities Committee	End of Q4

### 2.5 Reporting and Tools

The Committee will report through the Governance & Priorities Committee 2 to 3 times per year.

## 3 Resources/Reference Documents

What other projects are underway that could affect this project?

- Build out of Acheson Industrial Area
- Land Use Bylaw & Municipal Development Plan refresh
- Alternative energy initiative exploration

## 4 Risks

Description	Probability	Impact	Mitigation Factors
Council's expectations about the deliverable are not met	M	H	Interim and final reporting to Council of committee
CAO's expectations are not met	M	H	Build risk-based thinking and behavior
Resistance from stakeholders and committee members	M	H	Thorough stakeholder engagement and committee expertise

## 5 Resource Requirements

### 5.1 Staff

Name	Role	Time Commitment (Approximate Hours)
Tasha Blumenthal	Executive Sponsor	100
Robynn Holstein	Administrative Support	100
Alexandra Salame	Administrative Support	100

### 5.2 Budget

Budget approval by Council with sufficient funds to administer member meeting per Diems, incidentals for hosting the meetings, along with training and conferences.

## 6 Approval

_____ Name: Title:	_____ Date
_____ Name: Title:	_____ Date
_____ Name: Title:	_____ Date