



Municipal District of Bonnyville No. 87

Request for Decision (RFD)

Meeting: Regular Meeting of Council
Meeting Date: May 28, 2024
Originated By: Scott Kovatch, Economic Development Specialist
Title: M.D. Economic Development Website Project

PROPOSAL & BACKGROUND

The Municipal District of Bonnyville identified the need to upgrade its economic development presence on line during the completion of the 2020 Regional Economic Development Plan. As well, a stand-alone economic development website was recognized as an action item in the adopted 2022 M.D. Business and Industry Growth Strategy and subsequently added to the department's 2024 Business Plan.

Administration has now completed the website redevelopment in conjunction with our current website provider CivicPlus, and is happy to present it to Council today for information.

DISCUSSION ON BENEFITS, DISADVANTAGES & OPTIONS

The new economic development website is complete with its own domain investmdbonnyville.com. This website provides enhanced visibility for economic development as a business unit of the M.D. dedicated to investment attraction.

The new economic development website hosts a Community Economic Development Dashboard. The dashboard provides crucial one stop information such as demographic, labour force, taxation, quality of life, real estate, transportation, utilities and business environment data crucial for site selectors and developers.

It also supports investment attraction through the provision of industry specific profiles that highlight the strength of existing sectors such as energy as well as targeted sectors such as protein and agriculture technology.

REFERENCE TO STRATEGIC PLAN

A dedicated economic development website will help the M.D. fulfill goal #1 of its 2023-2027 Strategic Plan "Building a viable and diversified regional economy."

Objective 1: Develop and economic development strategy inclusive of business and industrial attraction, retention, and expansion while maintaining our rural influences.

REFERENCE TO PROVINCIAL/FEDERAL LEGISLATION

n/a

COSTS & SOURCE OF FUNDING

Development of the new economic development website is included in the 2024 operating budget.

COMMUNICATIONS STRATEGY

Marketing and communications will provide social media support announcing the launch of the new economic development website.

ADMINISTRATION RECOMMENDED ACTION

THAT Council accepts the M.D. Economic Development Website Project update as information.

COUNCIL OPTIONS

1. THAT Council accepts the M.D. Economic Development Website Project update as information.
2. THAT Council refers the M.D. Economic Development Website Project back to Administration for additional information regarding: _____ and to bring it back to a future meeting of Council.

Report Approval Details

Document Title:	Economic Development Website Rebuild Update .docx
Attachments:	
Final Approval Date:	May 16, 2024

This report and all of its attachments were approved and signed as outlined below:

Esther Quiambao

Stephanie Severin