

A Community Approach to Business & Tourism Development



2008

THE CITY OF
St. Albert

2008 A Community Approach to Business & Tourism Development

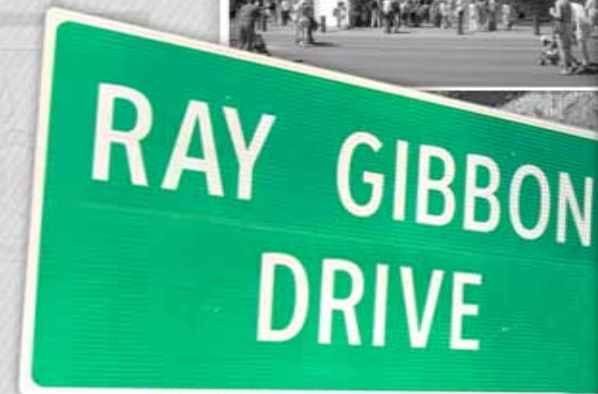
Outline

- Highlights from 2007
- Business & Tourism
 - Planning for Development
 - Pursuing Development
 - A Collaborative Effort for Development
- Opportunities
 - Servus Place
 - Infrastructure
 - 150th Anniversary
 - Downtown
 - Financial Sustainability
- What's in Store for 2008

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Key highlights from 2007 that will impact business development

- Annexation
- Anthony Henday construction plan
- Municipal Development Plan
- South Riel plan
- Ray Gibbon Drive
- Regional planning direction
- Campbell Park land sale



Business & Tourism

An aerial photograph of a city, likely San Francisco, showing a prominent clock tower (the Transamerica Pyramid) on the right side. The city is built on a hillside, and the image is overlaid with a blue, textured pattern.

- > Planning for Development
- > Pursuing Development
- > A Collaborative Effort for Development

Planning

Municipal Development Plan

- Direction for supply of commercial and industrial land
- Land uses to promote long-term non-residential development
- Utilities Master Plan
- Transportation Master Plan



Planning

Economic Development Master Plan (adopted in 2004)

- City departments, business groups and the community working together
- Importance of infrastructure, transportation, amenities
- Target specific industries and markets

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Planning

Business and Tourism Development Department Long-Term Plan

- Increase number of new or expanded businesses
- Increase number of residents working in St. Albert
- Maximize spin-off from community events



Planning

Tourism

- Promote tourist attractions and events
- Nurture development of river valley and downtown riverfront
- Work to increase visitor options for accommodations
- Create a tourism brand for St. Albert
- Develop a St. Albert event hosting strategy



Pursuing Land Development

- Work with landowners/developers
- Expedite “study area” decisions
- Campbell Park build-out
- Highway #2 corridor
- South Riel development

A Collaborative Effort: Stakeholder Involvement

- Landowners
- Developers
- City Council
- City Administration
- Chamber of Commerce
- Provincial Government
- Media

A Collaborative Effort: Stakeholder Involvement

- Downtown Business Association (DBA)
- Northern Alberta Business Incubator (NABI)
- St. Albert Economic Development Advisory Committee (SAEDAC)
- Real Estate industry
- Campbell Park stakeholders
- Riel Park stakeholders
- Local businesses

A Collaborative Effort: Stakeholder Involvement

- St. Albert Economic Development Advisory Sub-Committees
 - Business Attraction and Retention / Business Friendly
 - Infrastructure Policies and Sustainable Development
 - Image and Marketing
 - Tourism



Opportunities



- > Servus Place
- > Infrastructure
- > 150th Anniversary
- > Downtown
- > Financial Sustainability

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Servus Place

- Location for hosting events – arts, cultural, sports, trade shows
 - Economic development potential
 - Tourism-visitor attraction potential



Infrastructure

Roads

- Ray Gibbon Drive
 - Stage 3
 - South Riel connection
- Transportation Master Plan (annexation area)
- Anthony Henday (proximity to Campbell Park)

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Infrastructure

Public Transit

- Getting employees to and from work
- Getting visitors to and from St. Albert
- Regional planning
- LRT planning



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150th Year Anniversary

.....An opportunity.....

- Promote business
- Encourage tourism - programs and initiatives
- Build pride and interest in the community



Downtown

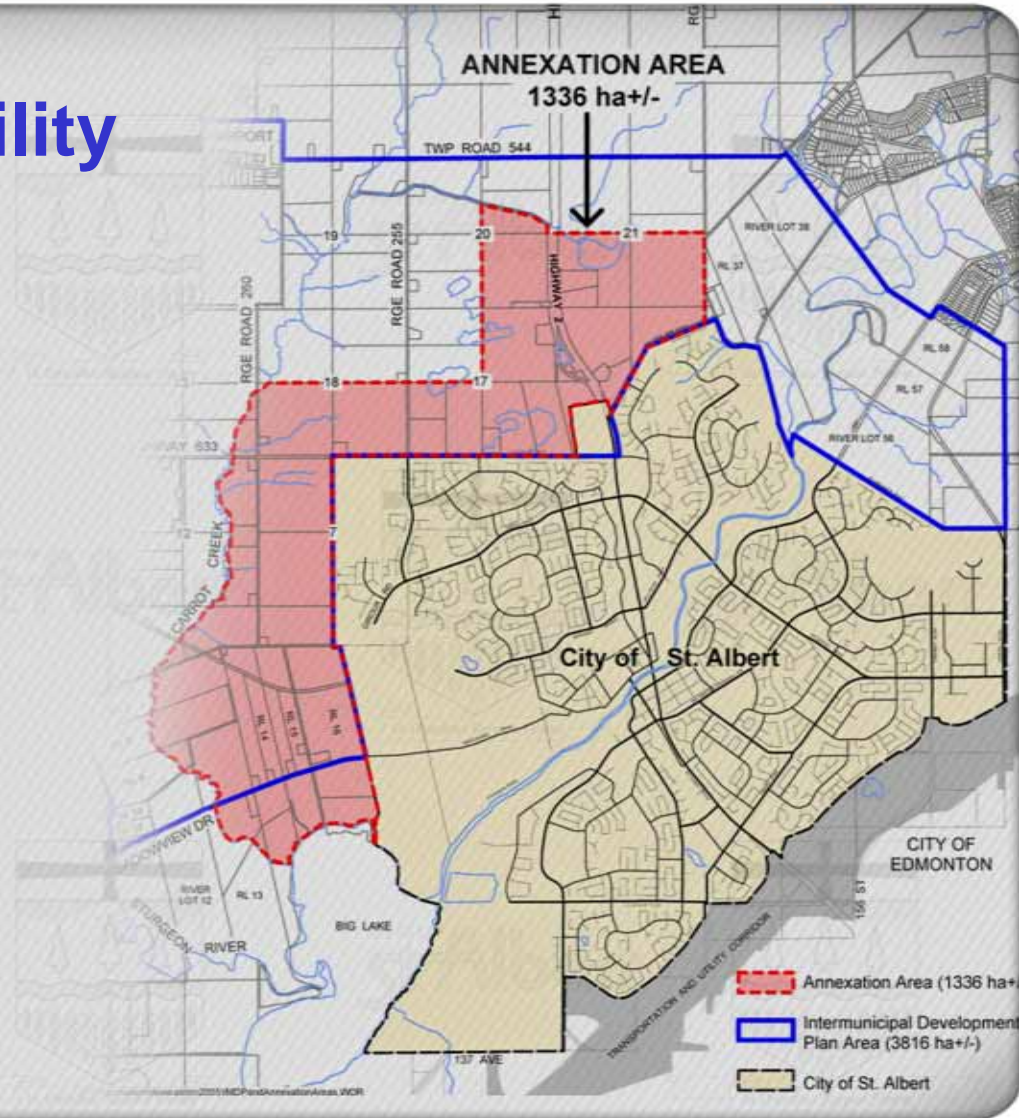


- Review Downtown Area Redevelopment Plan (DARP)
- Grandin Mall
- Land use regulations and vacant lands
- Civic buildings (St. Albert Place, old RCMP)
- Parking, traffic review
- Business Revitalization Zone (BRZ)

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Financial Sustainability

- Review Policies
 - Debt
 - Servicing
 - Development levies
- 10-Year Capital Plan
- Land acquisition options



Building Our Future Together

> What's in store for 2008



What's in store for 2008

- Significant Campbell Park development
- South Riel development begins
- Utilities Master Plan for annexed area complete
- Transportation Master Plan for annexed area complete
- Development of a detailed marketing strategy
- Plan for 150th Anniversary
- Planning of and development within the annexation area

A blue-tinted photograph of a modern building with a large glass facade and a curved architectural element. The building is the background for the text.

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Thank you