



2023 - 26

ECONOMIC DEVELOPEMENT

Department Business Plan

Department Overview

The Economic Development Department works to foster a competitive, resilient, and diverse local business climate and economy. The Department serves the community by attracting businesses and industry that provide services, goods, and employment opportunities. Through partnering with regional economic development stakeholders, the Department is working to position Fort Saskatchewan as a leading jurisdiction in the energy transition. The Department strives to be a resource for the local business community and potential investors, by managing a diverse portfolio of incentives and grants, maintaining current community analytics, and responding to requests for information. The department is also responsible for activating the downtown and managing the City-owned land portfolio.



CITY OF
FORT SASKATCHEWAN

Last Updated: May 1, 2025



DEPARTMENT GOALS AND INITIATIVE

Focus Area: Investment Attraction							
#	Department Initiative	Strategic Plan Goal Alignment	Funded	Upcoming	3-Year Forecast		
			2023 - 2026 Strategic Plan		Future Strategic Plan		
			2025	2026	2027	2028	2029
Heartland Incentive Program							
1.1	Support inquiries and applications for the Heartland Incentive Program	1					
1.2	Complete 5-year Review of the program	1					
1.3	Review application fee and final audit costs	1					
1.4	Heartland Incentive Program Final Audits						
Industrial Competitiveness Strategy							
1.5	Support updates to the Industrial Area Structure Plans and the Land Use Bylaw	1					
1.6	Investigate proactive zoning and upzoning	1					
1.7	Review the Major Incentive Programs	1					
1.8	Update marketing materials to better promote industrial lands	1					
1.9	Undertake a Fort Sask promotion campaign	1					
1.10	Front-end servicing exploration	1					
1.11	Investment Attraction Strategy Update	1					
Regional Collaboration							
1.12	Support AIHA's implementation of DIZ Strategic Projects	1*					
1.13	Work with AIHA to review their funding model	1*					
1.14	Partner with AIHA to lobby for Veterans Way funding	2					
1.15	Adjust budget to recognize AIHA Membership dues						
1.16	Transition partnership with Edmonton Global						
1.17	Hydrogen Hub Participation	1					
1.18	Support AIHA in Skilled Workforce Attraction	1					
General							
1.19	Support Development and Promotion of Business Clusters and Circular Economy	1					

Focus Area: Business Development							
#	Department Initiative	Strategic Plan Goal Alignment	Funded	Upcoming	3-Year Forecast		
			2023 - 2026 Strategic Plan		Future Strategic Plan		
			2025	2026	2027	2028	2029
2.1	City-wide Retail Market Gap Analysis	1					
2.2	Commercial Vacancy and Opportunities Review	1					
2.3	Commercial Attraction Strategy	1					
2.4	Review Business Development Program	1					
2.5	Review Business Licence Bylaw	1					
2.6	Business Licence enforcement campaign	1					
2.6	Review Mobile Vendor Policy	1					

Focus Area: Downtown Revitalization							
#	Department Initiative	Strategic Plan Goal Alignment	Funded	Upcoming	3-Year Forecast		
			2023 - 2026 Strategic Plan		Future Strategic Plan		
			2025	2026	2027	2028	2029
3.1	Identify infill opportunities and infill projects within the region that could align with Fort Saskatchewan's needs and goals	1					
3.2	Review existing incentive programs	1					
3.3	Undertake an outreach and marketing campaign	1					
3.4	Investigate options to address Derelict Properties	1*					
3.5	Downtown Development Strategy Action Plan	1					

Focus Area: Promotional Campaigns							
#	Department Initiative	Strategic Plan Goal Alignment	Funded	Upcoming	3-Year Forecast		
			2023 - 2026 Strategic Plan		Future Strategic Plan		
			2025	2026	2027	2028	2029
4.1	Enhance the City's digital marketing resources and tools	1					
4.2	Refresh Investfortsask.ca and marketing materials	1					
4.3	Increased presence at investor related conferences	1					
4.4	Strategic AdWords Campaign	1					

Focus Area: Land Management							
#	Department Initiatives	3	Funded	Upcoming	3-Year Forecast		
			2023 - 2026 Strategic Plan		Future Strategic Plan		
			2025	2026	2027	2028	2029
5.1	Prepare a Land Management Strategy	2					
5.2	Prepare administrative processes for land dispositions	5					
5.3	Undertake a comprehensive review of existing leases, templates, and policies	5					
5.4	Land Management consulting costs (e.g. appraisals)						
5.5	Department License of Occupation (DLO) renewals						

Legend:

	Operational Initiative
	One-time Operating Initiative
	Capital Initiative

Strategic Plan Goals:

- 1 - Well-Planned Community and Resilient Economy
- 2 - Strategically Managed Infrastructure
- 3 - Welcoming, Compassionate and Active Community
- 4 - Environmental Stewardship
- 5 - Operational Excellence and Continuous Improvement

*Asterisk denotes a department initiative that is directly linked to a strategic initiative within the 2023 – 2026 Strategic Plan.