

# Economic Development Week

CITY OF ST. ALBERT

# Investment Attraction

## LINKEDIN POSTS

**Focus:** We Have a Strategy for That! Promoting our Investment Attraction strategy and our plans to grow industrial development and intensification of employment opportunities over the coming years.

➔ 26,180 impressions & 199 link clicks | MAY 6, 8, 10

**THE POST:**

**UNLOCKING**

**commercial activity through matchmaking**

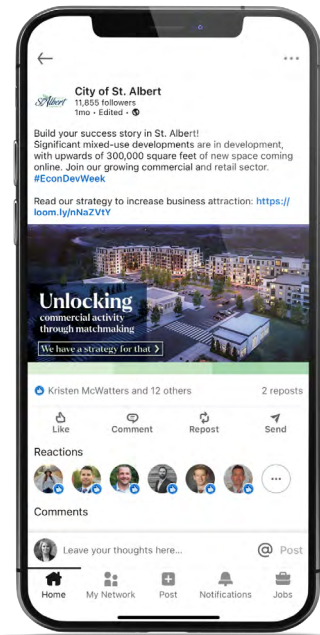
**We have a strategy for that >**

*Build your success story in St. Albert!*

*Significant mixed-use developments are in development, with upwards of 300,000 square feet of new space coming online. Join our growing commercial and retail sector.*

**Read our strategy to increase business attraction.**

[St. Albert Investment Attraction Strategy](#)



**THE POST:**

**MAKING ROOM**

**for your Industrial Development**

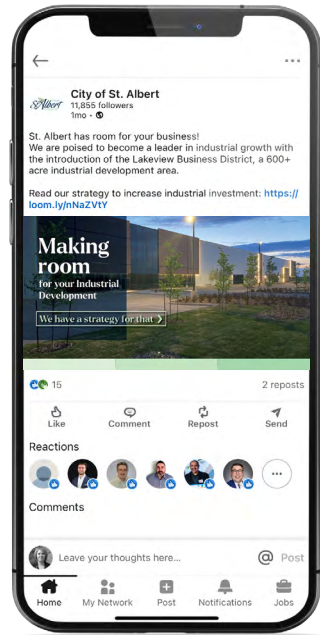
**We have a strategy for that >**

*St. Albert has room for your business!*

*We are poised to become a leader in industrial growth with the introduction of the Lakeview Business District, a 600+ acre industrial development area.*

**Read our strategy to increase industrial investment.**

[St. Albert Investment Attraction Strategy](#)



**THE POST:**

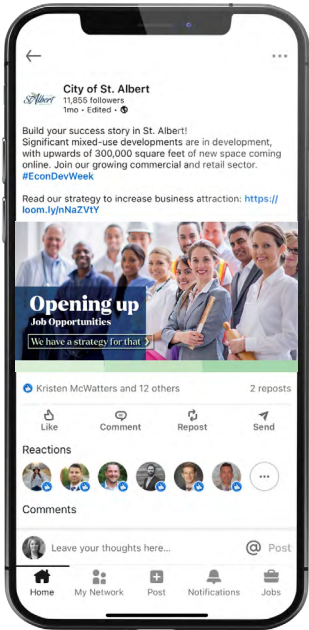
**OPENING UP  
Job Opportunities**

**We have a strategy for that >**

*Build your success story in St. Albert!*

*We've identified lands that have a high potential for development with a focus on Industrial sectors that promote above-average employment opportunities.*

**Read our strategy to intensify employment.**  
[St. Albert Investment Attraction Strategy](#)



➔ **2,100 event attendees and over 100 companies including key class A industrial developers | MAY 8**

EDMONTON REAL ESTATE FORUM

**Focus:** To bolster our Economic Development Week campaign, the City sponsored a panel discussion at the Edmonton Real Estate Forum on Investment Attraction, showcasing St. Albert to event attendees and creating synergies with the online campaign.



**Presentation:** On a hot streak: a look at Alberta’s logistics & warehouse spaces and why they continue to lead the charge

Edmonton’s industrial market saw a positive surge at the start of 2024 after marking its 14th consecutive quarter of positive absorption in January. Developers are increasingly looking to capitalize on this strong demand for product with six buildings scheduled for delivery in 2024. How is the “Port Alberta” designation given to the surrounding areas spurred activity? To what extent are new projects locating in the RMs that surround Edmonton due to lower costs and quicker planning approvals? How is industrial real estate in Edmonton performing overall? How are the design and requirements of new industrial space changing? These and other questions will be tackled during the panel discussion.”

**Sponsored by City of St. Albert**



# Business Expansion & Retention – Procurement Event

## LINKEDIN POSTS

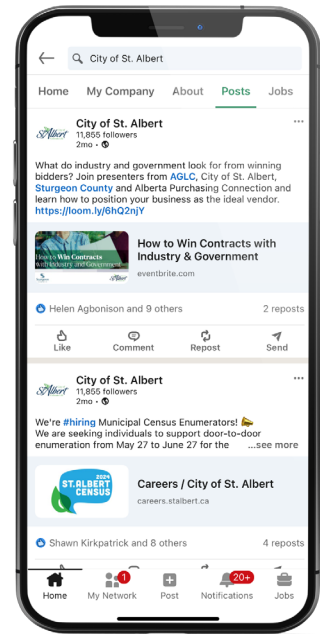
**Focus:** How to Win Contracts with Government & Industry procurement event that brought together 45 attendees, four expert panelists and two municipalities.

➔ 4,136 impressions & 89 link clicks | APRIL 3 TO 29

**THE POST:**

*What do industry and government look for from winning bidders? Join presenters from AGLC, City of St. Albert, Sturgeon County and Alberta Purchasing Connection and learn how to position your business as the ideal vendor.*

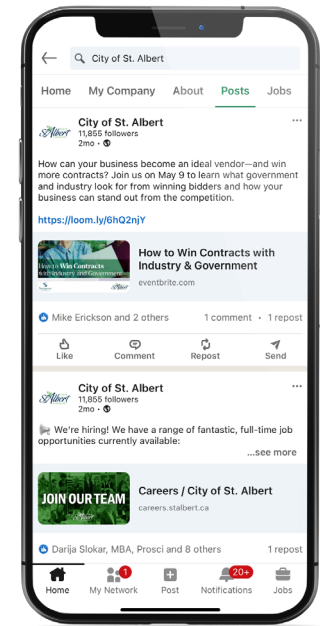
[Eventbrite-How to win contracts with industry-government](#)



**THE POST:**

*How can your business become an ideal vendor—and win more contracts? Join us on May 9 to learn what government and industry look for from winning bidders and how your business can stand out from the competition.*

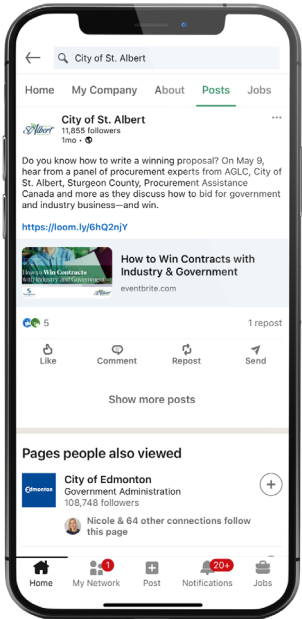
[Eventbrite-How to win contracts with industry-government](#)



THE POST:

*Do you know how to write a winning proposal? On May 9, hear from a panel of procurement experts from AGLC, City of St. Albert, Sturgeon County, Alberta Purchasing Connection and more as they discuss how to bid for government and industry business—and win.*

[Eventbrite-How to win contracts with industry-government](#)



CHAMBER CONNECTS

The St. Albert and District Chamber of Commerce weekly newsletter is sent to over 1,500 local email addresses.



# Economic Development Week – General Materials

**Focus:** Creating awareness to our business community, amplifying our contributions, and demystifying economic development.

Provided to our business community at in-person events, and distributed through the St. Albert Chamber of Commerce.

### Economic Development 101

Economic Development centres around attracting and retaining jobs, growing St. Albert's tax base, boosting the wealth of St. Albert, and equipping companies and individuals with the resources they need to succeed. It's all about maximizing St. Albert's potential!

#### INVESTMENT ATTRACTION

- Market St. Albert as Alberta's best, mid-sized city for investment
- Attract diverse businesses, identify their needs and find the right locations
- Identify new business trends and sectors and showcase our unique advantages
- Connect you to the right resources and people to bring your business to St. Albert

#### BUSINESS LICENSING

- Offer easy applications or renewals online at [stalbert.ca](#)
- Receive business exposure through St. Albert Business Directory
- Turnaround time: approx. 3-2 business days, when permits are not required

St. Albert has the Fastest Permitting Times in the Edmonton Region

Average of 4.7 days for all permit types

#### WE ARE HERE FOR YOU!

- Advocate on your behalf
- Navigate you through processes
- Save you time and money
- Connect you to the right opportunities & resources

#### BUSINESS RETENTION & EXPANSION

- Assess & understand the needs of local businesses to support their growth
- Champion local businesses
- Improve competitiveness through development programs
- Stimulate the entrepreneurial spirit
- Assist with exporting, market development, and more

#### WORKFORCE DEVELOPMENT

- Strengthen the local talent pool
- Act on labour market trends and information
- Connect skilled workers and employers through job fairs
- Source resources to training and programs for sector growth

#### CONTACT US! WE'RE HERE TO HELP!

- City of St. Albert Economic Development, 780-459-5631
- 29 St. Winston Churchill Avenue
- [stalbert.ca/business](#)



[stalbert.ca/business](#)



➔ 1,333 impressions & 57 link clicks | MAY 13

**THANK YOU POST:**

*When our business community comes together, anything is possible. Last week, we celebrated Economic Development Week by connecting, learning and growing together. We want to say thank you for attending our events, reaching out to us and sharing your ideas. Economic Development Week may be over, but we're just getting started. And together, we're building an exciting future for our city.*

