

Business and Economic Recovery Plan

In Response to Fort McMurray Wildfires

Regional Municipality of Wood Buffalo

Economic Development Department

May 25, 2016

Business & Economic Recovery Continuum



Source: Federal Emergency Management Agency

The Goal

The purpose of the Plan is to accelerate business and economic recovery in the Wood Buffalo region

- By leading the business and economic recovery process, a coordinated approach for the region will maximize efforts and resources amongst
 - all local stakeholders,
 - business support organizations and
 - governments
- The Plan is based on determining the needs of our businesses at all stages in the recovery process and being responsive to those needs
- Proactively managing the Wood Buffalo brand

The Team

The Regional Municipality of Wood Buffalo (RMWB) Economic Development Department will lead the Business and Economic Recovery Plan.

In collaboration and partnership with Key Guiding Partners:

- RMWB Council
- Local Stakeholders
- Economic Developers of Alberta (EDA)

RMWB Council Role and Involvement

Council is our key partner in this recovery.

As we determine the business community's needs for recovery we will be

- compiling recommendations and
- bringing them forward to Council for input

Local Stakeholders & Task Force

Collaboration with local stakeholders is imperative to meet community needs

- Government of Alberta
- Business Support Task Force
- Fort McMurray Chamber of Commerce (FMCOC)
- Fort McMurray Construction Association
- Community Futures Wood Buffalo
- Northeastern Alberta Aboriginal Business Association (NAABA)
- Keyano College
- Fort McMurray Tourism
- Oil Sands Community Alliance (OSCA)
- Business Development Bank of Canada (BDC)
- Urban Development Institute (UDI)

EDA Partnership

- Economic Developers of Alberta (EDA) is a non-profit organization who is leading the economic development network for the Province of Alberta
- We are partnering with EDA to initiate the Business and Economic Recovery Plan faster. Senior project managers:
 - Angela Groeneveld, a business recovery specialist
 - Leann Hackman-Carty, an economic recovery specialist

Partners

- Government of Alberta (GOA)
- The Canadian Red Cross Society
- Economic Developers Alberta (EDA)
- Industry
- Calgary Economic Development (and others)
- Alberta Innovates Technology Futures (AITF)
- TEC Edmonton
- International Economic Development Council (IEDC)
- ExecutivePulse
- NGO's/Mental Health Professionals

Potential Funding Partners

- Government of Canada
- Government of Alberta
 - Municipal Affairs
 - Economic Development & Trade
- The Canadian Red Cross Society
- Corporate

The Business and Economic Recovery Plan

A 3 - 5 year plan that addresses business and economic recovery

- short-term, intermediate term, long term

Key Considerations

- Timing is critical
- Responsive to needs: **“The plan is fluid”**

Plan Overview

The Plan consists of three phases:

Phase One: Immediate Business Response	Phase Two: Business and Economic Response and Recovery	Phase Three: Full Business and Economic Recovery and Implementation
A. Business Recovery Hotline B. Monetary Relief for Businesses C. Business Recovery Welcome Centre D. Business Recovery Tradeshows E. Refining Phase 2 Plan	A. Recovery Assessment B. Business Recovery Park C. Refining Phase 3 Plan	A. Implementation

PHASE 1: IMMEDIATE BUSINESS RESPONSE

Phase 1 includes the following five priorities:

Priority A: Business Recovery Hotline

Priority B: Monetary Relief for Businesses

Priority C: Business Recovery Welcome Centre

Priority D: Business Recovery Tradeshows

Priority E: Refining Phase 2 Plan

PHASE 1

Priority A: Business Recovery Hotline

- Funded by The Canadian Red Cross Society
- Business Recovery Hotline: May 30, 2016 will provide information about resources for businesses
 - new updates for businesses
 - business re-entry information
- Every Wood Buffalo business will be asked to register and complete a Business Recovery Survey, which will identify immediate and short-term needs of the business community

PHASE 1

Priority B: Monetary Relief for Businesses

- Funding is currently being finalized with The Canadian Red Cross Society
- In conjunction with the Business Recovery Hotline, monetary relief for businesses with an RMWB business license
- Businesses must call the Hotline and register to be eligible for monetary relief

PHASE 1

Priority C: Business Recovery Welcome Centre

- A Business Recovery Welcome Centre will open for the re-entry dates
- A one-stop shop for returning businesses to get local, municipal, provincial and federal resources
- Welcome Centre is currently being developed with local stakeholders and other interested parties

PHASE 1

Priority D: Business Recovery Tradeshows

- After re-entry: tradeshows will be launched in collaboration with local stakeholders to address business recovery issues
- Trade shows will also assist local businesses in obtaining work related to the rebuild:
 - Brings the business community together to discuss rebuilding the community together
 - Help business owners evaluate options and make decisions on whether or not to rebuild/reopen

PHASE 1

Priority E: Refining Phase 2 Plan

- During Phase 1, the Phase 2 plan will be built out as the needs of the businesses are identified
- This is an ongoing activity during Phase 1

PHASE 2

Business and Economic Response and Recovery

Phase 2 includes the following three priorities:

Priority A: Recovery Assessment

Priority B: Business Recovery Park

Priority C: Refining Phase 3 Plan

PHASE 2

Priority A: Recovery Assessment

- Economic Recovery Assessment Teams
 - Business Walks Survey
 - One-on-one business interviews
 - Focus Groups (ecdev related organizations, industry groups, etc.)
- Community Report/Recommendations

PHASE 2

Priority A: Recovery Assessment

(continued)

Possible Recommendations from Assessment

- *Economic Development Capacity (ex. Revised Economic Development Strategy)*
- *Economic Development Data*
- *Business Assistance & Training*
- *Business Retention and Expansion Plan*
- *Business Investment & Attraction Plan*

PHASE 2

Priority B: Business Recovery Park

- Set up a temporary business park (if need is identified and land is available)



PHASE 2

Priority C: Refining Phase 3 Plan

- During Phase 2, the Phase 3 plan will be built out as new business recovery needs are identified
- This is an ongoing activity during Phase 2

PHASE 3

Full Business and Economic Recovery and Implementation

Priority A: Implementation

- Review & prioritize recommendations
- Secure funding support
- Act/Implement
- Community Economic Development Program (EDA)

NEXT STEPS

Council adoption of the Business and Economic Recovery Plan.