



### VISION

"Slave Lake is committed to building opportunities by growing business, industry and population, while promoting ourselves and our exceptional quality of life."

### MISSION

"Working Together, Building a Better Community"

'Our Vision and Mission will serve as a guide in our decision making'

### Land Acknowledgement

In the spirit of respect, authenticity, and reconciliation the Town of Slave Lake honours and acknowledges that we are situated on the traditional lands of Sawridge First Nation within Treaty 8 territory. Home to Indigenous, Metis and Inuit peoples who have occupied these lands since time in memorial.

## COUNCIL AS COMMITTEE OF THE WHOLE and REGULAR MEETING January 17, 2023 at 7:00 PM Council Chambers

### AGENDA

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#### 1. **Agenda**

#### 2. **Delegations**

- a) STARS Ambulance
- b) Holly MacPherson - Slave Lake District Chamber of Commerce

#### 3. **CAO Update**

- a)

#### 4. **Management Task List**

- a)

**Committee of the Whole Meeting  
Tuesday January 17, 2023 at 7:00 PM**

**5. Question Period**

**6. Committee Minutes**

**a) Finance, Legislative and Governmental Affairs**

- i) Intermunicipal Committee
- ii) Slave Lake Watershed Council
- iii) Slave Lake District Chamber of Commerce Meeting
- iv) Alberta North Central Alliance

**b) Community Services**

- i) Lesser Slave Lake Regional Housing Authority Meeting
- ii) Tri-Council Health Committee
- iii) Slave Lake Regional Tourism Society
- iv) Slave Lake Library Board Meeting
- v) Naming Advisory Board
- vi) Community Futures Lesser Slave Lake Region
- vii) Community Education Committee
- viii) Homelessness Coalition
- ix) Children's Resource Centre

**c) Property Services**

- i) Municipal Planning Commission
- ii) Inter-Municipal Subdivision and Development Appeal Board Hearing
- iii) Lesser Slave Lake Regional Waste Management Meeting
- iv) Slave Lake Airport Commission Meeting
- v) Lesser Slave Lake Region Wildfire Legacy Corporation Meeting

**d) Protective Services**

- i) Protective Services Committee

**Committee of the Whole Meeting  
Tuesday January 17, 2023 at 7:00 PM**

- ii) Emergency Advisory Committee (Meets four times yearly)

**e) Other**

- i) Northern Alberta Mayors and Reeves Caucus
- ii) Northern Alberta Elected Leaders

**7. Reports and New Business**

- |         |   |
|---------|---|
| 12 - 20 | a) Clean Energy Improvement Bylaw #01-2023  |
| 21 - 25 | b) Service Levels for the Issuance of Development Permits   |
| 26 - 43 | c) Proposed Changes to Commercial Advertising Policy and Bylaw #01-2023 Facility and Community Digital Signs Rate |
| 44 - 48 | d) Snow Service Level Supplementary Information   |
| 49 - 53 | e) Northern and Regional Economic Development Grant - Industrial Land Market and Fiscal Impact Analysis           |

**8. Business Arising from Delegations**

**9. Mayor's Corner**

**10. Closed Session**

- a) Intergovernmental Relations (FOIP Section 21)
- b) Policy Matter (FOIP Sections 23 and 24)

**11. Adjournment**

TOWN OF  
**SLAVE LAKE**

**Delegations to Council**

Name of Delegate(s): Glenda Farnden, Sr. Municipal Relations Liaison

Representing: STARS Foundation (Shock Trauma Air Rescue Service Foundation)

Contact Phone Number: Office: 780-830-7006 or Cell: 780-512-6205

Contact Email: gfarnden@stars.ca

Topic:

Annual STARS update to Council to present statistics and information relevant to Slave Lake residents

Information to Share  
or Concerns:

This is the annual STARS update to Council to include: Exciting new happenings at STARS, local mission statistics within the Slave Lake area, and pertinent information on how STARS operations strives to best serve Town of Slave Lake residents, where they live, work and play.

Person in Administration familiar with this Topic: \_\_\_\_\_

Decision Requested: \_\_\_\_\_

Attached Information for Councilors' to review: \_\_\_\_\_

Notes: Limit presentation to 10 (ten) minutes.

Signed by Delegate:  \_\_\_\_\_

Date: December 12, 2022 \_\_\_\_\_

All notifications and documentation must be sent and received by email: [Executive.assistant@slavelake.ca](mailto:Executive.assistant@slavelake.ca)

If you have Materials/Documentation to be included in the Agenda, they must be received by 4:30 pm on the Wednesday before you are scheduled to appear before Council.

**\*Any documentation submitted (including this Delegate Application) is considered "Public Information" and will appear in a Council Agenda\***

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**FOR OFFICE USE ONLY**

Date and Time of Council Meeting to attend: \_\_\_\_\_

Approved to Present by: \_\_\_\_\_ Date: \_\_\_\_\_

Date and Time Delegate was notified of Council Meeting/Time, they are to attend: \_\_\_\_\_

## CAO Update:

January 17<sup>th</sup>, 2023

## Human Resources:

### Occupational Health and Safety:

- HR is collaborating with our Consultant, JG Safety, to identify and address gaps in our health and safety programme.
- Human Resources is holding discovery meetings with all of our department leads (directors, managers, and supervisors) to discuss the transition in our process, their role, and any potential training they may require to fulfil their new responsibilities.

### Recruitment:

With the following exceptions, recruitment activities are paused until the budget process is completed:

- Human Resources Advisor – accepting applications and conducting telephone pre-screens
- Planning and Development Officer – interviews have concluded, and selection is underway
- In progress:
  - Casual Facility Attendant – posted and accepting applications
  - Junior Lifeguard/Instructor - three (3) casual positions available
  - Program Coordinator – maternity leave coverage
  - Recreation Assistant I – ongoing and accepting applications
- Recently filled:
  - Senior Lifeguard

## Finance:

- **General** – Finance working on Year end and 4<sup>th</sup> quarter GST return for 2022. The 2023 Canada Summer Job Grant application has been submitted. 6 summer positions were applied for. The Town is normally successful in 2 positions annually. Working on resolving and number of issues that affected our system during the year end update patch over the Christmas break. Most issue's have now been resolved however there are still a few things that Central Square is working on. Working on grant reporting for the Downtown revitalization grant through the Canada Community Revitalization Fund. The project funding has been extended to March 31, 2024. Work continues on the 2023-2024 operating and capital budgets.

## Operations:

### Utilities

- Sewer grinder removal and replacement
- Building and pump maintenance
- Year end environment reporting

### Public Works

- Completed snow removal for entire Town.
- Cleaning snow around fire hydrants and pushing windrows back and down.
- Continue sanding the roads.

### Projects:

- **SCADA Upgrades-** Material for the PLC was delivered in late December 2022.
- **Other-** Working with other departments to complete estimates for next year's potential capital project.
  - Completing annual grant reporting requirement for Canada Community Revitalization Fund (CCRF). An announcement was made by Federal Government to allow extension for CCRF project upto March 2024.
  - Preparing RFP/RFQ documents for the upcoming project in 2023.
  - Continued efforts for continuing education through webinars.
  - Revising the contract documents which will be utilized later in the year for our projects.
  - Reviewing the draft approval document sent by Alberta Environment and Parks (AEP) for the Water Treatment Plant.

### Communications:

- 2023 Communications Plan outline created
- Began implementing iCompass for use on the Town website
- Updated Utility and Tax forms on the website for ease of access and to match current brand identity.
- Prepped and scheduled a total of 49 social media posts, majority were updates from Community Services on programming.
- Completed the first Voyent Alert prize draw to encourage subscriptions.
- Engagement HQ site has been introduced to Senior Leadership Team, anticipated launch date of March 1, 2023
- Will be scheduling individual meetings with Directors to review applicable Project Pages to ensure information is accurate.
- Current Voyent Subscribers = 404
- Facebook followers as of January 12, 2023, = 7,362
- Facebook page reach = 17,393 (3.7% increase from previous month)

### Planning and Development:

- Holding on-going meetings with the operators of Big Fish Bay RV Resort regarding various development projects.
- Working with a developer on the approval of two row house developments.
- Working on a Road Closure Bylaw for the closing of a Town lane/walkway.
- Processing three Land Use Bylaw amendments and one amendment to the Municipal Development Plan.
- Conducting interviews with HR Department for a Development Officer.
- Working on a Deferred Infrastructure Agreement for the Main Street North Sanitary Sewer Line Extension.
- Conducting research on Joint Use Agreement template for the HPSD and Living Water School Division

### Economic Development:

- The Town Logo has been officially registered as an official mark, making it "trademarked."
- State of the Lake has been tentatively scheduled for March 1, 2023 at the Legacy Centre.

- Updated invitations were sent to the Slave Lake and District Chamber of Commerce on January 13, 2023.
  - Chamber of Commerce will be responsible for registration
- Rural Renewal Community Designation Application has been completed
  - Waiting on signed Letter of Support from Grande Prairie Centre for Newcomers
  - The centre has already reviewed and approved the Application
- Work has begun on the Northern and Regional Economic Development Grant Application
  - Grant was announced by the Province on December 15, 2022.
- Work continues on the establishment of the Economic Development Advisory Committee
  - Committee member application form to be released in January.
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### Fire Department:

Total Calls for 2022 = 538

Alarms – 7

Gas Leak - 3

Medical Co-Response – 8

Motor Vehicle Collision – 26

Search and Rescue – 1

Structure Fire - 3

Elevator rescue - 1

Explosion - 1

Total Calls for December **2022 - 50**

### Fire Service Summary

In December 2022 the LSRFS wrapped up another busy year, ending with 538 calls for service. This is up 38 calls from 2021. Annual Physical assessments for all members was completed. Wrap up meetings/social nights were held at all stations to thank the members for being dedicated throughout the year, and plans for training in January for all halls were completed.

A meeting was held with High Prairie and Big Lakes County fire services to plan for a regional application for the Provincial Training Grant. Members participated in the Candy Cane Check stop and Stuff the bus hosted by AHS, and budget meetings for the MD were completed.

Meetings for various training opportunities with Northern Lakes College, MD of Opportunity and MD of Big Lakes County were booked for early in 2023, to start utilizing the regional training

### Community Services:

#### Enforcement:

- Peace Officers dealt with 44 calls for service in November bringing the total number of calls for the year to 511 calls (excluding animal control pound duties)
- Field training is continuing between the Senior Peace Officer and the junior CPO.

#### Aquatics:

- Hired one new casual senior lifeguard, they are currently undergoing their training/onboarding period. Still working on ongoing recruitment for all positions.
- Upcoming courses: LSI (internal for staff) January 13-14, Bronze Cross January 27-29, and NL February 8-12 (over Teacher's Convention).
- Upcoming events: Wibit Warrior Swim January 20 7:00pm-9:00pm, Valentine's Day Swim February 12, 1:15-3:00pm.
- Lessons are quite busy again this session. We are currently booking in private lessons where we have time available during our lesson time.

#### **Facilities & Parks:**

- New janitor contractor started on January 1<sup>st</sup> for the Government Centre.
- The swap out of the current lights in the MRC to LED lighting is complete. Funding was obtained by the Recreation Energy Conservation Program Grant from the Municipal Climate Change Action Centre.

#### **Family and Community Support Services (FCSS)**

- Have agreed to host the NWFCSS Spring Regional Meeting in Slave Lake in May.
- Working in partnership with Smoky River FCSS to possibly organize and provide a regional youth conference in Spring 2023.
- Assisted with providing community and mental health information and goodie bags that were handed out during the Candy Cane Checkstop.
- Partnered with AHS to bring the Addictions Don't Discriminate exhibit to Slave Lake from December 5-9, 2022. This is an interactive exhibit that is being provided at no cost to the community. 165 individuals experienced the exhibit including students from RMSS and St. Francis.
- 62 Senior's participated in the Pancake Breakfast on Saturday December 3rd. There were door prizes and crafts as well. This event was extremely well attended.
- Recruiting volunteers for snow removal, currently have 5 volunteers and 9 properties. 4 staffed hours and 10 volunteer hours for December.
- Grinch movie night was held at the Rex Theatre on December 12th. 42 families, 155 participants attended. The event was full with an extensive waiting list. This event was extremely well attended and received. Every family received a gingerbread house kit and gift card as well as the movie, popcorn and pop. Conducted in partnership with the Rex Theatre.
- January's event will be Family Board Game night on January 19, 2023.

#### **Recreation & Programming:**

- Frost Fest planning is well under way, Frost Fest will take place February 11-20. Anyone interested in being involved can contact the Program Coordinator at 780-849-8023.
- We have a number of new programs starting up in the next few weeks, Stroller Roller, Round Robin Pickleball, PD Day Camps and a few fitness programs. Registration has been good for all programs.
- We will be adding in some additional public skates and youth stick and puck sessions on PD Days.
- The Mural Mosaic Project is happening at the Legacy Centre January 17, 18, and 19, we have invited the public to come out and participate at our afternoon and evening sessions.
- We have begun recruiting for the program coordinator position for maternity leave coverage.



- We are working with Stage North to reset the lights at the Legacy Centre in February, thank you to Stage North for their contributions to this project.

**January Events:**

January 2nd – User groups resume - MRC  
January 4th – Private Meeting – Legacy  
January 5th – Private Meeting – Legacy  
January 7th – Fire Department Event – Legacy  
January 9th – Fit n’ Strong stats – MRC  
January 10th – Lunchtime Boot Camp starts – MRC  
January 10th – Stroller Rollers starts – MRC  
January 11th – Walk Your Way to Fitness starts – MRC  
January 13th – On the Ball starts – MRC  
January 17th-19th – Mural Mosaic Project – Legacy  
January 20th – Private Event – Legacy  
January 21st – Private Event – Legacy  
January 23rd – Round Robin Pickleball starts – MRC  
January 26th-27th – Course – Legacy  
January 28th-29th – Female Tournament – MRC  
January 30th – PD Day Camp – MRC

Task List January 17, 2023			
Action Item / Motion:	Opened by who and when	Due date	Assigned to: / Progress / Status
<b>Drainage Master Plan</b> Motion #174-19 That Administration task our contractor to update the Drainage Master Plan upon completion of the Alberta Environment Flood Plane Hazards Assessment.	Moved by Mayor Warman May 14, 2019	Waiting on AB Environment	Assigned to Project Manager - Awaiting Alberta Environment to complete the 2020 Flood Hazards Assessment Report - January 2022: Alberta Environment continues work on Flood Hazard Assessment.
<b>C2 Secondary District Report</b> Motion #093-21: That Council asks Administration to bring back a report to add the uses from the C2 – Secondary Commercial District that will be removed due to the zoning change, to add to the C1 – Downtown Commercial Mixed-Use District.	Moved by Councillor Ferguson - March 16, 2021	Not Specified	Assigned to Planning and Development. Will combine this project with the update/rewrite of the Land Use Bylaw so that that Planning Consultant can advise Administration and Council with respect to any potential negative impacts of that change. Anticipate to start Consultant selection in 2023.
<b>Motion #113-22: School Zones</b> That Council task Administration to bring back a report around the costs and implications associated with changing the current school zones from the current times to an 8:30 am until 4:30 pm.	Moved by Councillor Giroux March 15, 2022	Aug-22	Assigned to CAO and Operations - Update October 2022 - Administration has drafted a bylaw and is awaiting cost estimates to change signage. Pending public engagement following the launch of Engagement HQ.
<b>Motion #101-22: Rural Renewal Program</b> That Council task Administration to bring a report around the Rural Renewal Program for Temporary Foreign Workers and what resources would be needed for this program.	Moved by Councillor Giroux March 8, 2022	Not Specified	Assigned to Economic Development June 2022 - administration received notification that the Town has been approved for the Rural Entrepreneurial Stream of this program. Research ongoing on the Rural Renewal Stream.
<b>Motion #205-22: Credit Cards</b> That Council direct administration to bring a report forward outlining the service level needed to accept credit cards at the Town Office.	Moved by Councillor Hughes May 17, 2022	Not specified	Assigned to Finance - Update October 2022 - administration is researching what comparable municipalities have employed. A report will be coming to Council in November 2022.
<b>Motion #235-22: Weighting System of Tenders</b> To direct Administration to draft a report to come back to council that lays out the current weighting system for purchasing and tendered documents	Moved by Mayor Warman June 7, 2022	Not Specified	Assigned to Project Manager - Report came to Council December 13, 2022 <b>COMPLETED</b>
<b>Motion #261-22: Rural Economic Broadband Strategy</b> That Council tasks administration to bring back a report on the Rural Economic Broadband Strategy	Moved by Councillor Adams June 14, 2022	Not Specified	Assigned to CAO
<b>Motion #270-22: Industrial Land</b> That administration brings forward a report on possible industrial land expansion in the Town of Slave Lake limits and/or region.	Moved by Mayor Warman June 14, 2022	Not Specified	Assigned to Planning and Development - September 2022 - Presentation brought to Intermunicipal and Council in December 2022. - <b>COMPLETED</b>
<b>Motion #272-22: Municipal Tax Exemptions</b> That the Town of Slave Lake reaches out to the Ministry of Seniors and Housing and ask for clarification around municipal tax exemptions for social housing owned by private industry and what the ministry's plan is going forward	Moved by Councillor Ferguson June 14, 2022	Not Specified	Assigned to CAO Office

<u>Motion # 363-22</u> : <b>Public Art RFP</b> Move that Council task Administration to create a Request for Design for the Downtown Art Installation and once shortlisted that a public engagement process begins.	Moved by Councillor Gramlich September 13, 2022	Not Specified	Assigned to Project manager - In process of developing the concept of this art piece. The RFP will go out to the public in the New Year.
<u>Motion #366-22</u> : <b>Traffic Bylaw</b> Move that Council direct administration to amend the Traffic Bylaw to reflect possible speed limit changes throughout the community.	Moved by Councillor Gramlich September 13, 2022	Not Specified	Assigned to CAO and Operations - Updated bylaw, will be brought to Council after public engagement is completed.
<u>Motion#394-22</u> : <b>Lane Closure</b> Move that Council directs Administration to prepare a Road Closure Bylaw to close the portion of Town Lane that exists between Plan 022 0315, Block 10, Lot 22 (1104 - 7 Street SW) and Plan 022 0315, Block 10, Lot 23 (709 - 11 Avenue SW), which is currently developed as a Town Walkway and all costs associated with the road closure, the purchase of the subject lands and the land conveyancing process be borne by Bruce and Erin Allarie.	Moved by Councillor Ferguson October 4, 2022	Not Specified	Assigned to Planning and Development. Council has agreed to close portion of lane. Bylaw was prepared and reviewed by Alberta Land Titles. A report for the bylaw will be presented to the January 24, 2023, meeting so that the bylaw receives first Reading and a date for the required Public Hearing is established.
<u>Motion #420-22</u> To task administration to bring back information about future years of waiving tax for this site.	Moved by Mayor Warman November 01, 2022	Not Specified	Assigned to Finance
<u>Motion #426-22</u> : <b>Policy Development</b> Move to task Administration to draft a policy around usage of the lights, flags, and special ceremonies.	Moved by Councillor Hughes November 01, 2022	Not Specified	Assigned to Community Services - Policy has been drafted and approved. <b>COMPLETED</b>

# REPORT TO COUNCIL



**Meeting Date:** January 17, 2023

**Staff Contact:** Garry Roth, Consultant, Strategic & Special Projects

**Department:** Administration

**Report Type:** Bylaw

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**Subject: Clean Energy Improvement Bylaw #01-2023**

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## STRATEGIC ALIGNMENT:



**Economic  
health**



**Livability**



**Good  
governance**



**Relationships  
and  
partnerships**



**Communication**

## **Purpose:**

This report will bring forward a Clean Energy Improvement Program Bylaw for Council Consideration and provide an update on this program.

## **Background:**

On February 15th, 2022, Council passed the following motion: *That Council direct Administration to explore the cost benefits of utilizing the Clean Energy Improvement Program and present findings...* Administration then presented a report to Council on June 07th (attached) & Council passed the following motion: *"That Council authorizes Administration to initiative the Clean Energy Improvement Program for the Town of Slave Lake."*

## **Discussion:**

The next step in the Clean Energy Improvement Program (CEIP) is the development and passing of a bylaw authorizing the program. Administration, working with sample bylaws provided by Alberta Municipalities (AMSC), has drafted a bylaw authorizing the program and the associated borrowing.

Should Council give this bylaw three readings, Administration will then start working with AMSC to implement the program. AMSC is working with municipalities on a cohort basis, which may affect timing of the program. Further information will be communicated to Council and the community as the program proceeds.

The next step after that will involve establishing eligibility criteria. While the provisions of the *Municipal Government Act* specifically outlines the program, each municipality has some flexibility on their own eligibility. Some of the issues that the Town will need to consider include:

- As the program is linked to property taxes, are new property owners eligible, without a history of property tax payments? Some municipalities are requiring 3 years of payment history prior to allowing the property owner to be eligible. Others allow to provide proof of property tax verification from another municipality.
- Other screening that the municipality wants to be considered, such as:
  - if the owner has ever been in collections,
  - if the owner is in bankruptcy/insolvency,
  - if the property is in foreclosure,
  - the amount of the current mortgage in relation to the assessed value of the property,
  - is owner current on mortgage payments, and
  - enhanced financial eligibility for first time home owners.

### **Options:**

1. To give the bylaw three readings,
2. To give the bylaw first reading, and request Administration to provide further information, or
3. To remain status quo.

### **Resource Impacts:**

Administration will need to form a small internal team to provide leadership to this program. This likely will involve staff from Finance (including Taxation), Economic Development, and Administration. Once operational, AMSC does manage all applications and Administration. The Town does need to secure the required funding. The program can charge the property owner a fee of 5% of the capital costs, which is shared between AMSC and the municipality to cover administrative expenses.

There may also be the possibility of a grant, through the Federation of Canadian Municipalities (FCM) that will help offset administrative costs. As the program proceeds, Administration will further explore this opportunity.

**Policy Implications:**

The CEIP Bylaw, and Division 6.1 of the *Municipal Government Act*, sets out the framework for the program.

**Communications Strategy:**

As the program is implemented, communication will be made to both Council and the community.

**Recommendation to Council:**

Administration recommends that Council provide three readings to the CEIP Bylaw.

**Motion:**

Move that the Clean Energy Improvement Program Bylaw #01-2023 receives First Reading.

Move that the Clean Energy Improvement Program Bylaw #01-2023 receives Second Reading.

Move that Council give unanimous consent for third reading of the Clean Energy Improvement Program Bylaw #01-2023.

Move that the Clean Energy Improvement Program Bylaw #01-2023 receives Third Reading.

**Attachments:**

[ABmunis Fact Sheet CEIP](#)  
[CEIP Bylaw 01-2023](#)

Ashley Whitford, Administrative Assistant

Jeff Simpson, Chief Administrative Officer

Approved  
- 10 Jan  
2023

Approved  
- 10 Jan  
2023

# Clean Energy Improvement Program



## Improve Property Values and Achieve Your Community Sustainability Goals

The Clean Energy Improvement Program is Alberta's innovative financing tool that enables residential and commercial property owners to pay for energy efficiency and renewable energy upgrades.



### Innovative Financing for Energy Savings

- This program is Alberta's version of Property Assessed Clean Energy (PACE) financing. With this type of financing, property owners access flexible, long-term financing through their municipality. Unlike a traditional loan, repayment is facilitated by a tax added to the property's tax bill.
- Property owners benefit from lower interest rates secured by their municipality and approval is primarily based on mortgage and property tax payment history. This encourages property owners to take on multiple, cost-saving renovations at once—for example, replacing a furnace and hot water tank while also adding insulation and solar PV.
- Property owners save on energy costs which makes it easier to pay back their financing. Municipalities that encourage clean energy improvements generate more work for local contractors, upgrade their community building stock, and decrease residents' utility bills.

### Benefits Across Your Community

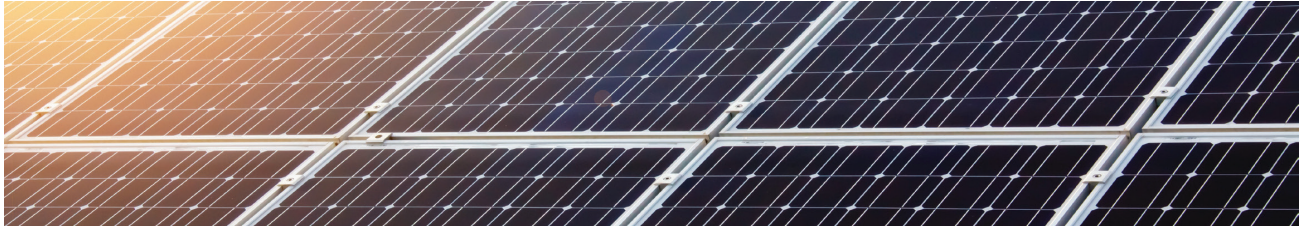
- Benefits for Businesses: The Clean Energy Improvement Program boosts jobs for contractors and specialists in the energy efficiency and renewable energy field. Businesses that can benefit include HVAC contractors, window and insulation installers, solar PV installers, and energy auditors.
- Benefits for Municipalities: The Clean Energy Improvement Program helps raise property values and develop the local economy. The program enables property owners to make deeper energy savings, accelerating greenhouse gas emissions reductions and resulting in a more climate resilient building stock. Additionally, many of the businesses contracting this work are locally-based.
- Benefits for Property Owners: Residential and commercial property owners benefit from lower interest rates secured by their municipality. Repayment periods are flexible and—because financing is tied to the property, not the property owner—if the property sells, the new owner will take on repayment while enjoying the benefits of lowered utility bills and increased property value.



### Interested in learning more?

Visit [abmunis.ca](http://abmunis.ca) or email [hello@abmunis.ca](mailto:hello@abmunis.ca) to learn more about how you can bring the Clean Energy Improvement Program to your community.

Sept. 2022



## Help Alberta Lead The Way Forward

- 15+ Canadian municipalities have launched PACE programs. With the Federation of Canadian Municipalities' Community Efficiency Financing program offering \$300M to stimulate PACE adoption across Canada, we expect PACE-style programs to become widely available in coming years.
- The Clean Energy Improvement Program already has 15 municipalities on the roadmap. The first residential program launched in the Town of Rocky Mountain House on November 4, 2021 and the first commercial program launched in the City of Edmonton on June 7, 2022.
- Programs are now active in the Rocky Mountain House, Devon, Edmonton and Leduc. Municipalities that have passed bylaws and are on the road to launching programs include: Athabasca, Calgary, Canmore, Drayton Valley, Grande Prairie, Lethbridge, Okotoks, St. Albert, Stirling, Strathcona County, Sturgeon County, Westlock.

## Getting Started

- The Province of Alberta has put in place a legislative framework for PACE financing. However, local participation is only made possible when a municipality decides to "opt in" by passing a clean energy improvement bylaw. Having passed a bylaw, a municipality works with the program administrator to design and launch their own, localized version of the Clean Energy Improvement Program.
- While the program administrator takes on many significant responsibilities, municipalities will be responsible for securing capital for the program, ensuring participants have an acceptable property tax payment history, and for levying and collecting the clean energy improvement tax.

## Jump Start Capitalization

- In 2020, the Federation of Canadian Municipalities (FCM) launched the Community Efficiency Financing program. This program provides funding for municipalities to develop and implement efficiency financing programs. The Program Capitalization Stream offers municipalities a low-interest loan of up to \$10M to capitalize their Clean Energy Improvement Program.
- FCM may also provide a grant to cover up to four years of administrative costs (e.g. municipal staff time, program administrator fees, and marketing activities). The grant value will be up to 50% of the value of the loan provided by FCM (e.g. a municipality receiving a \$4M capitalization loan is eligible for a grant of up to \$2M covering administrative costs).

## Alberta Municipalities Is Your Trusted Administrator

- Alberta Municipalities is designated by the Government of Alberta as the sole program administrator for the Clean Energy Improvement Program.
- Alberta Municipalities advises municipalities on program design and bylaw development and manages the majority of administrative responsibilities (e.g., application processing, Qualified Contractor onboarding, website hosting, and marketing support).
- Alberta Municipalities convenes the CEIP Community of Practice, a forum for municipalities to share best practices and co-develop materials and tools. All municipalities across Alberta are welcome to join.



## Interested in learning more?

Visit [abmunis.ca](http://abmunis.ca) or email [hello@abmunis.ca](mailto:hello@abmunis.ca) to learn more about how you can bring the Clean Energy Improvement Program to your community.

Sept. 2022



**BYLAW #01-2023**

**CLEAN ENERGY IMPROVEMENT TAX BYLAW**

**Town of Slave Lake**

A Bylaw to establish the Clean Energy Improvement Program

WHEREAS, pursuant to the Municipal Government Act, R.S.A., 2000, c.M-26, and amendments thereto, a municipality may pass a clean energy improvement tax bylaw to establish a clean energy improvement program;

AND WHEREAS a clean energy improvement program is a financing program that facilitates the construction and installation of qualified clean energy improvements to eligible properties;

AND WHEREAS a clean energy improvement tax bylaw authorizes a municipality to make a borrowing for the purpose of financing clean energy improvements and authorizes Council to impose, in respect of each qualified clean energy improvement, a clean energy improvement tax to raise revenue to pay the amount required to recover the costs of those improvements;

AND WHEREAS the Minister of Municipal Affairs has designated a Program Administrator to support municipalities' efforts to establish clean energy improvement programs;

AND WHEREAS, the Town of Slave Lake wishes to enable clean energy improvements to be made to eligible properties;

NOW THEREFORE, the Council of the Town of Slave Lake, duly assembled, hereby ENACTS AS FOLLOWS:

**TITLE**

1. This Bylaw may be referred to as the "Clean Energy Improvement Tax Bylaw".

**DEFINITIONS**

2. In this Bylaw:
  - a. "Act" means the Municipal Government Act, R.S.A., 2000, c.M-26 and amendments thereto;
  - b. "Agreement" means a Clean Energy Improvement Agreement executed between the Town and the Owner of an Eligible Property whereby the Owner agrees to pay an amount required to cover the costs of financing each Eligible Clean Energy Improvement approved by the Program Administrator, as drafted in accordance with section 390.4 of the Act;
  - c. "Chief Administrative Officer" or "CAO" means the individual appointed by Council to the position of Chief Administrative Officer under section 205 of the Act;
  - d. "Clean Energy Improvement Tax" means a tax levied against an Eligible Property pursuant to an Agreement;
  - e. "Council" means the municipal Council of the Town of Slave Lake;

- f. “Eligible Clean Energy Improvement” is a renovation, adaptation, or installation on Eligible Property:
  - i. that will increase energy efficiency or the use of renewable energy on that property;
  - ii. for which an Agreement may be made; and
  - iii. which is published on a list by the Program Administrator in accordance with the Regulation;
- g. “Eligible Property” means a property, situated within the Town, that qualifies as eligible under section 390.2 of the Act and is:
  - i. residential property, such as a detached or semi-detached home, row housing or town house, or multi-unit residential building having four stories or fewer, and lawfully occupied as a residence at the time of Program application, and through the review and approval process; or
  - ii. non-residential property.
- h. “Owner” means, collectively, the registered owners of a property;
- i. “Program” means a clean energy improvement program as described in the Act and Regulation;
- j. “Program Administrator” means the Alberta Municipal Services Corporation, or its successors or assigns as designated by order in accordance with the Regulation;
- k. “Regulation” means the Clean Energy Improvements Regulation, A.R. 212/2018 and amendments thereto; and
- l. “Town” means the municipal corporation of the Town of Slave Lake, or where the context so requires, the area contained within boundaries of the Town of Slave Lake.

#### **PROGRAM APPLICATION**

- 3. Pursuant to the Program, an Owner of an Eligible Property may apply to the Program Administrator for an Eligible Clean Energy Improvement. The Program Administrator may charge a fee in relation to any such application, pursuant to the Regulation.
- 4. An Owner may submit one Program application per year. A property’s tax-exempt status shall have no effect on eligibility to participate in the Program or any obligation under an Agreement to make required principal and interest payments through tax recovery or otherwise.

#### **CLEAN ENERGY IMPROVEMENT AGREEMENT**

- 5. The Town may enter into an Agreement with an Owner on a discretionary basis but subject at all times to the requirements, conditions and limitations set out in sections 10(1) of the Regulation including, but not limited to, the Program Administrator’s approval of the application referenced in section 3.

6. Where the Town has entered into an Agreement with an Owner, and at any time following the signing of that Agreement, a Clean Energy Improvement Tax will be imposed on the applicable property pursuant to that Agreement.

#### **CLEAN ENERGY IMPROVEMENT TAX**

7. For the purposes of imposing a Clean Energy Improvement Tax, the period over which the cost of each Eligible Clean Energy Improvement will be spread may vary, but in no case will such period exceed the probable lifetime of the applicable improvement. In the case of multiple improvements to a single Eligible Property, a weighted average of the probable lifetimes of each upgrade will be utilized.
8. Over the course of a four-year period, and in the form of a line of credit or other loan instrument, the Town may borrow funds totaling up to \$1,000,000 from a financial institution or other lending organization in order to finance approved Eligible Clean Energy Improvements.
9. The borrowed amount will have a maximum rate of interest of up to 12%, a maximum term of 25 years, and repayment terms including principal and interest, plus other fees or charges applicable to the borrowing.
10. The principal and interest owing under the borrowing will be paid using the proceeds from the Clean Energy Improvement Tax and other payments that may be made by the Owners with respect to the applicable Eligible Clean Energy Improvements.
11. The annual maximum funding amounts to be allocated to the Program, subject to the CAO's sole discretion to allocate less in any year of the Program, are as follows:
  - a. \$250,000 per year, plus cumulative unallocated amounts from the prior years of the Program.
12. If an Owner wishes to make early, full repayment of an amount financed by a Clean Energy Improvement Tax, the amount owing will be calculated at the time of the request, based on the principal and interest remaining and the terms of the financing.
13. Any projects that have been approved under the Program must be completed within the time limit as set out under the Agreement.

#### **SEVERABILITY**

14. Should any provision of this bylaw be invalid, then the invalid provision shall be severed, and the remainder of this bylaw shall be maintained.

#### **EFFECTIVE DATE**

15. This bylaw comes into effect when it is passed

READ a First time this \_\_\_\_ day of \_\_\_\_\_ 2023.

_____	_____
Mayor Tyler Warman	Jeff Simpson, CAO

READ a Second time this \_\_\_\_ day of \_\_\_\_\_ 2023.

_____	_____
Mayor Tyler Warman	Jeff Simpson, CAO

READ a Third time this \_\_\_\_ day of \_\_\_\_\_ 2023.

_____	_____
Mayor Tyler Warman	Jeff Simpson, CAO

# REPORT TO COUNCIL



**Meeting Date:** January 17, 2023

**Staff Contact:** Laurie Skrynyk, Director of Planning & Development

**Department:** Planning

**Report Type:** Report for Information

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**Subject: Service Levels for the Issuance of Development Permits**

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## STRATEGIC ALIGNMENT:



**Economic  
health**



**Livability**



**Good  
governance**



**Relationships  
and  
partnerships**



**Communication**



## Purpose:

The purpose of this report is for Council to consider the current service levels for the issuance of development permits, special event permits and food truck permits.

## Background:

As part of the budget process, Council and Administration periodically review service levels and adjust where necessary.

## Current Staffing Levels:

The current service levels are based on department staff levels of 2 full time employees (FTEs) (i.e., Director and Development Officer).

Currently, the department is staffed with one permanent part time position at 60% (i.e., Director); and we are actively recruiting for a full time Development Officer (i.e., 1 FTE). Once fully staffed, the Department will maintain 1.6 FTEs.

Consideration of service levels should also include the time it will take to train a new Development Officer. It is anticipated that after a full year of training, the position should be able to carry out all of the job functions.

## **Discussion:**

### **Service Level - Development Permits**

The Planning Department is responsible for the control and regulation of all development within the Town and the issuance and enforcement of development permits, managing same.

Processing of development permit applications includes the following:

- screening the application and supporting information;
- maintaining a register of all applications;
- pulling a copy of the Title for the affected lands rather than requiring the developer to provide it;
- sending a notice of acknowledgment and completion of application to the applicant;
- circulating the application to the required referral agencies for comments, if any;
- preparation of report for and recommendation to the Development Authority, if required;
- preparation of advertisement if required;
- preparation of the development permit and conditions;
- development permit follow-up and enforcement if required.

The MGA now has regulations to deal with complete and incomplete development permit applications. The applicant is to be notified in writing if the application is complete or incomplete. If the application is not complete, the applicant is advised of the additional information required and a new deadline is established for submission of that information. This process continues until either a complete application is received or the application is closed because the applicant is unable to provide a complete application.

Discretionary use permits must be scheduled for a decision by the Municipal Planning Commission (MPC). The MPC meets once per month, with the exception of June, July and August when one additional monthly meeting is scheduled.

Some applications also require referral to external agencies and those referral comments must be received prior to the Development Authority rendering a decision. As such, processing time depends on MPC meetings dates, and how quickly we receive responses from referral agencies. Provincial Legislation (i.e., the Municipal Government Act (MGA)) requires that complete applications are processed within forty (40) days (i.e., a decision is rendered and the permit is issued).

An appeal period of twenty-one (21) days from date of decision or public notice is mandatory after the issuance of the permit. Compliance and enforcement follow-up vary for each application, depending on the development requirements of the permit.

Note: Changes to the MGA with respect to Planning Regulations will affect the referral timelines and ultimately the length of time it takes to process a development permit. In addition, there has been an increase in the time provided for applicants and those affected to appeal a decision of the development authority (i.e. it is now twenty-one (21) days).

#### **Current Service Level**

The processing time, from receipt of a complete application to a decision, for a permitted use is twenty-one (21) days and for discretionary use and larger/complicated developments up to twenty-eight (28) days.

Currently, the Planning Department is able to meet the twenty-one (21) day time frame for permitted use development permits. That said, if permit volumes increase significantly, it will be difficult to meet that time frame with 1.6 FTEs. This service level is also impacted by time required to train a new Development Officer so that they can issue permits. The Planning Department recommends leaving this service level as is and we will bring it back to Council in the future if it becomes an issue meeting the service level.

Due to the fact that the MPC meets monthly, with the exception of the summer months, the time to process a discretionary use permit (i.e., application that must be considered by the MPC) is on average about thirty-five (35) days (i.e., based on 2021 and 2022 stats). **As such, we recommend the service level for discretionary use and larger/complicated permits be increased to thirty five (35) days.**

#### **Service Level - Special Event Permits and Food Truck Permits**

Processing of special event and food truck permits includes the following:

- screening the application and supporting information;
- maintaining a register of all applications;
- circulating the application to the required referral agencies for comments, if any;
- preparation of the special event or food truck permit and conditions.

### **Current Service Level**

The processing time, from receipt of a complete application to a decision, is twenty-one (21) days.

Typically the Department is not having issues meeting this service level, however, the requests for last minute applications is becoming the norm. In order to meet the current service level, the Department must be provided with at least ten (10) working days to complete the required referrals, etc. It is not uncommon to receive an application for a special event no more than 3-5 days before the event is to be held and more often than not, the applications are not complete, further exacerbating the issue. Unfortunately, this will mean that we will be advising those who submit last minute applications for special events that we are unable to process their application in the short time frame they are providing.

The current Special Event Guidelines and the Special Event Application form clearly outline the time required to process a complete application.

### **Options:**

#### **Option 1:**

Increase the service level (i.e., shorten the time taken to issue permits) which will require additional staff.

#### **Option 2:**

Reduce the service level (i.e., increase the time taken to issue permits) to meet the current staffing level.

### **Resource Impacts:**

None

### **Policy Implications:**

None



**Communications Strategy:**

None

**Recommendation to Council:**

The Planning Department recommends the service level for the issuance of permitted use development permits remains at twenty-one (21) days. Again, if it becomes an issue, Administration will bring back a report requesting Council revisit the service level.

The service level for discretionary use and larger/complicated applications be increased to thirty-five (35) days. The service level for special event and food truck permits remains at twenty-one (21) days.

**Motion:**

Move that the service level for the issuance of permitted use development permit applications remains at twenty-one (21) days. The service level for the issuance of discretionary use and larger/complicated development permit applications be increased to thirty-five (35) days. The service level for special event and food truck permit applications remains at twenty-one (21) days.

**Attachments:**

**N/A**

Ashley Whitford, Administrative Assistant

Jeff Simpson, Chief Administrative Officer

Approved  
- 10 Jan  
2023

Approved  
- 10 Jan  
2023

# REPORT TO COUNCIL



**Meeting Date:** January 17, 2023

**Staff Contact:** Jason Swanson, Manager of Communications and Economic Development

**Department:** Administration

**Report Type:** Bylaw

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**Subject:** **Proposed Changes to Commercial Advertising Policy and Bylaw #01-2023 Facility and Community Digital Signs Rate**

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## STRATEGIC ALIGNMENT:



**Economic health**



**Livability**



**Good governance**



**Relationships and partnerships**



**Communication**

## **How this Request for Decision meets the Strategic Objective:**

**Economic Health - Support and Promote Local Businesses:** Administration will be focusing its advertising sales efforts on local and regional businesses to promote local first.

**Relationships and Partnerships - Recognize the Key Roles Community Groups and Volunteers Play:** Administration will be offering significantly discounted advertising rates for local non-profit groups in recognition of the critical role they play in our community.

## **Purpose:**

The purpose of this report is to finalize changes to Bylaw #01-2023 - Facility and Community Digital Signs Rate based on feedback received from Council on December 13, 2022 and January 10, 2023

## **Background:**

This report builds directly off the reports presented to Council on December 13, 2022 and January 10, 2023 and presents final digital advertising rates based on feedback received from Council.

Advertising rates for the MRC (rink boards, wall advertising, stair risers, ice logos, etc.) are covered under Bylaw #04-2022.

## **Discussion:**

In the interest of consistency and simplicity, digital advertising rates are based on weekly, monthly, quarterly, biannual, and annual campaign durations that better reflect current market conditions with similar daily traffic volumes. The following final digital advertising rates (based on the assumptions presented below) for approval by Council better reflect the concerns expressed by leadership as well as current market conditions.

## **Assumptions**

1. Leadership approves the purchase of two new community digital signs (with accompanying software) to replace the existing signs on Main Street.
2. Static advertisements run for an airtime of 10 seconds per cycle up to a maximum of 60 advertisements per cycle with the goal of each ad getting airtime every minute. It is envisioned that flexibility in advertisement length would be provided to those clients who sign longer term commitments.
3. A month is considered 4 weeks, quarter is 3 months, biannual is 6 months, annual is 12 months.
4. Prices do not include GST or discounts.
5. It will be the responsibility of the advertiser to ensure that the ad is the correct size. The Town of Slave Lake will not provide graphic design support or video editing services. Advertisements will be aired as is or declined if they are not submitted in the correct size or format.
6. Video advertisements will air for a maximum of 20 seconds.
7. Video advertisements will not contain sound.

## **Schedule A: Static Advertisements**

### **Community (Outdoor Digital) Signs**

	Rate (Weekly)	Rate (Monthly)	Rate (Annually)
Third-Party / Business	\$95	\$380	\$4,560
Not-for-profit	\$47.50	\$190	\$2,280

**Facility (Indoor)****Digital Signs/TV's**

	Rate (Weekly)	Rate (Monthly)	Rate (Annually)
Third-Party / Business	\$45	\$180	\$2,160
Not-for-Profit	\$22.50	\$90	\$1,080

**All Signs**

	Rate (Weekly)	Rate (Monthly)	Rate (Annually)
Third-Party / Business	\$129	\$516	\$6,192
Not-for-Profit	\$64.50	\$258	\$3,096

**Schedule B:** Video Advertisements**Community****(Outdoor Digital) Signs**

	Rate (Weekly)	Rate (Monthly)	Rate (Annually)
Third-Party / Business	\$149	\$596	\$7,152
Not-for-Profit	\$74.50	\$298	\$3,576

**Discounting Scheme**

To encourage longer advertising commitments the Town is offering a discounted rate based on commitment term. The following is the discount scheme based on length of commitment:

1. 10% off Quarter
2. 20% off Biannual
3. 30% off Annual

**Advertising Sales**

The Communications department does not conduct advertising sales, all current advertising campaigns are initiated by the client. Leadership has agreed that in order to increase revenue from advertising sales, the Town will need to hire a Commission-Based Salesperson to handle the advertising sales portfolio. To attract a potential salesperson the Town will likely need to offer a commission rate of 25-30%.

A potential salesperson has already been identified by Administration who has expressed interest in the position. An introductory meeting between the candidate and Town Administration has been scheduled. The salesperson will also source advertisers for the fixed advertising locations at the MRC. The MRC advertising rates can be seen in the attached *Bylaw #04-2022 Commercial Advertising Rates Bylaw.*

**Options:**

1. Council accepts Bylaw #01-2023 Facility and Community Digital Signs Rates as presented.
2. Council rejects Bylaw #01-2023 Facility and Community Digital Signs Rate as presented.

### **Policy Implications:**

Bylaw #19-2019 Facility and Community Electronic Signs Rate will be rescinded and replaced with Bylaw #01-2023 Facility and Community Digital Signs Rate.

Commercial Advertising Policy has been revised to reflect changes in roles and responsibilities within Administration and advertising procedures as it relates to the Facility and Community digital signs.

### **Communications Strategy:**

The new advertising rates will be advertised on the Town website and a notice will be sent to regular advertisers.

### **Relation to strategic planning, mission statement, or vision statement:**

Promoting Slave Lake's vision of growing business and industry through offering competitive advertising options to local and regional businesses.

### **Recommendation to Council:**

Council accept Bylaw #01-2023 Facility and Community Digital Signs Rate as presented.

### **Motion:**

Move that Council approves the new digital advertising rates selected and tasks Administration with the recruitment of a Commission-Based Salesperson to manage advertising sales.

Move that Council give first reading to the Bylaw #01-2023 Facility and Community Digital Signs Rate.

Move that Council give second reading to the Bylaw #01-2023 Facility and Community Digital Signs Rate.

Move that Council gives unanimous consent to give third reading to Bylaw #01-2023 Facility and Community Digital Signs Rate.

Move that Council gives third reading to Bylaw #01-2023 Facility and Community Digital Signs Rate.

**Attachments:**

[Bylaw 01-2023 Facility and Community Electronic Signs Rate Bylaw V3](#)

[Bylaw 19-2019 Facility and Community Electronic Sign Rate](#)

[Bylaw 04-2022 Commercial Advertising Rates Bylaw b9jwzkrbaz7](#)

[D.209 Commerical Advertising Policy V3](#)

Ashley Whitford, Administrative Assistant

Approved  
- 12 Jan  
2023

Jeff Simpson, Chief Administrative Officer

Approved  
- 12 Jan  
2023



## TOWN OF SLAVE LAKE

### BYLAW #01-2023

#### FACILITY AND COMMUNITY DIGITAL SIGNS RATE BYLAW

A BYLAW OF THE TOWN OF SLAVE LAKE, IN THE PROVINCE OF ALBERTA IN RESPECT TO RATES FOR COMMERCIAL ADVERTISING ON TOWN OWNED AND OPERATED DIGITAL SIGNS IN THE TOWN OF SLAVE LAKE.

WHEREAS, paragraph 8 of the Municipal Government Act, Chapter M-26, 2000 and amendments thereof authorizes a Municipality, by bylaw to establish fees for licenses, permits and approvals and,

WHEREAS, paragraph 6 give a municipality natural person powers, which imply the power to charge for goods and services provided,

NOW THEREFORE, the Council of the Town of Slave Lake, duly assembled, enacts as follows:

1. That the rates specified in the schedule(s) attached, be charged for the Community Electronic Signs and Facility Electronic Signs.
2. That the schedules attached to this bylaw may be modified and amended from time to time, as Council desires, by resolution of Council.
3. That this bylaw shall come into full force and effect upon receiving third and final reading.
4. This Bylaw rescinds Bylaw #19-2019.

That this Bylaw comes into effect upon the date of its Third and Final Reading.

READ A FIRST TIME THIS \_\_\_\_\_ DAY OF \_\_\_\_\_ 2023

\_\_\_\_\_  
MAYOR

\_\_\_\_\_  
CHIEF ADMINISTRATIVE OFFICER

READ A SECOND TIME THIS \_\_\_\_\_ DAY OF \_\_\_\_\_ 2023

\_\_\_\_\_  
MAYOR

\_\_\_\_\_  
CHIEF ADMINISTRATIVE OFFICER

READ A THIRD TIME THIS \_\_\_\_\_ DAY OF \_\_\_\_\_ 2023

\_\_\_\_\_  
MAYOR

\_\_\_\_\_  
CHIEF ADMINISTRATIVE OFFICER



### Assumptions

- A month is considered 4 weeks, quarter is 3 months, biannual is 6 months, and annual is 12 months.
- Prices do not include GST or discounts.
- It will be the responsibility of the advertiser to ensure that their ad is the correct size. The Town of Slave Lake will not provide graphic design support or video editing services. Advertisements will be aired as is or declined if they are not submitted in the correct size or format.
- Videos will air for a maximum of 20 seconds.
- Video advertisements will not contain sound.

### Schedule A: Static Advertisements

<b>Community (Outdoor) Signs</b>	Rate (Weekly)	Rate (Monthly)	Rate (Annual)
Third-Party / Business	\$95	\$380	\$4,560
Not-for-Profit	\$47.50	\$190	\$2,280

<b>Facility (Indoor) Signs</b>	Rate (Weekly)	Rate (Monthly)	Rate (Annual)
Third-Party / Business	\$45	\$180	\$2,160
Not-for-Profit	\$22.50	\$90	\$1,080

<b>All Signs</b>	Revised Proposed Rate Range (Weekly)	Revised Proposed Rate Range (Monthly)	Revised Proposed Rate Range (Annual)
Third-Party / Business	\$129	\$516	\$6,192
Not-for-Profit	\$64.50	\$258	\$3,096

### Schedule B: Video Advertisements





Community (Outdoor) Signs	Rate (Weekly)	Rate (Monthly)	Rate (Annual)
Third-Party / Business	\$149	\$596	\$7,152
Not-for-Profit	\$74.50	\$298	\$3,576

#### **Discounting Scheme**

To encourage longer advertising commitments the Town is offering a discounted rate based on commitment term. The following is the discount scheme based on length of commitment:

1. 10% off Quarter
2. 20% off Biannual
3. 30% off Annual

TOWN OF SLAVE  
BYLAW# 19 - 2019  
FACILITY AND COMMUNITY ELECTRONIC SIGNS RATES BYLAW

A BYLAW OF THE TOWN OF SLAVE LAKE, IN THE PROVINCE OF ALBERTA IN RESPECT TO RATES FOR COMMERCIAL ADVERTISING ON TOWN OWNED AND OPERATED DIGITAL SIGNS IN THE TOWN OF SAVE LAKE.


WHEREAS, paragraph 8 of the Municipal Government Act, Chapter M-26, 2000 and amendments thereof authorizes a Municipality, by bylaw to establish fees for licenses, permits and approvals and,

WHEREAS, paragraph 6 give a municipality natural person powers, which imply the power to charge for goods and services provided,

NOW THEREFORE, the Council of the Town of Slave Lake, duly assembled, enacts as follows:


1. That the rates specified in the schedule(s) attached, be charged for the Community Electronic Signs and Facility Electronic Signs .
2. That the schedules attached to this bylaw may be modified and amended from time to time, as Council desires, by resolution of Council.
3. That this bylaw shall come into full force and effect upon receiving third and final reading.
4. This Bylaw rescinds Bylaw #13-2019

READ A FIRST TIME THIS 9 DAY OF July 2019

  
MAYOR


  
CHIEF ADMINISTRATIVE OFFIVER

READ A SECOND TIME THIS 9 DAY OF July 2019

  
MAYOR

  
CHIEF ADMINISTRATIVE OFFIVER

READ A THIRD TIME THIS 9 DAY OF July 2019

  
MAYOR

  
CHIEF ADMINISTRATIVE OFFIVER

**Schedule A: Static Advertisements**

Community Electronic Signs	Third Party Advertising	Political Advertising	Not-for-Profit Advertising
One (1) Week	\$50.00	\$50.00	\$10.00
Two (2) Weeks	\$75.00	\$75.00	\$20.00
Three (3) Weeks	\$100.00	\$100.00	\$30.00
One (1) Months	\$125.00	\$125.00	\$40.00
Three (3) Months *	\$375.00	\$375.00	\$120.00
Six (6) Months **	\$750.00	\$750.00	\$240.00
One (1) Year ***	\$1500.00	\$1500.00	\$480.00

Facility Sign	Third Party Advertising/ Point of Sale Advertising	Political Advertising	Not-for-Profit Advertising
One (1) Week	\$25.00	\$25.00	\$10.00
Two (2) Weeks	\$50.00	\$50.00	\$15.00
Three (3) Weeks	\$75.00	\$75.00	\$25.00
One (1) Months	\$100.00	\$100.00	\$50.00
Three (3) Months *	\$300.00	\$300.00	\$100.00
Six (6) Months **	\$600.00	\$600.00	\$200.00
One (1) Year ***	\$1200.00	\$1200.00	\$400.00

All Facility Sign	Third Party Advertising	Political Advertising	Not-for-Profit Advertising
One (1) Week	\$100.00	\$100.00	\$30.00
Two (2) Weeks	\$150.00	\$150.00	\$60.00
Three (3) Weeks	\$200.00	\$200.00	\$90.00
One (1) Months	\$300.00	\$300.00	\$120.00
Three (3) Months *	\$600.00	\$600.00	\$240.00
Six (6) Months **	\$1200.00	\$1200.00	\$480.00
One (1) Year ***	\$2400.00	\$2400.00	\$960.00

Facility Signs And Community Electronic Signs	Third Party Advertising	Political Advertising	Not-for-Profit Advertising
One (1) Week	\$150.00	\$150.00	\$40.00
Two (2) Weeks	\$300.00	\$300.00	\$80.00
Three (3) Weeks	\$320.00	\$320.00	\$120.00
One (1) Months	\$390.00	\$390.00	\$160.00
Three (3) Months *	\$925.00	\$925.00	\$320.00
Six (6) Months **	\$1875.00	\$1875.00	\$640.00
One (1) Year ***	\$3000.00	\$3000.00	\$1200.00

1. Static Advertising will air for a runtime of 30 seconds.
2. Prices above do not include GST.

**Schedule B: Video Advertisements**

Facility Sign	Third Party Advertising/ Point of Sale Advertising	Political Advertising	Not-for-Profit Advertising
One (1) Week	\$100.00	\$100.00	\$25.00
Two (2) Weeks	\$150.00	\$150.00	\$50.00
Three (3) Weeks	\$200.00	\$200.00	\$75.00
One (1) Months	\$250.00	\$250.00	\$100.00
Three (3) Months *	\$400.00	N/A	\$200.00
Six (6) Months **	\$800.00	N/A	\$400.00
One (1) Year ***	\$1600.00	N/A	\$600.00

All Facility Sign	Third Party Advertising/ Point of Sale Advertising	Political Advertising	Not-for-Profit Advertising
One (1) Week	\$250.00	\$250.00	\$50.00
Two (2) Weeks	\$500.00	\$500.00	\$100.00
Three (3) Weeks	\$750.00	\$750.00	\$150.00
One (1) Months	\$1000.00	\$1000.00	\$200.00
Three (3) Months *	\$2000.00	\$2000.00	\$400.00
Six (6) Months **	\$3000.00	\$3000.00	\$800.00
One (1) Year ***	\$4000.00	\$4000.00	\$1600.00

1. Video Advertising is not recommended on Community Electronic Signs
2. Video Advertising will air for a runtime of up to 60 seconds.
3. Prices above do not include GST.

TOWN OF SLAVE LAKE  
BYLAW #04-2022  
COMMERCIAL ADVERTISING RATES BYLAW

A BYLAW OF THE TOWN OF SLAVE LAKE, IN THE PROVINCE OF ALBERTA IN RESPECT TO RATES FOR COMMERCIAL ADVERTISING IN TOWN OWNED AND OPERATED FACILITIES IN THE TOWN OF SLAVE LAKE.

WHEREAS, paragraph 8 of the Municipal Government Act, Chapter M-26, 2000 and amendments, thereof authorizes a Municipality, by bylaw to establish fees for licenses, permits and approvals and,

WHEREAS, paragraph 6 gives a municipality natural person powers, which imply the power to charge for goods and services provided,

WHEREAS, the municipality has developed a policy on commercial advertising inside recreation facilities describing the approval process,

NOW THEREFORE, the Council of the Town of Slave Lake, duly assembled, enacts as follows:

1. THAT the rates specified in the Schedule(s) attached, be charged for the Commercial Advertising specified.
2. THAT the Schedule attached to this bylaw may be modified and amended from time to time, as Council desires, by resolution of Council.
3. THAT this bylaw shall come into full force and effect upon receiving third and final reading.
4. This Bylaw rescinds Bylaw #12-2018

READ A FIRST TIME THIS 7<sup>th</sup> DAY OF June, 2022

MAYOR

CHIEF ADMINISTRATION OFFICER

READ A SECOND TIME THIS 7<sup>th</sup> DAY OF June, 2022

MAYOR

CHIEF ADMINISTRATION OFFICER

READ A THIRD TIME THIS 7<sup>th</sup> DAY OF June, 2022

MAYOR

CHIEF ADMINISTRATION OFFICER

## SCHEDULE A: COMMERCIAL ADVERTISING RATES MULTI REC CENTRE

### ANNUAL CHARGE, GST NOT INCLUDED

Advertisements are placed on a first come, first serve basis

#### ARENA 1

##### RINK BOARDS

Large (5'9" to 8' x 33 ½") \$420.00

Small (3'6" to 4'3" x 33 ½") \$275.00

##### WALL ADVERTISING

Wall Mount – 8' x 4' \$1100.00

BLEACHER STAIR RISERS \$500.00

##### ARENA BOARD GLASS

6' x 200' (panel size 6' x 45') \$2750.00

##### ICE LOGO

Blue Line to Centre \$1375.00

Blue Line to Goal Line \$1300.00

#### ARENA 2

##### RINK BOARDS

Large (5'9" to 8' x 33 ½") \$400.00

Small (3'6" to 4'3" x 33 ½") \$250.00

##### WALL ADVERTISING

Wall Mount – 8' x 4' \$1000.00

##### ARENA BOARD GLASS

6' x 200' (panel size 6' x 45') \$2500.00

##### ICE LOGOS

Blue Line to Centre \$1200.00

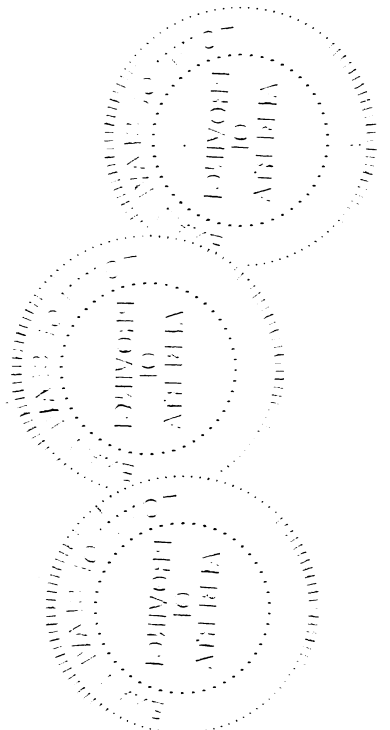
Blue Line to Goal Line \$1250.00

#### FIELD HOUSE

##### BOARDS

Large (5'9" to 8' x 33 ½") \$400.00

Small (3'6" to 4'3" x 33 ½") \$250.00



**KIOSK**

**\$2000.00**

**ZAMBONI ADVERTISING**

Various location available

**\$1100.00**

Advertisers are responsible for the creation of their ads.

Multiple Ads receive a 10% discount on their advertising.



## COMMERCIAL ADVERTISING POLICY

CATEGORY: Public Service

POLICY#: XXXX

OWNER DEPARTMENT: (1) Community Services; (2) Economic Development and Communications

### **POLICY STATEMENT:**

The Town of Slave Lake is committed to the provision of an advertising program that will permit the sale of advertising on designated areas within the Town owned and operated recreation facilities and other town assets to be consistent and equal to all parties involved.

### **POLICY OBJECTIVE:**

To establish and regulate advertising within Town of Slave recreation facilities and other town assets including board signage, equipment storage, ice logos, kiosks, facility signs, and community signs.

**X**

Jeff Simpson  
Chief Administrative Officer

**Date:** \_\_\_\_\_



#### **RESPONSIBILITIES:**

**Manager of Community Relations:** will approve all non-digital advertising (including locations).

**Manager of Parks and Facilities:** will be responsible for the installation, maintenance, and removal of all advertising excluding the facility signs and community digital signs.

**Manager of Economic Development and Communications:** will approve all digital advertising.

**Communications Coordinator:** responsible for uploading all advertisements to the facility and community digital signs.

**Director of Community Services or Designate:** Has final approval on all advertising.

**Advertiser:** responsible for all costs associated with design, painting, set-up fees, as well as the repair or replacement of the sign as a result of damage, destruction, defacing, alteration, or vandalism.

**Commission-Based Salesperson:** responsible for soliciting all advertising sales on behalf of the Town of Slave Lake.

#### **PROCEDURES:**

1. All interested businesses and organizations shall have equal opportunity to advertise for a fee in Town operated facilities and on Town assets. Space will be available on a first-come, first-served basis.
2. Acceptable advertising will be guided by the Canadian Code of Advertising Standards (CCAS) and advertising that reflect negatively on the municipality will not be accepted.
3. In the event of a home/tradeshaw, or a sporting even it may be necessary to temporarily cover existing advertisements, this may be done for a short period of time by the Director of Community Services at their discretion.
4. The Town of Slave Lake must provide prior approval of all advertising signage and digital advertisements including location and term. Any third-party advertising for the facility and community digital signs will need to be approved by the Manager of Communications and Economic Development. Any third-party non-digital advertising to be located in Town facilities will need to be approved by the Manager of Community Relations.
5. All signage and advertisements must conform to Town specifications. All costs associated with the development of the advertisement, sign, design, painting, and set-up fees are the responsibility of the advertiser. The advertiser will be responsible for damages or problems arising from materials used in the installation of the sign or advertisement.
6. Static advertisements run for an airtime of 10 seconds per cycle up to a maximum of 60 advertisements per cycle with the goal of each ad getting airtime every minute. It is envisioned that flexibility in advertisement length would be provided to those clients who sign longer term commitments.
7. Advertising slots reserved for non-profits will not exceed 25% (15) of total advertising slots (60).
8. The advertiser of ice logos are responsible for payments of any stencil and pantone paint required to place their logo on the ice surface.
9. Monthly internet and power fees will be included within the annual cost of any advertisements on the kiosk. Installation charges are not included in the annual cost.



10. The Town of Slave Lake will install approved arena advertising signage and cover the sign with the appropriate protective material where applicable. Installation charges are not included in the annual cost.
11. The Advertiser will be responsible for repair or replacement of the sign (excluding facility and community signs), kiosk, or ice logo as a result of damage, destruction, defacing, alteration, or vandalism. In the event the Town identifies the signage showing wear, the advertiser will be notified and steps must be taken by the advertiser to complete the necessary repairs and/or upgrades.
12. The Town of Slave Lake will not be responsible for damaged or stolen signage.
13. Advertising fees for Town facilities will be invoiced in September of each year, and will be payable on or before December 31, of the year of invoice.
14. Advertising fees for community and facility digital signs will be invoiced within twenty (20) business days of the signed advertisement agreement with payment due prior to the uploading of the digital advertisement.
15. A signed advertising agreement must be in place prior to the placement of signs, uploading of digital advertisements, placement of signs, installation of logos, kiosks or any other approved form of advertising. Signs or other forms of advertising shall be removed if any amounts due are not paid.
16. The Commercial Rate Bylaw identifies the Advertising Fees associated with each location and type of advertising (excluding facility and community signs).
17. The Facility and Community Digital Signs Rate Bylaw identifies Advertising Fees associated with the facility and community signs.

# REPORT TO COUNCIL



**Meeting Date:** January 17, 2023

**Staff Contact:** Jeff Simpson, Chief Administrative Officer

**Department:** Administration

**Report Type:** Report for Information

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**Subject:                    Snow Service Level Supplementary Information**

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## STRATEGIC ALIGNMENT:



**Economic  
health**



**Livability**



**Good  
governance**



**Relationships  
and  
partnerships**



**Communication**



## **Purpose:**

To consider a service level change to reflect a complete snow removal program for the Town of Slave Lake, additional costs would need to be added to the Operational and Capital budgets. These costs are estimates based on the 2023-01-10 pilot project and previous cost estimates received for equipment.

## **Background:**

On January 10, 2023 the Operations department ran a test of a new possible service level for snow removal in the Town of Slave Lake in the Northwest quadrant of the community.

The approximate costs of the Pilot Program were

- Trucking - \$6600.00
- Bulldozer - \$1850.00
- Snow blower - \$0.00 \*note that the snow blower was borrowed from the Slave Lake Airport in order to run this pilot.

## **Discussion:**

Administration is providing supplementary information to reflect the cost of a complete snow removal program for the Town of Slave Lake.

## **Duration:**

- It's anticipated that a full snow removal event would take approximately 5 days to complete for the Town, broken down as follows:
  - NW – 0.5 Day
  - SW – 1 Day
  - SE – 1 Day
  - NE – 1 Day
  - Priority 1, 2 and 3 (1.5 days)
    - Downtown Core snow removal to remain consistent with current practices and not factored into these 1.5 days.

## **Staffing:**

- With a change to service level, additional staff will be required to facilitate this time frame and process change in addition to other duties currently under the responsibility of public works. As such, Administration is requesting 2 additional full time seasonal staff to be added to the current compliment for the winter period (November 1 to April 30). Currently, Operations employees 6 Operators, 1 Supervisor, and 1 Director. The Supervisor and Director are not factored into daily operations or tasking.
- If accepted, the proposed duties would be as follows for each snow clearing event:
  - Loader/Snow Blower Operator – 1
  - Skid steer Operators – 2
  - Loader Operator - 1
  - Grader Operators – 3 (assuming grader is added in 2023 Capital Budget)
  - Sand Truck Operator / Sign Mover – 1
- **Additional Cost:** ~\$100K to Operational Budget (\$50k per seasonal employee)

## **Equipment:**

To deliver this service change, the Town will be required to purchase additional equipment to enable it to provide the service safely, effectively, and efficiently.

Although the Airport Commission currently possesses a snow blower attachment which was used for the pilot test on 2023-01-10, the Airport Commission would not be able to guarantee its availability to the Town for future snow clearing events given its priority is maintaining the airport runway for air traffic (including medivacs). As such, the Town would need to acquire its own equipment to perform this service.

- **Snow Blower**
  - Purchase w/Attachments - \$195,000 (Capital Budget)
- **Skid Steer Upgrade (one of 3 possible options)**
  - Purchase w/Trade-In - \$120,000 (Capital Budget) (\$30k)
  - Used - \$65,000 (2013) (Capital Budget)
  - Lease - (Still awaiting price) (Operational Budget)
- **Trucking**
  - 8 trucks a day (end dumps), 10-hour days
  - \$12,480 per day (Operational Budget)
  - \$62,400 per 5-day event (Operational Budget)
  - \$249,600 (4 events) (Operational Budget)
- **Bulldozer**
  - 10-hour days (\$185 hr)
  - \$1,850 per day (Operational Budget)
  - \$9,250 per 5-day event (Operational Budget)
  - \$37,000 (4 events) (Operational Budget)

#### **Summary:**

A change in service, as piloted on 2023-01-10, would require the following additional costs added to the Operational and Capital Budgets:

- **Capital Budget**
  - Snow Blower w/Attachments
    - \$195,000
  - Skid Steer w/Trade-In
    - \$65,000 - \$120,000

#### **Operational Budget**

- Contracted Services
  - Trucking
    - \$250,000 (full 5-day town wide clean up x 4 clearing events)
    - \$175,000 (3.5 days, only priority 4 residential clean up x 4 clearing events)
  - Bulldozer
    - \$37,000 (full 5-day town wide clean up x 4 clearing events)
    - \$25,900 (3.5 days, only priority 4 residential clean up x 4 clearing events)
  - Staffing
    - 2 Seasonal Operators (6 months, November – April)
    - \$100,000

#### **Total Estimated Costs:**

- \$260,000 - \$315,000 (Capital)
- \$300,900 - \$387,000 (Operational)

### **Options:**

1. Council can proceed with the increase to the snow service level.
2. Council can keep the snow service level as is.

### **Resource Impacts:**

#### **Total Estimated Costs:**

- \$260,000 - \$315,000 (Capital)
- \$300,900 - \$387,000 (Operational)

### **Estimated Cost to Ratepayers for Snow Service Level Increase**

Administration has included the estimated taxes owing on 3 classes of housing in the attached "Tax Scenarios" document. This is for Residential only.

Option 1 is adding an additional \$300,000.00

Option 2 is adding and additional \$400,000.00

<b>2023</b>	<b>Assessment</b>	<b>Monthly Increase</b>	<b>Annual Increase</b>
Option 1 Household 2023	\$200,000	\$12.00	\$146
Option 2 Household 2023	\$200,000	\$14.00	\$167
Option 1 Household 2023	\$306,000	\$19.00	\$226
Option 2 Household 2023	\$306,000	\$22.00	\$258
Option 1 Household 2023	\$550,000	\$33.00	\$401
Option 2 Household 2023	\$550,000	\$38.00	\$458
<b>2024</b>	<b>Assessment</b>	<b>Monthly Increase</b>	<b>Annual Increase</b>
Option 1 Household 2024	\$200,000	\$7.00	\$86
Option 2 Household 2024	\$200,000	\$7.00	\$89
Option 1 Household 2024	\$306,000	\$11.00	\$134
Option 2 Household 2024	\$306,000	\$12.00	\$139
Option 1 Household 2024	\$550,000	\$20.00	\$238
Option 2 Household 2024	\$550,000	\$20.00	\$245

The 2023 annual increase numbers are compared to 2022 and the 2024 annual increase in numbers is compared to 2023. 2023 will have larger increases because we are adding the 300k in that year where as 2024 that number is built in already.

Administration has only included what the TOSL portion of the tax increase is, the school and seniors requisition are above and beyond this so a residential tax payers actual bill will be higher than the figures estimated here.

**Policy Implications:**

Our Snow Service Level Policy would need to be updated to reflect the changes to the program.

**Communications Strategy:**

Changes made would be communicated in our 2023 Budget package. Administration would also develop a communication strategy to align with the new snow service level policy and operation of the program. This strategy would be used to communicate the procedure and process of the program to the public.

**Recommendation to Council:**

To accept this report as information.

**Motion:**

Move to accept this report as information.

**Attachments:**

**N/A**

Ashley Whitford, Administrative Assistant

Approved  
- 13 Jan  
2023

Jeff Simpson, Chief Administrative Officer

Approved  
- 13 Jan  
2023



# REPORT TO COUNCIL



**Meeting Date:** January 17, 2023

**Staff Contact:** Jason Swanson, Manager of Communications and Economic Development

**Department:** Administration

**Report Type:** Request for Decision

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**Subject:** Northern and Regional Economic Development Grant - Industrial Land Market and Fiscal Impact Analysis

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## STRATEGIC ALIGNMENT:



**Economic health**



**Livability**



**Good governance**



**Relationships and partnerships**



**Communication**

## How this Request for Decision meets the Strategic Objective:

### Economic Health - Explore Available Lands for Industrial Development:

determining the market viability of potential expansion of industrial lands within the Town of Slave Lake.

### Purpose:

The purpose of this report is to propose utilizing the recently announced Northern and Regional Economic Development Grant to fund an Industrial Land Market and Impact Analysis.

### Background:

The Planning and Development Department presented a report at the intermunicipal meeting on December 14, 2022. The report outlines a couple of options for potential development of an industrial park and recommended the lands in the southeast (i.e., east of the MD Office). During that meeting leadership suggested that it may be prudent to have a consultant look at lands in both the

Town and the MD to determine where the best option lies, specifically mentioning Mitsue Industrial Park. That consultant would then recommend an area and provide an outline plan for development of the site chosen as the best option. The members of the MD Council present were going to take that report back to the entire MD Council and get back to the Town on their support for the initiative. Those MD Councillors present felt it was something the MD would be interested in.

On December 15, 2022 the Province announced the Northern and Regional Economic Development Grant. For a project to be eligible for program funding, the application must clearly demonstrate how the project will achieve measurable impact in support local economic development. Under examples of eligible projects is the following category:

- **Investment in Economic Development Infrastructure**
  - Enable economic development projects: Projects that lay the groundwork for future economic development infrastructure projects.
    - Project Type: Feasibility - Determine the feasibility or viability of pursuing an infrastructure project that will lead to direct and measurable economic benefit.
      - Example Projects: Writing a feasibility study.
      - Collecting data to support a feasibility study/strategy.

For non-Indigenous applications the Program has the following funding requirements:

- The Program will provide up to 50% of total eligible project costs
- Total eligible project costs must be a minimum of \$40,000 and the Program will provide a maximum of \$200,000 in funding to any project.
- Applicants must be able to match the funding requested at a minimum of 50% of the total eligible project costs.
- Deadline for applications is January 22, 2023 and will require a letter or documents confirming Matching Funding is secured or committed.

On December 20, 2022 the Economic Development Department reached out to the MD summarizing the grant opportunity and asked if the MD would be interested in collaborating on the application for an Industrial Land Market and Impact Analysis.

On January 9, 2023 the MD replied with an email stating that: "The MD of Lesser Slave River supports the Town's initiative on industrial land; however, we will not be a co-applicant at this time."

### **Discussion:**

Lands available for industrial development have already been identified along with development requirements including some estimates around charges and levies. Detailed cost estimates are not available at this time and would require more detailed engineering work which would depend on the ultimate end use and

design. Associated Engineering has also provided rough estimates on the potential costs for servicing the area at approximately \$4,000,000.

Before completing the detailed cost estimates for development, an Industrial Land Market and Impact Analysis should be completed to determine market viability of development. Once the analysis is completed Associated Engineering (or other consultant) can then conduct a Performance Review Comparison of Market Value vs. Cost of Development.

### **Industrial Land Market and Fiscal Impact Analysis Scope**

The following is the proposed scope for the analysis as provided by Nichols Applied Management:

#### **Market Demand/Supply Analysis and Growth Model**

Conceptually, the methodology for conducting the market analysis will consist of

- Defining the type of product the industrial lands will offer to the market.
- Defining the parameters of the market into which the new offering will sell. Key site characteristics may include, for example: service levels, access to infrastructure, parcel size, permitted uses, etc.
- Forecasting the anticipated demand for and supply of relevant products in the appropriate geographic and temporal markets. Growth forecasts and the associated demand for lands will be derived using an integrated labour force and age-cohort survival model.
  - Developing a labour market model that reflects prevailing local, regional and provincial economic conditions and the relative labour demand and supply in the Town and region that subsequently drives in or out migration.
  - Combining the natural rate of population change with the net migration reflective of local economic conditions to arrive at future population and employment growth figures.
- Situating the industrial park within the anticipated future market conditions, including future competing supply, to determine to what degree the offerings of the redevelopment will be absorbed by the market and at what rate.
- The results of the growth forecast will be used to determine the demand for specific land types and quantities to demonstrate how the Town is expected to consume land as the anticipated economic and labour market conditions manifest over time.

#### **Municipal Competitiveness**

The study team will compare the Town to other communities in the region who may be competing to attract similar investment to that identified as appropriate for the industrial park. This comparative analysis will aim to identify and contrast key parameters that influence the decision of investors and/or developers to locate in a community and will likely include: tax rates and related levies, planning

restrictions or incentives, access to appropriate transportation infrastructure, development levies and permitting costs, service level, utility rates, and available of appropriately skilled labour.

### **Identifying Potential Land Users**

Having identified the parameters of the market and the competitive advantage(s) of the industrial park, the study team will identify potential land developers and tenants based on: the specific characteristics of the site (i.e., access, parcel size, services, price, taxes, etc.), possible synergies in the region (i.e., clustering potential), general economic trends in the region, and any other factors identified through consultation with land developers and potential tenants.

### **Fiscal Impact Analysis**

The pace and nature of development, servicing levels, business model (e.g. sale vs. lease), as well as any incentives offered by the Town, will ultimately manifest in a fiscal impact to the municipality. For example: cash outlays related to servicing, marketing, and other infrastructure improvements are offset by the recovery of development levies and taxes on newly developed property as the lands made available at the site are absorbed by the market for various uses. Additionally, any strategic incentives offered by the Town may alter the financial impact of development. Accordingly, the study team will develop a financial model of the Town to simulate the fiscal impacts of various development scenarios. The model will allow for quantification of various development scenarios in terms of:

- Net cashflows in a given year (i.e., municipal taxes, development charges, infrastructure upgrades, expansion/extension of services, etc.)
- The impact on residential and non-residential tax rates.
- The present value to the municipality of different types of development.

Ultimately, the financial model will act as a planning tool that can be used to explore many aspects of the business case for the industrial park. The model will also allow for the exploration of the fiscal impact of alternative development scenarios, servicing strategies, and funding arrangements.

### **Options:**

1. Proceed with application submission for the Northern and Regional Economic Development Grant to conduct an Industrial Land Market and Fiscal Impact Analysis.
2. Do not proceed with application submission for the Northern and Regional Economic Development Grant to conduct Industrial Land Market and Fiscal Impact Analysis.

### **Resource Impacts:**

Nichols Applied Management has provided a cost estimate of \$70,000 for the completion of the Industrial Land Market and Fiscal Impact Analysis.

If the Town's Application for the Northern and Regional Economic Development Grant is approved the cost to the Town will be \$35,000. These funds would be sourced from the Future Expenditure Reserve.

**Communications Strategy:**

If approved, the commencement of the study would be announced in the quarterly Economic Development newsletter as well as through other Economic Development and Communications engagement efforts.

**Relation to strategic planning, mission statement, or vision statement:**

**Economic Health - Explore Available Lands for Industrial Development:**  
determining the market viability of potential expansion of industrial lands within the Town of Slave Lake.

**Recommendation to Council:**

Council directs Administration to proceed with Application drafting and submission.

**Motion:**

Move that Council tasks Administration with the drafting and submission of the Northern and Regional Economic Development Grant Application for the purposes of conducting an Industrial Land Market and Fiscal Impact Analysis.

**Attachments:**

**N/A**

Ashley Whitford, Administrative Assistant

Approved  
- 16 Jan  
2023

Jeff Simpson, Chief Administrative Officer

Approved  
- 16 Jan  
2023