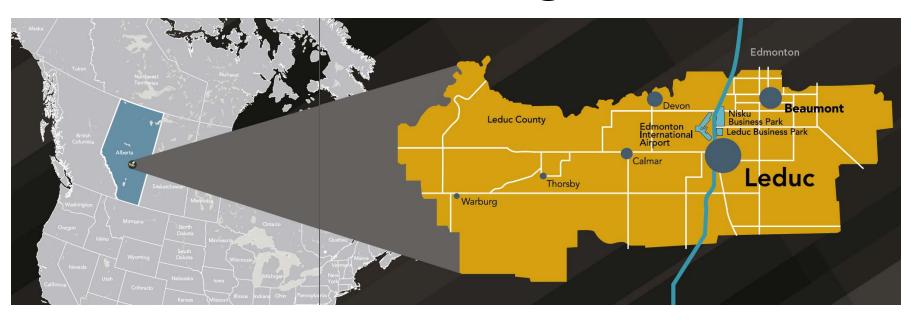
# LEDUC · NISKU

## ECONOMIC DEVELOPMENT ASSOCIATION

leducniskueda.com

## Leduc Region





## Leduc Nisku Economic Development

- 30 + year partnership in the region
- Longest standing regional partnership in Alberta
- Current membership 7 communities in the Leduc region
- Total population 75,000
- GDP: \$7 Billion
- Home to Edmonton International Airport
- Rural, Urban and Industrial Mix

## Why Regional FDI?

- Trend in Economic Development towards regional collaboration
- Alberta Provincial Government support of regional initiatives increased
- Do more with less investment
- Rising tide floats all boats

### **Leduc-Nisku EDA Areas of Focus**

#### **Investment Attraction**

- Site selection
- RFP responses
- Site and Familiarization Tours
- Lead Generation and Response

## Approach to FDI

- Small region large scale industrial activity
- Know our assets and industries
- Know our businesses and their needs
- Understand that eco-system that helps all communities grow
- BRE programs develop leads
- Quality of Life is not a marketing tool

## Approach to FDI

- Understand our sales channels
  - Passive and active
- Understand how we can make an impact
- Understand how we need to work together
- Invest in the right things
- Develop and leverage relationships

## Approach to FDI

- Business does not care about geography
- Fill the business need first, then the community need
- Set proper expectations
- Communicate, communicate, communicate

#### Rural and Urban

- Work with both to find complimentary approaches and develop collaboration
- Understand how small communities fit into the ecosystem
- Develop realistic expectations and approaches
- Build it and they will come does not work
- Understand and be realistic about strengths and weaknesses

## FDI – Competing Globally

- No chance for small region
- Tie into the assets of larger urban municipality near you
- Edmonton Global international market and investment attraction initiative
  - 15 communities, 1 region, 1 message

# Thank You