

LEDUC · NISKU

**ECONOMIC DEVELOPMENT
ASSOCIATION**

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Leduc Region



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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

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