

TOWN OF STETTLER

Prepared by: Economic Development Co-ordinator Number: XVI-1 (a)

Adopted by: Town of Stettler Council Date: 1990 06 19

Revised:

Title: **Pre-Development Requirements**

Background: The Stettler Economic Development Board desires to produce a statement which expresses its' broad requirements, prior to making recommendation to the appropriate Council.

The statement will provide direction and guidance for business prospects as well as administration.

Research has shown that several Economic Development Committees in the Province have offered certain inducements to attract economic development. These generally include concessions on one or more of the following:

1. Land (provided by lease or concession)
2. Tax (zero tax or a graduated tax scale based on the viability of the business)
3. Infrastructure
4. Water/Sewage

One of the main criteria for offering inducements to a prospective industry is that the industry will indeed prove to be an economic asset, not a liability. It is feasible that one or more of the above inducements may prove to be the difference between success and failure, particularly in the early years of the business operation.

While other criteria such as an increase of the tax base, providing employment and capital expenditure within the Town and County may appear to be attractive, they are of little value unless the particular industry has a reasonable chance to survive during its first five years of operation.

PRE-DEVELOPMENT REQUIREMENTS

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Purpose: To assist the Stettler Economic Development Board and Town and County Councils to make prudent and economic decisions associated with assisting a specific business which desires to locate or expand within the Town and/or County of Stettler.

Policy Statement: When the Stettler Economic Development Board receives an application from a prospective industry which desires to establish a business in the Town and/or County of Stettler, and requesting concessions, certain information should be supplied before the Stettler Economic Development Board makes recommendation to the appropriate Councils.

Requirements: The Stettler Economic Development Board may require the applicant to provide all or part of the following information:

1. Background Information

A complete and comprehensive business plan of the proposed business with long-range projections (five years).

Curriculum Vitae of the applicant and senior staff clearly indicating the applicant's historic experience in relation to the particular industry and their future role.

2. Market Analysis

Each product or service defined with a description of the product and/or service with sufficient precision so as to set it apart from the competition (using non-technical language).

Some questions to be answered are: Who are your customers? Where are your customers? How will you distribute your product or service? What are your estimated marketing costs? What are other important factors? Who is your competition and how will your product compete with your competitors product?

3. Development Projections

Project Development - establish a time-line schedule and projection of the development process (preferably supply a critical path program).

Financial and Operating Projections - provide a cash flow proforma which includes a statement of projected income and expenses and a cash flow projection for at least five years.

Investment Requirements - state cash requirements to start up and operate the venture and include source of income, details of fixed and variable expenses, debt projections, debt coverage ratios plus a statement which describes the amount and timing of capital needed for the first twelve months of operation and source of capital.

4. Environmental Impact Statement

A complete environmental impact statement. If necessary, describe mitigating procedures for handling any negative environmental impacts.

5. Estimates

Estimates of impact on housing and schooling, impact on existing commercial enterprises within the Stettler region, specific impact on existing businesses of a similar nature, and projected impact on the mill rate.

6. Staff Requirements

Staff availability within the Town and County, including educational background of staff required (professional, skilled, unskilled) and specific requirements for education of personnel. If training is needed, how will this be accomplished? Included projected rate of pay compared to industry norms and accommodation requirements.

7. Permitting Requirements

List how the business intends to proceed with permitting and identify the various authorities from which permits are required.

Outline the procedures to be followed with permitting and indicate if assistance is required with permitting.

8. Construction and Operation

Union or non-union (or combination).

9. Other Information Required

Details of construction services required listing the type of company and services required during construction and following operation and provide details of what preference will be given to local companies.

Domestic water requirements, including pressure and daily demand requirements.

10. Assistance Requested from Town and/or County Council

Indicate the type of assistance required from the Stettler Economic Development Board, Town Council and/or County Council.

11. Additional Information

Additional information may be requested by the Stettler Economic Development Board or from Town and/or County Council.

Following receipt of the above information, the Stettler Economic Development Board will complete an analysis of the data provided and will make a recommendation to the appropriate Council.