

**TOWN OF BLACKFALDS
ECONOMIC DEVELOPMENT & TOURISM ADVISORY COMMITTEE**

Civic Cultural Center – 5018 Waghorn Street
Monday, June 8, 2026, at 7:00 p.m.

AGENDA

1. WELCOME AND CALL TO ORDER

2. LAND ACKNOWLEDGEMENT

2.1 *In the Spirit of Truth and Reconciliation, the Blackfalds Economic Development & Tourism Advisory Committee acknowledges that we are on Treaty 6 territory, the ancestral lands of Cree, Saulteaux (So-toe), Blackfoot, Métis, Dene (De-nay) and Nakota Sioux (Sue). We acknowledge all the many First Nations, Métis, Inuit, and non-status peoples whose footsteps have marked these lands since time immemorial.*

We recognize the inherent relationships Indigenous communities have with this land and its creatures and commit to supporting reconciliation and healing. We honour the resilience, culture, and contributions of Indigenous peoples, past and present.

As we gather, we pledge to listen, learn, and take meaningful action toward a future based on mutual respect and understanding as we continue on our journey of truth and healing. We recognize that reconciliation is not a single act but a lifelong journey—one that requires accountability, humility, and the centering of Indigenous voices.

3. ADOPTION OF AGENDA

3.1 Adoption of the June 8, 2026, Agenda

4. ADOPTION OF MINUTES

4.1 Adoption of the April 13, 2026, Meeting Minutes

5. PRESENTATIONS

None

6. BUSINESS

- 6.1 Report for Committee, Economic Development Officer Pre-Summer Up-date
 - 6.2 Report for Committee, 2026 Business Walk Plan
 - 6.3 Report for Committee, #2A Mural Trail Digital Scavenger Hunt
 - 6.4 Report for Committee, Economic Development Strategic Plan Draft RFP
 - 6.5 Report for Committee, Lacombe and District Chamber of Commerce Digital Sign Update
 - 6.6 Request for Direction, EDTAC and Community Events
 - 6.7 Request for Direction, Lemonade Day – Request for Judges
-

7. CONFIDENTIAL

None

8. ADJOURNMENT



**TOWN OF BLACKFALDS
ECONOMIC DEVELOPMENT & TOURISM ADVISORY COMMITTEE**

Civic Cultural Centre – 5018 Waghorn Street

Monday, April 13, 2026, at 7:00 p.m.

MINUTES

MEMBERS PRESENT

- Kala Pandit, Chair
- Ken Hubbard, Member at Large
- Trent Kroetsch, Member at Large
- Reina LeMieux, Member at Large
- Justine Loshny, Member at Large
- Denise Sumner, Member at Large
- Jamie Hoover, Member at Large
- Maria Anderson, Member at Large

OTHERS ATTENDING

- Peter McGee, Economic Development Officer
- Jessica Robinson, Executive and Legislative Coordinator

REGRETS

- Kyle Braithwaite, Member at Large
- Darlington Etaje, Member at Large
- Joline Gurski, Member at Large
- Robert Hogan, Vice Chair
- Aaron Hoyte, Town of Blackfalds Councillor
- Cory Twerdoclib, Town of Blackfalds Councillor

1.1 WELCOME AND CALL TO ORDER

Chair Kala Pandit welcomed all guests attending and called the Economic Development & Tourism Advisory Committee Meeting to order at 7:01 p.m.

1.2 APPROVAL OF AGENDA

Member at Large Sumner moved That the Agenda for the April 13, 2026, meeting of the Economic Development & Tourism Advisory Committee be approved, as amended, to add the following item:

- Item 5.3 - June 1, 2026, Meeting Date

CARRIED UNANIMOUSLY

2. LAND ACKNOWLEDGEMENT

A Land Acknowledgement was read to recognize that the Town of Blackfalds is on Treaty 6 Territory.

3. PRESENTATIONS

None

**TOWN OF BLACKFALDS
ECONOMIC DEVELOPMENT & TOURISM ADVISORY COMMITTEE**

Civic Cultural Centre – 5018 Waghorn Street

Monday, April 13, 2026, at 7:00 p.m.

MINUTES

4. BUSINESS

4.1 Approval of Minutes

Member at large Kroetsch moved That the minutes of February 2, 2026, Economic Development and Tourism Advisory Committee be approved as circulated.

CARRIED UNANIMOUSLY

4.2 Annual 2026 Business Walk

Member at Large Hoover moved That the Economic Development & Tourism Advisory Committee members select Denise Sumner as lead of the business walk subcommittee and members Justine Loshny, Reina LeMieux, Kala Pandit, and Jamie Hoover to assist the lead; and

Further That the Economic and Development & Tourism Advisory Committee directs the Economic Development Officer to circulate the information to the members who sent their regrets to determine if they wish to serve on the subcommittee.

CARRIED UNANIMOUSLY

4.3 Lacombe and District Chamber of Commerce Digital Sign

Member at Large Anderson moved That the item 4.3 Lacombe and District Chamber of Commerce Digital Sign, be postponed to the June 1, 2026 meeting; and

Further That the Economic and Development & Tourism Advisory Committee directs the Economic Development Officer to gather additional information from the Lacombe and District Chamber of Commerce.

CARRIED UNANIMOUSLY

5. REPORT FOR COMMITTEE

5.1 Economic Development Officer Spring Update

Economic Development Officer McGee provided an update to the Committee on initiatives undertaken during the period of February to April 2026.

Member at Large Kroetsch moved That the Economic and Development & Tourism Advisory Committee receive the Economic Development Officer Spring Update report for information.

CARRIED UNANIMOUSLY



**TOWN OF BLACKFALDS
ECONOMIC DEVELOPMENT & TOURISM ADVISORY COMMITTEE**

Civic Cultural Centre – 5018 Waghorn Street

Monday, April 13, 2026, at 7:00 p.m.

MINUTES

5.2 Economic Development 2026 Projects

Economic Development Officer McGee shared that Blackfalds Council approved the 2026 budget for the Economic Development department and outlined several high-impact programs designed to enhance economic resilience and attract investment.

Member at Large Hoover moved That the Economic and Development & Tourism Advisory Committee receive the Economic Development 2026 Projects report for information.

CARRIED UNANIMOUSLY

5.3 June 1, 2026, Meeting Date

Chair Pandit advised the Committee that he would not be able to attend the June 1, 2026, meeting and raised that should the Vice Chair also be unavailable they may wish to consider changing the meeting date.

6. CONFIDENTIAL

None

7. ADJOURNMENT

Chair Kala Pandit, adjourned the Economic Development & Tourism Advisory Committee Meeting at 8:32 p.m.

Kala Pandit, Chair

Jessica Robinson, Executive & Legislative Coordinator

MEETING DATE: June 8, 2026
PREPARED BY: Peter McGee, Economic Development Officer
SUBJECT: **Economic Development Officer Pre-Summer Update**

BACKGROUND

Comprehensive report detailing the initiatives undertaken by the Economic Development Officer during the period from April 2026 to June 2026.

- Events
 - EDA Experience – (April 14 – 17) – report attached
 - Central Alberta Emergency Relief Taskforce (CARET x2)
 - Regional EDO Meeting – (May 28)
 - Hosted EDA Course – Fundamentals of Economic Development
 - Lacombe Regional Tourism Board Meeting
 - Lemonade Day Presentations – 2 schools, multiple classes
 - CAEP AGM
 - Best Bar None Steering Committee Meeting
 - Town of Blackfalds Staff Training – Managing Multiple and Changing Priorities
 - Alberta Hospitality Association Event
- Rural Entrepreneur Stream Meetings (x4)
- Launch of [#2aMuralTrail](#)
- Hiring new Summer Event Assistant.

RECOMMENDATIONS

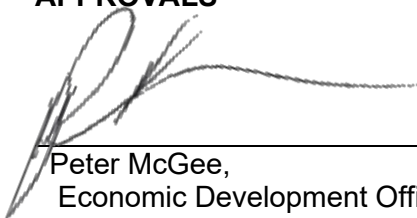
That Economic Development & Tourism Advisory Committee consider the following motion:

That the Economic Development & Tourism Advisory Committee receive the Economic Development Officer Pre-Summer Update Report for information.

ATTACHMENTS

- *EDA Conference Plan 2026 Report*

APPROVALS



Peter McGee,
Economic Development Officer

EDA Conference Plan

Basic Information

Website - https://www.edaalberta.ca/event_website.php

Dates - April 14 – 16th

Location – Kananaskis

Priority Sessions – red – notes - red with arrow

April 15th

- Pre-Session #1: Economic Development for Elected Officials *for elected officials only
- Pre-Session #2: Discover Powerful New Data Tools for Economic Developers
9:00 AM – 10:30 AMat Mount Kidd Ballroom
 - [New Provincial Regional Dashboard](#) to be released in spring.
 - Spacelist still a great resource for available land –
<https://www.spacelist.ca/listings/ab/blackfalds/land#971464>
 - [Labour Market Data](#)
- Pre-Session #3: Leading Well- Sustaining Your Effectiveness as a Community Leader
9:00 AM – 11:00 AMat Rockies Room
- Opening Luncheon & Plenary: Turning Fresh Ideas Into Bold Futures. Alberta's Opportunity Moment. - 12:00 PM – 1:30 PMat Olympic Ballroom
- A1: Sector Roundtable- Agriculture & Agri-Food - 1:45 PM – 3:00 PMat Olympic Ballroom
- A2: Sector Roundtable-Energy, Petrochemicals & Renewables - 1:45 PM – 3:00 PMat Explorer Room
- A3: Sector Roundtable: Tourism & Creative Services - 1:45 PM – 3:00 PMat Mount Kidd Ballroom
 - Tourism is being driven by creative experiences – reinforced the mural corridor and an interactive portion.
 - Tourism is a 11 trillion-dollar industry – forecasting major labour shortages in industry.
 - Tourism can absorb job displacement from automation – tourism jobs are hard to automate.
 - Alberta needs more experiences to market – the demand outweighs the supply. – this support creation of immersive mural corridor product.
- A4: Sector Roundtable Aviation, Aerospace & Defense - 3:15 PM – 4:30 PMat Olympic Ballroom
- A5: Sector Roundtable: Life Sciences, Health & Biotech - 3:15 PM – 4:30 PMat Explorer Room
- A6: Sector Roundtable-Applied & Deep Tech - 3:15 PM – 4:30 PMat Mount Kidd Ballroom
 - Using event “Whova” app hosted a “Community Discussion” on Evaluating Multi Billion Dollar Projects. 3 attendees plus myself
 - Discussed:
 - Using heat map to visualize where impact will be felt and what kind.
 - Creating a dollar value formula - \$\$\$ = ROI (social + economical + environmental + reputation, etc.)
 - Challenges with discussion because it was hard not to get caught up in specifics or evaluating existing projects against each other. – aka - stuck in the weeds
- EDA Board & Elected Officials Meet & Greet - 5:00 PM – 6:00 PMat Woody's Pub & Patio

- Community Awards of Excellence Dinner: Celebrating Alberta. Shaping our Future. 6:30 PM – 9:30 PMat Olympic Ballroom

April 16th

- Breakfast Plenary: Canada's Competitive Edge: Alberta's Role in a Changing Global Investment Landscape - 8:00 AM – 8:45 AMat Olympic Ballroom
- B1 Workshop- Powering Growth- Smarter Electricity Investments for Competitive Communities - 9:00 AM – 10:15 AMat Olympic Ballroom
- B2 Workshop- The Next Generation of Economic Infrastructure - 9:00 AM – 10:15 AMat Explorer Room
- B3 Workshop- Small Business, Big Impact: Financial Training and Entrepreneur Support - 9:00 AM – 10:15 AMat Mount Kidd Ballroom
- B4 Workshop - Do More With Less: A Hands-On AI Workshop for Alberta Economic Developers (*pre-registration required) - 9:00 AM – 10:15 AMat Rockies Room
- C1 Workshop- The Digital Frontline: AI, Extended Reality, and Cyber Risk in Economic Development - 10:30 AM – 11:45 AMat Olympic Ballroom
- C2 Workshop- Fresh Lenses on Rural Housing: An Interactive Simulation - 10:30 AM – 11:45 AMat Explorer Room
- C3 Workshop- Manufacturing 4.0: Innovate, Digitize, Automate: Alberta's Next Advantage 10:30 AM – 11:45 AMat Mount Kidd Ballroom
- C4 Workshop- Borderless Growth: A Hands-On Workshop on Using Talent Pathways & Global Investment Tools to Build Alberta's Next Economy 10:30 AM – 11:45 AMat Rockies Room
- Luncheon & Plenary: Alberta at a Crossroads- Competing Nationally. Leading Internationally. 12:00 PM – 1:30 PMat Olympic Ballroom
- D1- Workshop- The Next Digital Frontier: Alberta 2030- Readiness in Action 1:45 PM – 3:00 PMat Olympic Ballroom
- D2 Workshop- Wildfire-Resilient Communities: Planning, Recovery & the Future of Housing 1:45 PM – 3:00 PMat Explorer Room
- D3 Workshop- Pitch Practice & Prep Workshop 1:45 PM – 3:00 PMat Mount Kidd Ballroom
- D4 Workshop- Building Regional Data Partnerships for Investment Attraction 1:45 PM – 3:00 PMat Rockies Room
- Slides from presentation - [Regional Data Partnerships for Investment Attraction](#)
- CAEPs new CityViz site - <https://data.investcentralalberta.ca/> - can this replace our micro site?
- Bonus Workshop #1- Your Voice. Our Future. 3:15 PM – 4:30 PMat Mount Kidd Ballroom
- Bonus Workshop #2- The Winning Conditions: Unlocking Tourism Growth in Your Community 3:15 PM – 4:30 PMat Rockies Room
- EDA Chair's Recognition Dinner 6:30 PM – 9:00 PMat Olympic Ballroom

April 17th

- Plenary #1: Economic Futures- Alberta's Outlook and Opportunities Ahead - 8:30 AM – 9:15 AMat Olympic Ballroom
- Plenary #2: From Blueprint to Bold Future — How ATCO is Reinventing Essential Infrastructure 9:15 AM – 10:00 AMat Olympic Ballroom
- Plenary #3: Be Bold- Alberta's Next Chapter - 10:00 AM – 10:45 AMat Olympic Ballroom
- Closing Ceremony - 10:45 AM – 11:00 AMat Olympic Ballroom

Purpose

Continue to gain an understanding of my role as Economic Development Officer in the Town of Blackfalds, exploring opportunities to work more efficiently while exploring targeted sector opportunities.

Goals/Objectives/Tactics – note - ****EDO McGee was sick at the event which effected the results.****

1. Gain a better understanding of how I can use new technology and strategies to increase my capacity as a single person department.
 - a. Attend as many sessions as possible on AI and technology that are offered.
 - i. Come back with one recommendation that I should implement in 2026
So many options with AI, it might be easier/better to look at it the other way, what problem am I trying to solve and what AI can help, instead of what AI is out there that can help.
 - b. Stay current on Albertan Economic Development trends and best practices by attending sessions on future trends. – **current political environment is making future trends harder and harder to predict.**
 - c. Attend all networking sessions to learn from colleagues. – **attempted**
2. Explore how I can engage better with our local food producers. - **incomplete**
 - a. Attend sessions on the food production and agricultural sectors.
 - i. Come back with one strategy to implement in Blackfalds.
 - b. Focus on the food production and value add with investment attraction.
 - i. Come back with one suggestion for CAEP and how they can have a role in this area. – **CAEP is looking at a regional CityViz site which will be good for all sectors, including food production.**
3. Explore the opportunities that are presented by the tourism sector.
 - a. Attend sessions related to tourism and identify new ways to measure and estimate impact of Drift Scape program. – **attended sessions, no new major info but positively reinforced plans for the mural corridor.**
 - b. Continue to gather stats to help support work in Tourism. – **see report above for numbers and stats.**
4. Host discussion on billion dollar plus projects and how to evaluate them. – **completed**
 - a. Use Whova app to create an event to have this discussion. – **completed - see report above**

Deliverables

1. A contact list of new contacts – **10th year at event new contacts are harder to find.**
 - a. Inzumul Rakib – GOA Agriculture and Irrigation – Senior Attraction Officer – inzumul.rakib@gov.ab.ca
2. A conference report to share with EDTAC - **complete**
3. One AI/technology application that I can implement – with IT approval – **incomplete**
4. The start of a matrix on how to evaluate and rate billion dollar plus projects. – **very basic start**

MEETING DATE: June 8, 2026
PREPARED BY: Peter McGee, Economic Development Officer
SUBJECT: **2026 Business Walk Plan**

BACKGROUND

BUSINESS

The 2026 Business Walk Sub Committee has created the following for this years business walk.

Dates

Monday August 17 – 9:00 am – 11:00 am

Tuesday August 18 – 1:00 pm - 3:00 pm & 3:00 pm – 5:00 pm

Wednesday August – 1:00 pm – 3:00 pm & 3:00 pm – 5:00 pm

Additional follow up day – Tuesday August 25th – Peter will block day to return to businesses that were missed or requested a later visit.

Questions

- 1) How many years have you been in business?
- 2) How many employees do you currently have?
- 3) In the past 12 months has your team, grown, shrunk or stayed the same?
- 4) In the next 12 months do you anticipate growing, shrinking or staying the same?
- 5) Where do you feel you are getting your best return on investment from your marketing dollars? (multiple choice answers)
- 6) What type of business training would you find valuable and would want to attend? (multiple choice)
- 7) Do you know who is the Town of Blackfalds Economic Development Officer?
- 8) Are you aware of the services he can provide?

Surveys

Survey will be done this year via Survey Planet. This should allow us to use our devices to gather information and will evaluate the data easier for us. [Follow this link to test.](#)

RECOMMENDATIONS

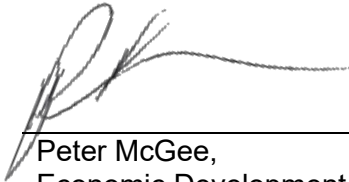
That the Economic Development & Tourism Advisory Committee consider the following motion:

That the Economic Development & Tourism Advisory Committee members accept the 2026 Business Walk Plan as submitted.

ATTACHMENTS

- *2026 Business Walk Plan*

APPROVALS



Peter McGee,
Economic Development Officer

EDTAC Annual Business Walk (2026)

Strategic Pillar – Business Support and Attraction

Details

A business walk is a community engagement strategy where local leaders and officials visit businesses in person to understand their needs, challenges, and successes. This helps build relationships, identify areas for improvement, and foster economic development. It's a way to gather direct feedback from the business community and tailor support and resources accordingly.

In Blackfalds the EDTAC will conduct the 2nd annual business walk with a small sub-committee who will be responsible for the planning, organizing and implementing of the business walk. This sub-committee will create roles and delegate to the rest of the EDTAC members for execution.

Background

Data is king to all decisions in life and in business. Community Economic Development is the same. Reliable and relevant data can be difficult and expensive to get. For a town of our size, it could be close to impossible as statistics don't cover such a small market. One affordable and reliable way to gather data about our local businesses and economy is to conduct a Business Walk.

A Business Walk is a structured process where individuals engage with local businesses for face-to-face conversations and surveys. The conversations and surveys will give the committee and administration a better understanding of the challenges and opportunities that exist in Blackfalds and ultimately strengthen our relationship with the business community allowing us to better serve them and foster more economic activity.

Business Walks are a great way to access the economic environment in a community, establishing base line data which can be used to measure the success of different Economic Development Activities.

At the April 2026 EDTAC meeting, the committee selected a lead and members of the 2nd Annual Business Walk in Blackfalds. This small sub-committee will plan the walk and delegate EDTAC members for execution. This plan is being developed to assist the sub-committee in the planning of the walk.

Goals/Objectives/Tactics

To gain an intimate and accurate understanding of the current business environment in Blackfalds. Providing EDTAC with 1st hand knowledge and expertise to create programs and supports to best serve our business community.

1. Recruit 10+ volunteers from EDTAC to conduct the surveys allowing us to meet with more than 45% of brick-and-mortar businesses operating in Blackfalds to

build relationships and create a baseline of data that can be compared year over year.

- a. Create quick and easy survey questions to be used to identify a point in time base line and can be repeated with similar questions and compared year over year.
 - b. While visiting businesses gather anecdotal stories to help influence successful program creation and implementation.
 - c. Using the business walk opportunity to ensure businesses are aware of EDTAC, EDO McGee and the services and programs provided.
2. Gain a consistent and factual picture of the current challenges and opportunities that all Blackfalds businesses are facing allowing EDTAC to become the experts on the Blackfalds micro-economy.
- a. Elevate EDTAC members understanding of the current, past and future of Blackfalds economy.
 - b. Increase the opportunity and reach of programs offered in the region to connect with our businesses with more individuals they associate with town economic development.
 - c. Gather information and data in a way to specify sectors/industries and commercial areas allowing to identify sector or area specific challenges or opportunities.

Stakeholder(s)

- EDTAC
- Local Business Community
- Lacombe and District Chamber of Commerce
- Town of Blackfalds Staff and Council

Sub-Committee To Do:

- 1) Sub-committee decisions
 - a. Meetings – coordinate and call
 - b. Confirm goals and objectives for 2026 business walk
 - c. Questions to ask (2026 suggestions below)
 - d. Direction to EDO McGee on reporting
 - e. Execution of business walk
 - i. Timeline to complete – i.e. single day, over a week or month
 - ii. Divided by area or sector, or combination.
 - iii. Coordinate EDTAC business walk team and delegate tasks.

Deliverables – (subcommittee to provide EDO McGee with direction)

- Report – including recommendations

Questions

2025 Questions

- 1) When did you open?

- a. Was it in this location? – if no – where?
- 2) How many employees do you have?
 - a. Do you anticipate hiring more in the next 12 months?
- 3) Are you aware of EDTAC and what we do?
- 4) What do believe is Blackfalds biggest opportunity? (create a list to choose from to make it easier to answer and record – i.e. sports tourism, proximity to Red Deer, young population, etc.)
- 5) What is your biggest challenge in business right now, what keeps you up at night? (create list – i.e. staffing, global events, lack of customers, etc.)

2026 Questions (suggested) – updated questions below

- 1) How many years have you been in business? – answers – 1 year, 2 – 5 years, 6 – 10 years and 10+ years
- 2) How many employees do you currently have? – 0 -1, 2 – 5, 6 – 10, 11 – 20, 21 – 30, 31+
- 3) In the past 12 months has your team – grown, shrunk or stayed the same
- 4) In the next 12 months do you anticipate – growing, shrinking, or staying the same
- 5) What do you feel is your most successful marketing option – create options
- 6) What type of business training would you find valuable – create list of options (i.e. AI, marketing, HR, etc.)
- 7) Do you know of the Town of Blackfalds EDO? y/n
- 8) Do you know what services he can provide? y/n

Subcommittee Notes – May 25th 2026 – attendees – Peter McGee, Denise Sumner, Cory Twerdoelib, Jamie Hoover, Kala Pandit

Dates

































Monday August 17 – 9am – 11am

Tuesday August 18 – 1pm – 3pm & 3pm – 5pm

Wednesday August 19 - 1pm – 3pm & 3pm – 5pm

Extra follow up date – August 25, 2026 – Peter to return to businesses that were missed

Updated Questions

| | | | |
|----|---|-----------------|---|
| Q1 | How many years have you been in business? | Multiple Choice |     |
| Q2 | How many employees do you currently have? | Multiple Choice |     |
| Q3 | 3) In the past 12 months has your team | Multiple Choice |     |
| Q4 | 4) In the next 12 months do you anticipate | Multiple Choice |     |
| Q5 | Where do you feel you get the best ROI on your marketing dollars? | Multiple Choice |     |
| Q6 | 6) What type of business training would you find valuable and would want to attend (between 1 and 3)? | Multiple Choice |     |
| Q7 | Do you know who is the Town of Blackfalds Economic Development Officer? | Multiple Choice |     |
| Q8 | Are you aware of the services they can provide? | Multiple Choice |     |

MEETING DATE: June 8, 2026

PREPARED BY: Peter McGee, Economic Development Officer

SUBJECT: **#2A Mural Trail Digital Scavenger Hunt**

BACKGROUND

The Blackfalds Council has approved the 2026 budget for the Economic Development Department, outlining key projects and initiatives aimed at fostering community growth and engagement. The strategic focus includes several high-impact programs designed to enhance economic resilience and attract investment. One of these programs is the #2A Mural Trail digital scavenger hunt.

The hunt is hosted online through the developer, [Driftscape](#), and was launched on June 1st, 2026. Starting in Red Deer the hunt directs you to murals in Red Deer, Blackfalds and Lacombe where you are asked questions that can be answered on each mural, with 9 stops in total. Marketing has just started for this project with ads placed on RDNewsNow, social media, a poster campaign, and direct email to target markets.

This program touches on several key project areas defined in the budget process

1. Event Expansion Activities – this will be shared with event attendees in Blackfalds, to increase the time spent in Blackfalds. It will also be used to attract new attendees to events in town.
2. Tourism Attraction Creation – this is a brand-new tourism product to attract more visitors through Blackfalds. Starting first with the Red Deer market.
3. Data Collection – on the back end of the app, we can track how many people attempted the hunt and how long they spent on it. These stats can be used to estimate the ROI of the app and some characteristics of our customers/visitors.
4. Advertising and Promotion – this product is acting as another avenue to share our great businesses as well as a way for our businesses to engage with their customers.

The goal of this product is to have 1000 individual users between June and September. EDTAC members are asked to try, share and promote as best they can the app.

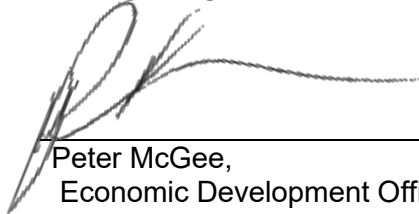
RECOMMENDATIONS

That Economic Development & Tourism Advisory Committee consider the following motion:
That the Economic Development & Tourism Advisory Committee receive the #2A Mural Trail Digital Scavenger Hunt report for information.

ATTACHMENTS

None

APPROVALS



Peter McGee,
Economic Development Officer

MEETING DATE: June 8, 2026
PREPARED BY: Peter McGee, Economic Development Officer
SUBJECT: **Economic Development Strategic Plan Draft RFP**

BACKGROUND

The Blackfalds Council has approved in the 2026 budget to hire a consultant to develop an Economic Development and Tourism Strategy. EDO McGee has created a Request for Proposals (RFP) to call for proposals to complete this strategy.

Attached is the draft RFP that will be released after the final edits are made.

RECOMMENDATIONS

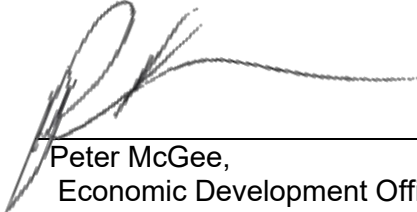
That Economic Development & Tourism Advisory Committee consider the following motion:

That the Economic Development & Tourism Advisory Committee receive the Economic Development Strategic Plan Draft RFP and report for information.

ATTACHMENTS

- *RFP – Economic Development and Tourism Strategy Draft RFP*

APPROVALS



Peter McGee,
Economic Development Officer

BLACKFALDS

A L B E R T A

**Request for Proposal:
Economic Development Strategy for the Town of Blackfalds**

Closing location:
Civic Cultural Centre
5018 Waghorn Street
Blackfalds, AB T0M 0J0

Closing date and time:
~~July 23, 2020~~
~~3:30PM, Mountain Daylight Time~~

General Contact Person
Peter McGee, Economic Development Officer
Phone - 403 885 6246
Email - pmcgee@blackfalds.ca

Town of Blackfalds
Box 220, 5018 Waghorn St.
Blackfalds, AB
T0M 0J0

Table of Contents

- 1. Background..... 3
- 2. Overview..... 3
- 3. Definitions..... 4
- 4. Request for Proposal..... 5
- 5. Confidentiality and Security of Information..... 6
- 6. Vendor Expenses..... 7
- 7. Period of Commitment..... 7
- 8. Multiple Proposals..... 7
- 9. Cost..... 7
- 10. Irrevocability of Proposals..... 7
- 11. RFP Closing..... 8
- 12. Consent to Use Information..... 8
- 13. Information Disclosure and Confidentiality..... 8
- 14. Vendor Profile..... 8
- 15. Financial Audit Services Information..... 10
- 16. Fee Schedule..... 11
- 17. Termination..... 11
- 18. Evaluation Criteria..... 11
- 19. Approval Process..... 12

1. Background

The Town of Blackfalds is seeking qualified consulting services through a formal Request for Proposal process to undertake the Town of Blackfalds 2026 5-year Economic Development Strategy to guide our economic development work through 2031.

The Town of Blackfalds is situated in North-Central Alberta, along the QE II Hwy and Hwy 2A, between the cities of Red Deer and Lacombe and operates under a council-manager form of government. The Council is comprised of six elected members and an elected Mayor. The Chief Administrative Officer is responsible for the Town administration functions.

Blackfalds has been one of Canada's youngest and fastest growing communities for over 10 years, with growth above the provincial average. In 2018 the growth rate was 2.11% compared to the provincial average of 0.9%. Record breaking commercial and industrial development has also been taking place in recent years. The availability of and attractive pricing of land within the community coupled with quality-of-life amenities such as the Abbey Centre, athletic venues such as the skateboard & bike skills park, Regional Transit System (BOLT) and the parks and trails systems are contributing factors to the ongoing growth.

Blackfalds has a population of just over 11,000 and provides municipal services including administration, finance, public works, recreation, water and wastewater services.

The Town of Blackfalds employs approximately 90 FTE employees with additional part time, casual and seasonal workers.

The Town completed an in-house Economic Development and Tourism Strategy in 2021. Due to the shelf life of a strategy, major changes in the economy (i.e. COVID, tariffs), and growth in Blackfalds it is time to completely re-evaluate our economic goals.

Consulting firms who are considering proposal pursuant to this request are encouraged to visit the Town of Blackfalds website @ www.blackfalds.com for an overview of the Town. Also available online are documents pertinent to this proposal such as the Town's [Economic Development and Tourism Strategy](#) and the [Blackfalds Business & Investment Intelligence Tool](#).

2. Overview

The purpose of this Request for Proposals (RFP) is to seek a qualified Economic Development firm to provide services as detailed in this Request for Proposal document.

Economic Development Strategy will include, but are not limited to:

- A 5-year strategic plan with goals, objectives, tactics and desired results.

- Local, Regional, National and International trends impacting Blackfalds current and future economy.
- Identify priority industry sectors and subsectors and the trends and opportunities they create.
- Evaluation of Blackfalds economy and business environment using SWOT, SOARR, or similar techniques.
- Review regional partners and identify opportunities to be unique, better or collaborate.
- Identify strategic economy sectors and assess suitability of available land.
- Development of implementation plan with timelines, goals and measurable results including a mid-plan review.
- Business, regional partners, Town Administration and EDTAC member interviews, findings, and recommendations.
- A final full report, plus a short form summary report that is easy to consume and post on website.

The Town’s Economic Development and Tourism Strategy is available on the Town’s website (www.blackfalds.com) for further information

3. Definitions

Throughout this Request for Proposal the following terminology will be used:

“**Additional Services**” means services requested by Town of Blackfalds not listed within this agreement.

“**Business Day**” means Monday to Friday, excluding holidays.

“**Business Hours**” means 8:30 a.m. to 4:30 p.m. MDT on Business Days.

“**Close of Proposals**” means **3:30 p.m. MDT on July 23, 2020**.

“**Contract**” means the written agreement between the successful Vendor and the Municipality to provide Financial Audit Services contemplated by this RFP.

“**Council**” means Council of the Town of Blackfalds.

“**Evaluation Team**” means the individuals who will evaluate the Proposals on behalf of the Town.

“**Town**”, “**Municipality**” means the Town of Blackfalds

“Municipal Government Act” means the Municipal Government Act, RSA 2000, c M-26 and its relevant regulations as amended from time to time.

“Must”, “mandatory”, “required”, “shall” means a requirement that must be met in substantially unaltered form in order for the Proposal to receive consideration.

“Optional” means a requirement not considered essential, but for which preference may be given.

“Partners” means Town of Blackfalds, regional economic development or tourism organizations, and neighboring municipalities.

“Proponent” means a party signing and delivery of the Proposal documents to the Town.

“Proposal” means an offer by the Vendor to perform the Services in accordance with the Contract Documents and for the proposal price.

“Request for Proposals (RFP)” means the solicitation for the Economic Development Strategy.

“Services” means the functions, duties, tasks and responsibilities to be provided by the Vendor as described in this RFP.

“Should”, “desirable” means a requirement having a significant degree of importance to the objectives of this RFP.

“Vendor” means an organization or a Consortium responding to this RFP with a proposal.

4. Request for Proposal

The Town of Blackfalds will receive proposals for the provision of 5-year Economic Development Strategy to the Town of Blackfalds.

This RFP will be conducted with the objective of maximizing the benefit to the Municipality, while offering Vendors a fair and equitable opportunity to participate.

Vendors are advised that failure to satisfy any term or condition of this RFP may result in an unacceptable Proposal.

4.1 RFP Schedule of Events

RFP Issue Date: July 2, 2020

RFP Inquiries received up to: July 10, 2020

RFP Closing Date and Time: July 23, 2020

~~RFP Award to Successful Proponent (if any): August 11, 2020~~

~~Contract Commencement Date: Upon Award~~

4.2 Proposal Submissions

The proponent shall: Submit three (3) hard copies of the full proposal and one (1) electronic copy, plus 1 digital strategy summary. Proposals may be delivered by hand, courier, or mail. In responding to this RFP, your attention is drawn to the following:

- A Proposal Submission Letter and Proposal Response Form (Appendix 1) must be completed, signed by an authorized representative of the Vendor and included in the Proposal;
- Proposals received unsigned or after this RFP's closing date and time may be rejected;
- Ambiguous, unclear or unreadable Proposals may be cause for rejection; and
- Proposals must be sealed and clearly marked with this RFP's name and RFP closing date and addressed as follows:

Attention: Peter McGee, Economic Development Officer
5018 Waghorn Street
Blackfalds, AB T0M 0J0
pmcgee@blackfalds.com

4.3 Vendor Questions

All questions regarding this RFP must be directed to the RFP Contact in writing by ~~July 10, 2020~~. Enquiries and responses may be distributed to all Vendors, at the Town's discretion.

The Vendor has a responsibility to notify the RFP Contact in writing, of any ambiguity, divergence, error, omission, oversight, contradiction, or item subject to more than one interpretation in this RFP, as it is discovered, and to request any instruction, decision, or direction required to prepare the Proposal.

Verbal responses to enquires are not binding on any party.

5. Confidentiality and Security of Information

5.1 The Vendor, the Vendor's employees, subcontractors, and agents shall:

- Keep strictly confidential all information concerning the Municipality and/or third parties, or any of the business or activities of the Municipality and/or third parties acquired as a result of participation in the RFP;

- Only use, copy or disclose such information as necessary for the purpose of submitting a Proposal or upon written authorization of the Municipality; and,
- The Vendor shall maintain security standards, including control of access to data and other information, consistent with the highest standards of business practice in the industry.

5.2 Conflict of Interest

Vendors must fully disclose, in writing to the RFP Contact on or before the closing date of this RFP, the circumstances of any possible conflict of interest or what could be perceived as a possible conflict of interest if the Vendor were to become a contracting party pursuant to this RFP.

The Evaluation Team shall review any submissions by Vendors under this provision and may reject any Proposals where, in the opinion of the Evaluation Team, the Vendor could be in conflict of interest or could be perceived to be in a possible conflict of interest position if the Vendor were to become a contracting party pursuant to this RFP.

6. Vendor Expenses

The Vendor is responsible for all costs of preparing and presenting its Proposal and for subsequent negotiations, if any, with the Municipality.

7. Period of Commitment

Proposals shall be final and binding on the Vendor for 90 days from this RFP's closing date and time and may not be altered by subsequent offerings, discussions, or commitments unless the Vendor is requested to do so by the Evaluation Team.

8. Multiple Proposals

If multiple Proposals are offered, the Vendor must submit each Proposal separately in the same format as outlined in the RFP. Proposals must meet the fundamental intent of this RFP. The Evaluation Team will decide the acceptability of each Proposal.

9. Cost

Annual cost to complete the assessment service must be quoted in Canadian dollars and exclusive of GST.

10. Irrevocability of Proposals

Vendors may amend or withdraw their Proposal prior to this RFP's closing date and time by submitting a clear and detailed written notice to the RFP Contact. All Proposals become irrevocable after this RFP's closing date and time.

Until the close of Proposals, the Proponent may withdraw its Proposal without penalty or forfeiture.

11. RFP Closing

This RFP will close July 23, 2020 at 3:30 p.m. MDT. Proposals must be received by the RFP Contact before 3:30 p.m. MDT on this RFP's closing date.

The Town may, by notice or addendum to all Proponents, postpone the Close of Proposals. **All notices and addendum, including the proposal documents, will be issued via the Province of Alberta's "Alberta Purchasing Connection" website and the Town of Blackfalds website. Notices to the Town of Blackfalds website are for information only and are not to be interpreted as binding on the Agreement.**

12. Consent to Use Information

The Vendor consents and has obtained the written consent from any individuals identified in the Proposal, to the use of their personal information in the Proposal by the Municipality, the Municipality employees, subcontractors and agents, to enable the Municipality to evaluate the Proposal.

13. Information Disclosure and Confidentiality

13.1 FOIP

All documents submitted to the Municipality will be subject to the protection and disclosure provisions of the *Freedom of Information and Protection of Privacy Act (FOIP)*. FOIP allows persons a right of access to records in the custody and control of the Municipality, subject to limited and specific exceptions. It also prohibits the Municipality from disclosing the Proponent's personal or business information where disclosure would be harmful to the Proponent's business interests or would constitute an unreasonable invasion of personal privacy as defined in Sections 16 and 17 of the Act. Proponents are encouraged to identify all portions of their submissions that are confidential and what harm could reasonably be expected from its disclosure. The Municipality cannot assure Proponents that any portion of the Proponent's documents will remain confidential under FOIP. Under no circumstances, however, will the Municipality disclose information contained in a Proposal to any other Proponent prior to the award of a contract.

13.2 Proposal Return

Proposals and accompanying documentation submitted by Vendors are the property of the Municipality and will not be returned.

13.3 Proposal Rejection

The Evaluation Team may reject the lowest cost Proposal, or any or all Proposals.

14. Vendor Profile

The Proposal must include:

- A brief introduction of the Vendor, identifying the members of the consortium (if applicable) and the Prime Vendor who will be the Consortium's contact with the Municipality;

- The full legal name of the Vendor. In the case of Consortium Proposals, the full legal name of the Prime Vendor and each Consortium member must be provided;
- The location of the Vendor's head office and service centers. For Consortium Proposals, head office and service centre locations must be provided for each Consortium member;
- A Vendor contact for all questions and clarifications arising from the Proposal. The contact information should include the person's title, address including email, telephone and facsimile number;
- A Vendor contact authorized to participate in contract negotiations. The contact information should include the person's title, address including email, telephone and facsimile number;
- Response to each of the Vendor Requirements identified in this RFP; and
- Details of any and all subcontracting arrangements proposed by the Vendor.

14.1 Vendor References

The Proposal must include corporate references from at least three (3) clients in which the Vendor has provided services that are similar in scope and complexity to the services described in this RFP. References must include the name of the municipality and official contact person and should include a street address, email address and telephone number. The Municipality may contact these or other references without prior notice to the Vendor. Vendors who, in the opinion of the Municipality, receive unsatisfactory references may have their Proposal rejected.

14.2 Appendices

If the Vendor wishes to include any other material not specifically requested by this RFP, it may do so by including additional appendices in the Proposal.

14.3 Disclaimer of Liability and Indemnity

By submitting a Proposal, a Proponent agrees:

- To be responsible for conducting its own due diligence on data and information upon which its Proposal is based;
- That it has fully satisfied itself as to its rights and the nature extended to the risks it will be assuming;
- That it has gathered all information necessary to perform all of its obligations under its Proposal;

- That it is solely responsible for ensuring that it has all information necessary to prepare its Proposal and for independently verifying all information itself with respect to any terms or conditions that may affect its Proposal;
- To hold harmless the Municipality, its elected officials, officers, employees, insurers, agents or advisors and all of their respective successors and assigns, from all claims, liability and costs related to all aspects of the RFP process;
- That it shall not be entitled to claim against the Municipality, their elected officials, officers, employees, insurers, agents or advisors on grounds that any information, whether obtained from the Municipality or otherwise (including information made available by its elected officials, officers, employees, agents or advisors, regardless of the manner or form in which the information is provided) is incorrect or insufficient;
- That the Municipality will not be responsible for any costs, expenses, losses, damages or liability incurred by the Proponent as a result of or arising out of submitting a Proposal or due to the Municipality's acceptance or non-acceptance of its Proposal; and
- To waive any right to contest in any proceeding, case, action or application, the right of the Municipality to negotiate with any Proponent for the contract whomever the Municipality deems, in their sole and unfettered discretion, to have submitted the Proposal most beneficial to the Municipality.

15. Project Team Information

15.1 Requirements

- Qualifications of all those identified in the Proposal who would be responsible for delivering the services to the Town.
- Having sufficient staffing, facilities, financial resources and expertise to address the scope of the audit services.
- Demonstrate an understanding of legislation relevant to the local government environment.
- Description of economic development professional services provided to other local government clients and innovative products offered by your firm as well as any specific pricing structure for such services.

15.2 Scope of Work

The vendor must:

- Examine current and past Blackfalds Economic Development strategies/reports, regional economic development strategies, and land use planning documents.
- Provide information to the Town, in writing, a 5-year strategic plan with goals, objectives, tactics and desired results. This plan will include:

- Local, Regional, National and International trends impacting Blackfalds current and future economy.
 - Identify priority industry sectors and subsectors and the trends and opportunities they create, plus recommendations of how to leverage them.
 - An evaluation of current economic environment and review regional partners and identify opportunities and a schedule to continue to evaluate.
 - Identify strategic economy sectors and assess suitability of available land.
 - Implementation plan with timelines, goals and measurable results.
 - Business, regional partners, Town Administration and EDTAC member interviews, findings, and recommendations.
- The strategic plan should be suitable for printing and posting in public forums.
 - The strategic plan should be visually appealing including charts, graphs and infographics for ease of consumption.
 - Council presentation a completion of project.

15.3 Insurance

- Proof of Errors and Omissions Liability Insurance coverage to a minimum of \$2,000,000 per occurrence.
- Provide a valid Workers Compensation Board account number and be responsible for WCB coverage.

16. Fee Schedule

- The Proposal shall identify the fee structure for the identified services over the entire life of the contract. The Town reserves the right to seek clarification on such information during the evaluation process.

17. Termination

Agreement may be terminated as follows:

- By the Municipality effective immediately, for cause, upon notice to the Agency.
- By either the Municipality or the Agency for any reason whatsoever upon ninety (90) days' notice to the other party;

18. Evaluation Criteria

The Town reserves the right to accept or reject any or all Proposals and to waive irregularities and informalities at its discretion. The Town reserves the right to accept a Proposal other than the lowest Proposal without stating reasons. By the act of submitting its Proposal, the Proponent

waives any right to contest in any proceedings or action the right of the Town to award the Services to any party in its sole and unfettered discretion. Without limiting the generality of the foregoing, the Town will evaluate proposals based on the following weighting:

- Proposal Quality (readability, layout, etc.) 5%
- In accordance with RFP 5%
- Approach and Methodology 40%
 - Quality and quantity of Information Source(s) – (10%)
 - Stakeholder/regional partner engagement – (10%)
 - Sector and Land Use Assessment (10%)
 - Implementation of Strategy and Performance Metrics (10%)
- Qualifications (Experience, Education, etc.) 15%
- References (including Municipal) 10%
- Timeline 10%
- Fee Structure 15%

This is a Request for Proposal and not an Invitation to Tender or Invitation to Request for Proposal. You are therefore advised that the Town reserves the right to:

Accept a proposal with negotiation.

Reject a proposal without negotiation.

Negotiate changes in the technical or financial content of the successful proposal.

Subject to the requirements of FOIP, ratings shall be confidential, and no totals or scores of such ratings shall be released to any party.

19. Approval Process

Acceptance of a Proposal by the Town shall only be communicated by written notice from the Town to the successful Proponent. Notice of acceptance by the Town shall be delivered in writing at the address for the successful Proponent set out in the Proposal received.

The Town of Blackfalds reserves the right to accept or reject any and all Proposals, and to waive irregularities and informalities at its discretion. The Town reserves the right to accept a Proposal other than the lowest Proposal without stating reasons. By submitting its Proposal, the Bidder waives any right to contest, in any proceedings or action, the right of the Town to accept or reject any Proposal in its sole and unfettered discretion. Without limiting the generality of the foregoing, the Town may consider any other factor besides price and capability to perform the work in its sole and unfettered discretion.

Bidder/Company Name: _____

Contact: _____

Address: _____

Phone/Fax: _____ Email/Website: _____

References

1. _____

2. _____

3. _____

Authorized Signature: _____

Title: _____

Date: _____

MEETING DATE: June 8, 2026

PREPARED BY: Peter McGee, Economic Development Officer

SUBJECT: **Lacombe and District Chamber of Commerce Digital Sign Update**

BACKGROUND

In 2025, EDTAC conducted a Business Walk which brought attention to a communal challenge that our businesses were facing, lack of marketing opportunities. To help Blackfalds business with this challenge the Lacombe and District Chamber of Commerce has proposed installing a digital sign at the south end of town.

This proposal was brought to EDTAC at the April meeting. EDTAC requested the Chamber present more information at the next meeting before making a recommendation to council.

This report is to communicate that the Chamber has requested more time to prepare this presentation and plan to return to EDTAC in the Fall.

RECOMMENDATIONS

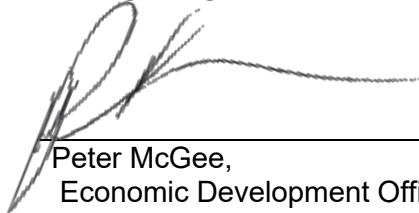
That Economic Development & Tourism Advisory Committee consider the following motion:

That the Economic Development & Tourism Advisory Committee accepts the Lacombe and District Chamber of Commerce Digital Sign Update report for information.

ATTACHMENTS

- 4.3 RFD, 2026 Digital Sign - April 2026

APPROVALS



Peter McGee,
Economic Development Officer

MEETING DATE: April 13, 2026
PREPARED BY: Peter McGee, Economic Development Officer
SUBJECT: **Lacombe and District Chamber of Commerce Digital Sign**

BACKGROUND

In 2025, EDTAC conducted a Business Walk which brought attention to a communal challenge that our businesses were facing, lack of marketing opportunities. To help Blackfalds business with this challenge the Lacombe and District Chamber of Commerce has proposed installing a digital sign at the south end of town.

This proposal goes against Blackfalds Land Use Bylaw that restricts digital signs in town. To allow this sign a one-time amendment needs to be made by council.

BUSINESS

Provided that EDTAC is in favour of pursuing this digital sign a presentation needs to be to council requesting this amendment and more work needs to be done with The Lacombe and District Chamber to navigate the process.

ATTACHMENTS


None

RECOMMENDATIONS

That Economic Development & Tourism Advisory Committee consider the following motion:

THAT the Economic Development & Tourism Advisory Committee endorse the proposal that Economic Development Officer McGee, work with the Lacombe and District Chamber of Commerce; to instal a digital sign at the south end of town; and

Further be it resolved that the Economic Development & Tourism Advisory Committee refer the proposal to Blackfalds Council recommending that the Land Use Bylaw be amended to allow for the digital sign.



Peter McGee,
Economic Development Officer

MEETING DATE: June 8, 2026
PREPARED BY: Peter McGee, Economic Development Officer
SUBJECT: **EDTAC and Community Events**

BACKGROUND

Community events can provide a great opportunity to connect with existing businesses and perspective businesses. There are 2 events happening in Blackfalds this summer that have provided opportunities for EDTAC to connect with these existing businesses, future businesses, and the community in general, Blackfalds Days (June 19 – 21st) and the Blackfalds Street Dance (August 21st).

At each of these events we would set up a table/booth to meet and greet attendees of the events. We would share messages around the strength and celebrations of our local economy, information sharing about EDTAC, EDO McGee and regional supports, plus an opportunity to connect with the business community face to face.

RECOMMENDATIONS


That Economic Development & Tourism Advisory Committee consider the following motion:

That the Economic Development & Tourism Advisory Committee receive the EDTAC and Community Events report for information, acknowledge that these opportunities are valuable, and that members will commit to signing up to volunteer for these events through the Economic Development Officer.

ATTACHMENTS

None

APPROVALS



Peter McGee,
Economic Development Officer

MEETING DATE: June 8, 2026

PREPARED BY: Peter McGee, Economic Development Officer

SUBJECT: **Lemonade Day – Request for Judges**

BACKGROUND

In 2026, the Town of Blackfalds will again be collaborating with Community Futures East Parkland and other communities to host Lemonade Day on June 13th.

Lemonade Day serves as a complimentary, engaging initiative aimed at educating youth on the fundamentals of establishing, managing, and operating a business, specifically a lemonade stand.

The primary goal of Lemonade Day is to empower young individuals to take ownership of their futures by fostering their development into productive members of society, including future business leaders, social advocates, volunteers, and innovative citizens.

Each child who registers will receive a backpack containing an Entrepreneur Workbook or access to the "My Lemonade Day" app, and will participate in Lemonade University, where instructors from Community Futures will provide essential lessons on budgeting, setting profit goals, serving customers, repaying investors, and contributing to the community.

Throughout the program, participants will cultivate skills in goal-setting and problem-solving while enhancing their self-esteem, all while enjoying the process and expressing their creativity.

The program has been promoted through various channels, including the Town of Blackfalds' regular communication methods, social media, and the town newsletter. EDO McGee has presented to over 200 students in grades 3 to 5 within the Public School system, and information has been shared with the Catholic School system for further distribution. Currently, there are 19 participants registered from Blackfalds.

Prizes will be awarded for "Area Best Entrepreneur," "Area Best Tasting Lemonade," and "Area Best Lemonade Stand." Three to five judges will receive a map of all the stands and will visit each one, either individually or as a group, during the day to evaluate and award prizes to the winners.

SUMMARY

EDO McGee is requesting 3 to 5 thirsty volunteers to be judges on Lemonade Day June 13th.

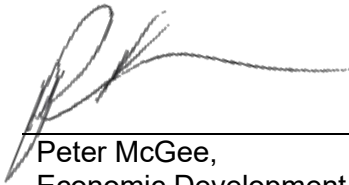
RECOMMENDATIONS

That the Economic Development & Tourism Advisory Committee consider the following motion:

That the Economic Development & Tourism Advisory Committee receive the Lemonade Day – Request for Judges report for information and that members select _____, _____, _____ and _____ from Economic Development & Tourism Advisory Committee to be the Official 2026 Lemonade Day Judges.

ATTACHMENTS

- **Lemonade Day Rules for Judges 2026**
- **Lemonade Day Score Card**
- **Question Guide for Judges**



Peter McGee,
Economic Development Officer

LEMONADE DAY

Rules & Guidelines that your Judges should be aware of...

1. Potable water such as municipal water or bottled water must be obtained for the preparation of drinks. Only commercially made/bagged ice can be used. Scoops must be used to dispense ice.
2. All the drinks must be prepared on site. NOT prepared in a private home and taken to the stand.
3. The event is held outdoors. No stands may be setup inside of businesses. Some protection for bad weather should be considered. For example, shelters and umbrellas can be used to protect against windblown dirt/rain. Avoid graveled areas in favor of concrete/asphalt/lawn when setting up your food preparation area. All the ingredients containers should be covered.
4. Hand hygiene: recommend that a temporary handwashing station be set up on site by using a water jug with soap/paper towel, and waste bucket, or alcohol-based hand sanitizer can be used.
5. Containers and mixing utensils - bring extra, store in sealed plastic tub to keep them clean.
6. Any cutting utensils/ cutting boards – bring extra, or basins with water/sanitizer/soap methods and waste bucket to clean them on site. Soiled utensils must be stored separately from the clean ones. Preferable use single use disposable items.
7. All the serving utensils must be single use disposable ones only.
8. A spray bottle with approved sanitizing solution must be on site for sanitizing food contact surfaces such as prep tables. Recommend that commercially ready to use sanitizer be obtained.
9. Garbage bins with liners must be provided at each location.
10. No animals/pets are allowed at the food preparation area.
11. No home made or unpackaged edible or consumable items except lemonade are permitted. Only commercially packaged and sealed food items may be sold e.g. bag of chips.
12. All participants must have attended a Lemonade University training session.
13. All participants must display their Food and Safety Certificate on their Lemonade Stand.
14. An adult must be on site for the duration of the time the stand is open for business.
15. Lemonade Day is a rain or shine event, it will take place on June 13, 2026 ONLY.
16. In the event a Lemonade Day town is evacuated due to Forest Fires on June 13, 2026, Lemonade Day will be cancelled for that town and will not be rescheduled.

LEMONADE DAY

Judges Score Card

Judges Name

Stand Name: _____

Kids Name(s): _____

Is their Lemonade Day Food & Safety Certificate displayed in clear view? YES NO

Do the participants at the stand appear to be following *all* of the rules? YES NO

If **NO**, which rule was broken: _____

Best Entrepreneur

Please Score from 1 (low) to 5 (high)

BUSINESS SKILLS:

Customer Service Skills: _____

Unique Idea or Theme: _____

Stand Location: _____

Marketing / Advertising: _____

Supporting a Charity: _____

GOALS

Customer Service Skills: _____

Unique Idea or Theme: _____

STORY

Discretionary Bonus Points (1 to 5) _____
recipe, name choice, stand building, etc.

Ability to talk about what went well _____
and what they would do differently

Discretionary Bonus Points (1 to 5) _____
awarded for something remarkable/unique

TOTAL POINTS

NOTES: _____

Best Tasting Lemonade

Please Score from 1 (low) to 5 (high)

Creativity (name/presentation/flavor) _____

Following *food* safety rules? _____

Ability to describe their recipe? _____

How does the Lemonade taste? _____

Discretionary Bonus Points (1 to 5) _____
awarded for something remarkable/unique

TOTAL POINTS

Best Lemonade Stand

Please Score from 1 (low) to 5 (high)

Creativity (decorations, look of stand) _____

Kids involved in making stand? _____

Clear Signage of what they're selling? _____

Unique Theme? _____

Unique Brand or Slogan? _____

Open / Closed Time Displayed? _____

Sign for Charity they're supporting? _____

Neat / Organized? _____

Discretionary Bonus Points (1 to 5) _____
awarded for something remarkable/unique

TOTAL POINTS

LEMONADE DAY

Question Guide for Judges

Judges are encourage to have a **friendly conversation** with the young entrepreneurs. The questions below can help guide your discussion while you complete the scorecard.

Note: *The are suggested questions to ask when visiting stands. We understand you may need to visit multiple stands and time is important depending on the number of stands.*

Getting Started

Hi! My name is _____ and I'm one of the Lemonade Judges today. Can you tell me your name and the name of your stand?

Best Entrepreneur Questions

(Business, Goals, and Story)

- What made you decide to start a lemonade stand this year?
- Did you come up with the idea for your stand yourself?
- How did you decide where to set up your stand today?
- How did you let people know about your stand? (Signs, social media, word of mouth?)
- Are you supporting a charity today? If so, which one and why did you choose it?
- What was your goal for your lemonade stand today?
- Did you set a goal for how many cups you want to sell?
- What would make today a successful Lemonade Day for you?
- What was the hardest part of starting your lemonade stand?
- What was the most fun part?
- If you did this again next year, what would you do differently?
- What are you most proud of about your stand today?

Best Tasting Lemonade Questions

- What ingredients are in your lemonade recipe?
- Did you make the recipe yourself or follow a recipe?
- What makes your lemonade special or different?
- How did you decide on the flavour?

Best Lemonade Stand Questions

- Did you help design or build the stand?
- What inspired the theme or decorations?
- Did you come up with your stand name or slogan?
- How did you decide how much to charge for lemonade?

Optional Questions

- If your lemonade stand became a real business one day, what would you call it?
- What other things would you sell besides lemonade?
- Would you hire employees someday?