

Purpose:

To create jobs and broaden the industrial and commercial tax base of the City.

Policy Statement(s):

The City shall maintain a program of economic development through the following services:

1. The encouragement of local businessmen and entrepreneurs in their efforts to expand their existing businesses, and undertake new endeavours. Efforts are to be directed in all areas of economic development, including retail and office development, tourism, conventions and manufacturing.
2. External economic development activity is to be concentrated in attracting business and industry to Red Deer.
3. The continuation of a Land Bank for industrial, commercial and residential development.
4. The marketing of industrial and commercial land.
5. The general promotion of the City.

Authority/Responsibility to Implement:

City Manager

Approval History:

Approved: September 9, 1996

Administrative Revisions:

Date:	Revision:
March 12, 2010	New template
May 13, 2010	Policy number changed from 4501 to 6201