

Request for Decision

Title	Business License White Paper
Proposed Motion	<ol style="list-style-type: none"> 1. That Council receive the Business License White Paper as information. 2. That Council refer the Business License White Paper to the Economic Development Advisory Board for a recommendation.
Administrative Recommendation	Administration supports the White Paper as base line information that will aid in facilitating further discussion and investigation into the options of implementing a Business Licensing system.
Previous Council Direction	<p>December 8, 2015 - Motion 401/15:</p> <p>That Sturgeon County Council directs staff to include an initiative to evaluate (in 2017) and as appropriate recommend implementation (2018) of Business Licensing for Council's consideration when approving the 2017 - 2019 Corporate Business Plan.</p>
Report	<p><u>Background Information</u></p> <p>During the December 8, 2015, Regular Council Meeting, Council passed a motion directing Administration to evaluate the pros and cons of Sturgeon County implementing a Business Licensing System. The motion calls for the research and analysis of a business case that could be presented to Council during the 2017 Budget process for consideration for implementation in 2018 should Council support the initiative.</p> <p>Administration has undertaken steps to complete some research and analysis in the form of a White Paper that would be used by Administration to create a business case for a Business License System in 2018.</p> <p>Administration contracted services to complete the following tasks in preparing the White Paper:</p> <ol style="list-style-type: none"> 1. Environmental Scan of current state 2. Industry Best Practice 3. Operational Impacts <p><u>External Communication</u></p>

The following groups and individuals were interviewed/consulted:

1. Economic Development Advisory Board;
2. Councilor Susan Evans (initiator of motion);
3. Manager, Economic Development;
4. Manager, Protective Services;
5. Manager, Current Planning & Development Services; and
6. Other Municipalities:
 - Parkland County
 - Leduc County
 - Lacombe County
 - Lamont County
 - Mountain View County
 - Red Deer County
 - Strathcona County
 - Wetaskwin County

Summary and details with respect to the interviews are detailed within the attached White Paper.

Based on the research and common practice information collected, if Council chooses to support a Corporate Initiative to implement Business Licensing for the County, the most suitable next step would be to delegate to the Economic Development Board, using the information contained in the White Paper, to bring back a recommendation for Council later in 2017.

Relevant Policy/Legislation/Practices:

The *Municipal Government Act* provides municipalities the ability to pass Business License bylaws. Specifically, section 8 Powers, Under Bylaws state:

Without restricting Section 7, a Council may in a bylaw passed under this Division

- (c) provide for a system of licenses, permits or approvals, including any or all of the following:
- (i) establishing fees for licenses, permits and approvals, including fees for licenses, permits and approvals that may be in the nature of a reasonable tax for the activity authorized or for the purpose of raising revenue;
 - (ii) establishing fees for licenses, permits and approvals that are higher for persons or businesses who do not reside or maintain a place of business in the municipality;
 - (iii) prohibiting any development, activity, industry, business or thing until a license, permit or approval has been granted;
 - (iv) providing that terms and conditions may be imposed on any license, permit or approval, the nature of the terms and conditions and who may impose them;
 - (v) setting out the conditions that must be met before a license, permit or approval is granted or renewed, the nature of the conditions and who may impose them;

	(vi) providing for the duration of licenses, permits and approvals and their suspension or cancellation for failure to comply with a term or condition or the bylaw or for any other reason specified in the bylaw;
Implication of Administrative Recommendation	<p><u>Strategic Alignment:</u> A system that collects data related to local businesses could be beneficial in supporting Strategic Goal 2.1 with respect to a positive business environment. The challenge with building a system that helps collect, maintain and report on this data while not adding an unreasonable cost burden to the business community.</p> <p><u>Organizational:</u> None at this point in time.</p> <p>Should Council support a 2018 Corporate Initiative to implement a Business Licensing System; a business case, process review and roles and responsibility mapping will need to be completed in order to determine whether additional staff and financial resources and systems are required to operate the system.</p> <p><u>Financial:</u> Typically, business license fees can generate enough revenue to pay for staff and organizational resources needs to operate a Business License system.</p>
Alternatives Considered	That Council refer the Business License White Paper back to Administration for further research and analysis.
Implications of Alternatives	<p><u>Strategic Alignment:</u> The Strategic Alignment would still apply pending a final decision by Council.</p> <p><u>Organizational and Financial Implications:</u> Administration would complete further work based on Council direction.</p> <p><u>Financial:</u> None other than staff time to complete the extra work on this project.</p>
Follow up Action	Economic Development Board to add this item to the next Economic Development Board Meeting Agenda.

**Report Reviewed
by:**



Clayton Kittlitz, Manager of Current Planning & Development Services



Stephane Labonne, General Manager of Integrated Growth



Peter Tarnawsky, County Commissioner – CAO

Strategic Alignment Checklist

Vision: Sturgeon County: a diverse, active community that pioneers opportunities and promotes initiative while embracing rural lifestyles.

Mission: Provide quality, cost effective services and infrastructure to meet the diverse needs of the Sturgeon County community, while improving competitiveness and sustainability.

Focus Areas	Not consistent	N/A	Consistent
Strong Local Governance and Regional Leadership			
<i>We promote consistent and accountable leadership through collaborative and transparent processes (Strategic Plan, pg. 27 MDP)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <i>Consistent with neighborhood role (see MDP), master plans,, policies</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Considers fiscal stability and sustainability</i> 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <i>Has a positive impact on regional and sub-regional cooperation</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Respect the Natural Environment			
<i>We acknowledge the importance of a healthy environment and will minimize and monitor our impact on ecosystems (Strategic Plan, pg. 27 MDP)</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Compliance with Provincial and Federal regulations and/or legislation</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Ensure effective environmental risk management</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Community Identity & Spirit			
<i>We will build upon our strengths, where together we will create an inclusive, caring community (Strategic Plan, (Strategic Plan, pg. 27 MDP)</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Promotes and/or enhances residents' identification with Sturgeon County</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Enhances service provision through community partnerships</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Supports Sturgeon County's cultural history</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Planned Growth and Prosperity			
<i>We encourage varied and integrated enterprises that enhance our strong economic base, while balancing the needs of the community and natural environment. (Strategic Plan, pg. 27 MDP)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <i>Does the proposal align with the Integrated Regional Growth Strategy (map/policies) pg. 26 MDP</i> 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <i>Considers cumulative costs and long-term funding implications</i> 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <i>Targets growth around current or planned infrastructure</i> 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Maintain and Enhance Strong Communities			
<i>We are committed to a safe, secure community, where our residents are respected and provided with access to opportunities. (Strategic Plan, pg. 27 MDP)</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Positive impact on residents' quality of life</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Supports and promotes volunteer efforts</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Provides programs and services that are accessible to all residents</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Operational Excellence			
<i>We have the organizational capability to deliver consistent and defined levels of service to all stakeholders in a professional, efficient, and cost effective manner</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <i>Staff have the knowledge, skills and capability to perform their jobs</i> 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <i>Streamlines operational processes and policies</i> 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <i>Promotes engagement and professional interaction with stakeholders</i> 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <i>Considers a cost-structure which allows Sturgeon County to remain competitive within a regional, national and global context</i> 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>