



MAIN STREET

CITY OF
Leduc

Starting a Small Business in the City of Leduc

Your Resource Guide

Table of Contents

Thinking of Starting a Business in the City of Leduc?	1
Partners in Your Business Success	1
Municipal – City of Leduc.....	1
The City of Leduc.....	1
Economic Development	1
City of Leduc Business Licences	1
Planning.....	2
Commercial Taxation & Assessment.....	3
Commercial Utilities.....	3
Procurement Services	4
Other Local Business Supports.....	4
Leduc, Nisku & Wetaskiwin Regional Chamber of Commerce (The Chamber)	4
Start-Up Leduc Wetaskiwin Region.....	4
Discover Leduc Region	5
Leduc Downtown Business Association (DBA).....	5
Provincial – Province of Alberta.....	5
Small Business Resources	5
Alberta Innovates.....	5
Connectica by Alberta Innovates	5
Business Link	5
ALIS.....	6
ATB Entrepreneur Center.....	6
Federal – Government of Canada	6
Overview of Services for Small Business.....	6
Business Development Bank of Canada.....	6
Business Link	6
Community Futures – Capital Region	6
BizPal.....	6
Canadian Industry Statistics.....	6
Futurpreneur Canada.....	6
Planning to Start Your Business	7

Thinking of Starting a Business in the City of Leduc?

You've decided to start a business! Whether you've recently found a niche to service, discovered a gap in the region, or are bringing a long-standing dream to fruition, entrepreneurship is both exciting, and sometimes intimidating. From home-based businesses, to commercial storefronts, to those dreaming of exporting their expertise or products around the world, the City of Leduc Planning & Economic Development (PED) team is here to help you along your journey. Starting a business is a huge endeavor. It's a marathon, not a sprint. Taking the process one step at a time will lay the groundwork for future success, and we hope this guide will help.

Partners in Your Business Success

Municipal – City of Leduc

The City of Leduc

<https://www.leduc.ca>

Your city is here to help you get started right. Navigating the requirements of Land Use Bylaw, permits and beyond can be daunting, but our team members are available to assist. We want to help ensure you are not wasting your valuable time and money.

The City of Leduc offers a variety of services and information (as well as secure payment options for taxes and utilities) via Virtual City Hall*; available to all business owners as well as residents. Once you have set up your taxation and utilities accounts, you can use either your tax roll number, utility account number or general receivables account number to create an account and maintain your information online.

*Virtual City Hall: <https://www.leduc.ca/vch>

Economic Development

<https://www.leduc.ca/economic-development>

This is your first step if you have business questions, and don't know who to go to. Economic Development can connect you with the answers, or the people who know them. Economic Development is happy to provide concierge business support services to help you navigate the City of Leduc's unique landscape, as well as networking and support opportunities.

City of Leduc Business Licences

<https://www.leduc.ca/business-licences-permits/applying-business-licence>

Who Needs a Licence?

All businesses operating within the City of Leduc require a City of Leduc Business licence, which are to be renewed on January 01 annually. Licence requirements, exemptions and schedule can be found in the City of Leduc Business Licence Bylaw*, and the structure can be found in the Fees Bylaw**.

The City of Leduc is pleased to offer support services to all businesses within its boundaries. When you apply for your business licence, your information is shared with our development permit and building/safety code staff, who are here to provide important services to you (see below).

*Business Licence Bylaw: <https://www.leduc.ca/business-licence-bylaw-767-2011>

*Fees Bylaw: <https://www.leduc.ca/fees-bylaw>

Types of Business Licences

- General – Businesses based within the City of Leduc, in either the Commercial or Industrial Land Use areas.
- Resident (Home Based Business) – Businesses based within the City of Leduc, within a residential dwelling.
- Non-Resident – Businesses based outside the City of Leduc limits
- Mobile – Businesses that operate out of a temporary structure, display, or stand
- Non-Profit or Charitable Organization – NPOs and Charities operating within the City of Leduc

Business Directory

<https://www.leduc.ca/business-directory>

Information collected from business licences is also used to keep your information up to date on the revamped City of Leduc Business Directory.

Note: Home Based Businesses have the option of displaying their home address on the business directory, or use the City of Leduc Civic Centre.

Planning

<https://www.leduc.ca/departments/planning-development-0>

Your source for local permits, applications, Land Use Bylaw information and enforcement, as well as building and inspection services within the City of Leduc.

Planning

Our Planning team are your guides to what is able to go where. Versed in City of Leduc bylaws, policies, procedures and regulations, as well as the Municipal Government Act of Alberta, they help maintain the high community standards when it comes to doing business in Leduc. Provincial leaders in permit turn around time, the City of Leduc Planning Team will have you up and running before you know it! Approval of development permits, sign permits and enforcement of the Land Use Bylaw are all carried out by this team. The Government of Canada's BizPal* can help narrow down the permits and approvals you need to operate a sector specific business within the City of Leduc, but our Planning team will provide the supports needed to ensure you are operating within guidelines.

*BizPal: <https://services.bizpal-perle.ca/?b=48>

Development Permits

<https://www.leduc.ca/permits-applications/development-permits>

A development permit can be your formal permission from the City of Leduc to begin construction, addition or renovation of your property. If you are renting or leasing your space, you will require

Talk to Planning Before You Sign!

Once you've found your potential business location, be sure to contact Planning to make sure your business type falls under the Land Use Bylaw before signing your lease.

For home-based businesses, this is also an important step.

planning@leduc.ca

additional permission from the building owner to complete the work. The type of work that would require a development permit includes, but isn't limited to:

- New buildings on the property
- Additions to the existing building
- Change of use or intensity of the use of the land or existing buildings
- Signage on buildings or private land
- Patio construction (seasonal & permanent)

If you are planning on changing your building or business, and are unsure if you require a development permit, please contact planning@leduc.ca

Building & Inspection Services

<https://www.leduc.ca/residential-building-permits/building-inspection-services>

Working on a new build? Making significant improvements to your existing location? You'll need the input from the City of Leduc's Building and Inspection Services Team to ensure your property meets or exceeds the National Building Code.

Commercial Taxation & Assessment

<https://www.leduc.ca/commercial-taxation-assessment>

The City of Leduc's Tax & Assessment department can help you learn about property tax and assessment, view the online tax calculator to estimate future assessment values, and enroll in the City of Leduc's Tax Installment Payment Plan.

Tax and Assessment notices are mailed during the month of May. The tax year runs from January 1 to December 31, and the tax bill is due half way through the year on June 30, if not enrolled in the Tax Installment Payment Program.

The Tax Installation Payment Plan (TIPP)* is available at no cost to all businesses within the City of Leduc, splitting their payment over 12 equal payments through the year. Enrollment can happen at any point in the year.

*TIPP: <https://www.leduc.ca/tipp-sign-form>

Commercial Utilities

<https://www.leduc.ca/commercial-utilities>

The City of Leduc provides:

- water
- sanitary sewer
- storm water services
- limited waste and recycling services

The City of Leduc does NOT provide:

- natural gas

Emergency Water & Wastewater Services

For after-hours water and wastewater support, call
780-980-7108

- electricity

Utilities are billed every 60 days, and due the 15th of the month.

Property Owners: To set up your utilities, contact 780-980-7177 and ask for Commercial Utility Services. The team will walk you through the process.

Rent/Leaseholders: Businesses that are renting or leasing (i.e. are not the building owner) have an additional form* to fill out prior to opening their utilities account. A deposit is required if you are not the registered property owner.

*Commercial Renter Application: <https://www.leduc.ca/commercial-renter-application-form>

Garbage and Recycling for Small Business

<https://www.leduc.ca/commercial/waste-recycling-business>

The City of Leduc does not provide pickup services for commercial businesses, and as such coordination with a third-party waste removal provider or your landlord will be required. While a third party is needed for the primary waste removal, the City of Leduc Eco Station* (6102 46 St, Leduc, AB) offers businesses a staffed drop-off location to help divert a range of materials from the landfill.

Home based businesses can expect regular residential pickup schedules for standard waste, and have the option of utilizing the Eco-Station the same way as storefront businesses.

*Eco Station Hours & Information: <https://www.leduc.ca/ecostation>

Procurement Services

<https://www.leduc.ca/doing-business-leduc>

Have a service or product that would be of value to the City of Leduc? All tender opportunities are posted for competition online. Local businesses have the opportunity to become vendors for the City of Leduc through an open and transparent procurement process.

Other Local Business Supports

Leduc, Nisku & Wetaskiwin Regional Chamber of Commerce (The Chamber)

<https://www.yourchamber.ca/>

Connecting, supporting and promoting local businesses in the region, The Chamber provides networking, educational and support opportunities. With over 1,100 members, you will gain an active network of professionals with this team. Also, the home of Discover Leduc Region (Tourism) and Start-Up Leduc Wetaskiwin Region (Business).

Start-Up Leduc Wetaskiwin Region

<https://www.startupleduc.ca>

Dedicated support for Start Up and New Businesses, aged 0-5 years, to help get you going. Funded in part by the City of Leduc, operated by The Chamber in partnership with LightHouse Co-Work, the program provides business support coaching, resources, networking, and an Entrepreneurial Training Program that focuses on starting your business in Leduc on the right foot.

'You don't know what you don't know'. It's a cliché for a reason. You know what you know about your business, and you're excited to share it with your community, peers and beyond. You may already have 80% of the plan already done in your head, but a **business plan** helps you identify and focus on the 20% you have to investigate. A complete business plan, putting it together on paper, can help prevent costly mistakes that could have been avoided. Start-Up Leduc Wetaskiwin Region can help you develop and review your business plan.

Discover Leduc Region

<https://discoverleduc.ca/>

Tourism and Hospitality based businesses are encouraged to reach out to Discover Leduc Region to discover the opportunities! Funded by the City of Leduc, Leduc County, the City of Beaumont, the Town of Devon and the Town of Calmar, and operated by The Chamber this site creates possibilities beyond the borders of Leduc to draw customers to the region.

Leduc Downtown Business Association (DBA)

<https://downtownleduc.com/>

Own a business within the downtown core of Leduc? You may already be a member and not even know it! Don't have a business within the downtown core, but want to get in on the action? There are always opportunities to partner. Whether it's on site at events, business to business opportunities, or special promotions, the DBA isn't just for downtown businesses.

Provincial – Province of Alberta

Small Business Resources

<https://www.alberta.ca/small-business-resources.aspx>

List of Government Programs, Grants and Services available to small businesses

Alberta Innovates

<https://albertainnovates.ca/>

Start-up supports, advice and business coaching, financing support, training and workshops

Connectica by Alberta Innovates

<https://connectica.ca/>

Connecting entrepreneurs with funding, facilities and services.

Business Link

<https://businesslink.ca/>

Federally and Provincially supported, this program supports new and small business to find relevant funding; get expert confidential start-up advice; receive training and market research information; and access a variety of tools to develop your business.

ALIS

<https://alis.alberta.ca/>

Career, employment and hiring based, this site contains valuable labour market information.

ATB Entrepreneur Center

<https://atbentrepreneurcentre.com/>

Entrepreneurship mentoring, networking opportunities and in-depth banking knowledge

Federal – Government of Canada

Overview of Services for Small Business

<https://www.ic.gc.ca/eic/site/csbfp-pfpec.nsf/eng/la03285.html>

Departments and programs through the Government of Canada, connecting you to start-up, financial, growth, management and export supports.

Business Development Bank of Canada

<https://www.bdc.ca/>

Financing support, advisory services and capital support

Business Link

<https://businesslink.ca/>

Federally and Provincially supported, this program supports new and small business find relevant funding; get expert confidential start-up advice; receive training and market research information; and access a variety of tools to develop your business.

Community Futures – Capital Region

<https://albertacf.com/>

Financial supports, grants, loans, training and free resources for small business. Business plan and marketing strategy guidance.

BizPal

<https://services.bizpal-perle.ca/?b=48>

A listing of permits and licences you will need for your business, based on your industry what community you plan to operate.

Canadian Industry Statistics

<https://www.ic.gc.ca/app/scr/app/cis/search-recherche?lang=eng>

Provides the most recent data from Statistics Canada on your industry.

Futurpreneur Canada

<https://www.futurpreneur.ca/en/about/>

Helping young entrepreneurs, between 18-35 years, fuel their passions

Planning to Start Your Business

Plans are guidelines to help business owners stay on track, but are not set in stone. If something changes in the business, changing the plan is an opportunity to reflect on those changes and what it means to the end game. Taking the time to think through changes allows for a more clear and smooth transition.

'Failure to plan is planning to fail'. A sound business plan is an essential tool to opening your small business and driving future success, whatever that looks like for you, your potential partners, and team. The details in the plan will help guide the future of your business, keep you on track and stay focused. Don't be afraid to update the plan as the business or the business environment evolves, but keep it available for reference when you need to take that step back to what your goals were and help drive accountable goals and milestones.

Information that should go into a successful Business Plan:

1. An Executive Summary – Do this last, as a summary of all the highlights in your document.
2. Industry Growth – What does the current market look like for the business you are looking to open. Is there a need for it? Where are your customers? Are they going to be returning once they have the product?
3. Exit Strategy – Nobody likes to think about this, but what is the end game? Selling a successful company in a few years? Running it and handing it over to younger generations? What happens if, for unforeseen circumstances, the business fails or the younger generation doesn't want to take over the business? Planning this now helps lessen stress later.
4. Funding Request – How much are you asking for? Who are you asking? What is it for? When are you paying it back? A majority of businesses fail because they didn't start with enough funding.
5. Business Description – What are you doing? Who are your customers? Why is there a need?
6. Products & Services – What are you doing, with more detail.
7. P.E.S.T.L.E. (Political, Economic, Sociological, Technical, Legal & Environmental) Analysis – a framework analysis on key factors that influence a business from the outside.
8. Strategic Outlook – What do your 3-, 5- and 10-year projections look like?
9. Development Plan – What will it take to make your projections a reality? Will there need to be capital investments through the years? What do the milestones look like?
10. Current Financials – Where are you currently? What is the gap between where you are and what you need to make your business a reality?
11. Management Information – Who is leading on this endeavor? Who is in charge of what aspects of the business?

This planning process helps by asking the important questions that will smooth the way. With guides focusing on start-ups, financials and marketing, Business Link is funded through the Federal and Provincial Governments to provide free supports to future entrepreneurs help create a strong foundation for their business to launch, and have a variety of small business guides* that will get you asking the right questions to build a realistic business plan. If you don't know enough about a topic to confidently answer questions yourself, then it might be time to reach out to professionals to help walk you through that portion of the process.

*<https://businesslink.ca/what-we-do/resources/small-business-guides/>