

BRAED

BATTLE RIVER ALLIANCE
FOR ECONOMIC DEVELOPMENT

Message from the Executive Director

What can we say, the BRAED Board meeting at the [Bruce Hotel](#) was a big hit! Something about the way they cook a steak keeps us coming back. Or as one municipal administrator said “Crab pasta salad... I am in my happy place.” After a long hiatus from in-person BRAED events, the room was a bit noisy with lots of lively conversation. Amid the hubbub, we updated the Board on BRAED’s many projects and appointed a new Executive.

Congratulations to:

- Mayor Blaise Young, Forestburg, representing **Villages**
- Mayor Laura Yakiwchuk, Viking, representing **Towns/Cities**
- Reeve Stan Schulmeister, Paintearth County, representing **Municipal Districts and Counties**

- And **Members at Large**
 - Deputy Mayor Eric Nissen, Irma
 - Mayor Wayne Button, Daysland
 - Councillor Larry Teidemann, Tofield, and
 - Arnold Hanson, Associate Member

The new Executive will select its officers at its first meeting on December 17, 2021. BRAED was also happy to welcome new Associate Member Mark Giebelhaus, a business owner, farmer and former Councillor from Holden.

As always, thank-you for following the KNOTice and for supporting BRAED.

Cathy Goulet
Executive Director



Santa Trail & One Less Trip

Thanks to a \$10,000 grant from Travel Alberta, BRAED is continuing the Santa Trail program into January, under the One Less Trip brand banner.

This is a pilot project to work with a limited number of regional retailers, clustered by town, and leverage their social media to offer coupon discounts via QR codes. The program will work with voluntary businesses who would like to offer discount offers in late December and January to test boosting retail sales. The QR code will enable redemption tracking to determine the pilot project outcomes. To maintain budget, the program will be delivered primarily on Facebook.

The program will launch with the QR code and with participating businesses in the second half of December.

Watch the [BRAED website](#) for more information.

Background

BRAED continues to explore ways to promote our regional retailers and drive foot traffic to local bricks and mortar shops. [One Less Trip](#) has been a BRAED initiative for about 5 years with various program offerings in support of the vision of a vibrant destination retail scene. Originally, it was envisioned to retain and boost local spending. Now, the long-term goals include boosting mid-market regional awareness and drawing in consumers for day trips from larger population centres. COVID necessarily set this initiative and its programs back.

This pilot project is the first of hopefully a new series of campaigns and projects to support rebuilding regional consumer activity for retailers and service providers.



Communications Year in Review

KNOTice

Thank you for reading KNOTice. As new privacy measures take effect across the internet your continued support ensures that KNOTice is seen by more people directly in their inbox. With the changes in email security rules, where an algorithm can change which email folder KNOTice is sent to, it's more important than ever that BRAED maintains an active and engaged email list.

KNOTice is sent to BRAED stakeholders 5-7 times per year. We aim to keep you informed of our activities, events and initiatives. KNOTice also features Government of Alberta economic news, programs and grant opportunities. And, we try to include reputable economic data on major themes and issues impacting our region.

Community submissions from members are always WELCOME - it's a great value and service to see what our teams and people "on the ground" are doing to support economic activity.

Twitter

There is an ongoing rural economic development conversation on Twitter. [BRAED](#) works to engage with our member communities, highlight tourism events and create awareness of BRAED initiatives. We have more than 600 followers and if you [give us a follow, we'll follow you back!](#)

BRAEDalberta.ca

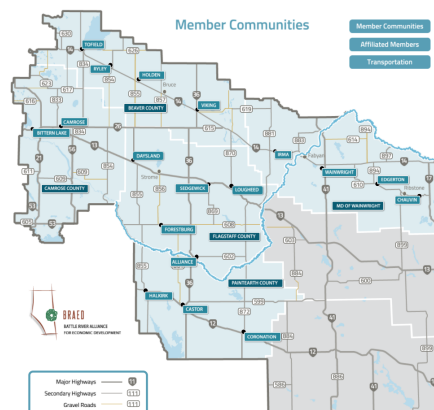
[The BRAED website](#) is a key tool in investment attraction, regional promotion and community support. The BRAED website has a strong digital reputation representing the region, links to member community websites have great search engine results.

Nothing stands still in either the "real world" or on the internet so the BRAED website is getting ready for content updates in 2022. This reflects the direction of membership to strengthen investment messaging and support investment attraction tools. It will be simpler to find BRAED's key research pieces and content will be refreshed to meet the needs of investors.

To help investors make location decisions, BRAED has developed web tools for its members. One of the great resources available to our member communities are the 2020 lifestyle fact sheets. Communities are encouraged to use the website to download their community lifestyle fact sheets from 2020 to make the most of this initiative.

To find your fact sheet:

- Go to the BRAED website
- Open the regional map
- Hover over your community on the map
- Click on "Lifestyle Fact Sheet" in the pop up window





Member Capacity & Development

Value Added Ag

The Winter 2021 Agriculture Industry Roundtable has been postponed into 2022. Look for a new date shortly. We'll keep registered attendees updated via email.

Recent Events

Community Social Media for Facebook - November 24

Community Facebook pages can be a real challenge to moderate. However, this is where some citizens go to see what is happening. On November 24, 2021, Killick Leadership's Content Strategist Bobbi Menard shared her Facebook expertise. Member communities can get this exclusive presentation by emailing admin@braedalberta.ca.

Tourism Roundtable - November 22

Another exclusive to BRAED... Tourism operators and supporters sat down to hear about post-COVID industry opportunities and expected outcomes on November 22, 2021. A team of TravelAlberta experts were there for a great conversation focused on the BRAED's tourism future. Also on deck was Kevin Kisilevich from [Go East of Edmonton](#).

Are you a BRAED tourism operator or booster?

Email admin@braedalberta.ca to be notified of upcoming industry events.

Statistics & Data of Interest

Supply chains are a well-known, but difficult to understand mess. They are also a vital concern for our agricultural sector, manufacturers and consumers. [Statistics Canada updates](#) shipping containers statistics monthly (with a 90-day lag).

Despite the tragic and devastating floods in BC's Fraser Valley, the Port of Vancouver is working to re-open and reduce their current 60-ship backlog sitting in English Bay. To keep an eye on their progress, you can download the [Port of Vancouver dashboard app](#).

Closer to the BRAED region, [Port Alberta](#), the dedicated inland port facility near Edmonton, [was in the news](#) recently highlighting the project's intention to support regional shipping activity.

Year End Prediction

December's KNOTice is a little early for year end predictions leading into 2022, but RBC has stepped forward with a recent report looking at the economic tea leaves in Canada. Inside their national overview for 2022, [they're predicting a solid recovery for Alberta](#).

Business Support Programs

Regional Innovation Networks in the BRAED Region

Innovation and the start-up economy aren't exclusive to Alberta's big cities. Innovative companies and entrepreneurs can be found throughout our region. Specialized support for their mission to move from idea to export is available from Alberta Innovates via Regional Innovation Networks (RINs).

There are two RINs serving businesses in the BRAED region. [ECARIN](#) - the East Central Alberta Regional Innovation Network, located in Lloydminster and [CARIN](#) - the Central Alberta Regional Innovation Network, located in Red Deer. Both organizations operate in rural regions and serve all innovators.

Program offerings are often direct-to-business and can include mentorship, training, export advice and other custom help depending on the needs of the entrepreneur. One of their core goals is to help a business move from idea to export as quickly as possible.

Two solid resources to share with businesses who may need RIN services:

1. CARIN has a [great page full of business grant opportunities](#)
2. ECARIN provides an **excellent** and ongoing newsletter, packed with events, training and other great info. [Sign up for the newsletter in the form at the bottom of their home page.](#)

Provincially, the Regional Innovation Networks (RINs) are comprised of eight (8) collaborative networks across Alberta. The RINs are funded by the Government of Alberta and administered by [Alberta Innovates](#).



Advocacy

BRAED was part of Regional Economic Development (REDAs) team from across Alberta raising the profile at the Alberta Urban Municipalities Association (AUMA) and Rural Municipalities Association (RMA) trade show and conferences in November. We continue to press forward with the value proposition of REDAs in rural Alberta.



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