



BRAED

BATTLE RIVER ALLIANCE
FOR ECONOMIC DEVELOPMENT

Visit our Website

Chair's Message

I am sure that COVID-19 remains at the top of your mind. To say this summer has been unprecedented is an understatement. That coupled with a wet, cool weather means that our farmers are facing a challenging season. Looking broadly at the economy, we also know that the tourism industry is likewise facing a difficult summer.

Amid all this, optimism requires a deep dig into our collective reservoirs of fortitude.

BRAED is continuing to methodically and intentionally pursue its strategic direction.

- We are working towards a new promotional product for our member communities – a new **Community Lifestyle Factsheet**. Our target is to have those on BRAED's website by early September.
- Also look for next steps on value-added agriculture initiative.
- And, a limited relaunch of the **One Less Trip** initiative in time for a Christmas promotion.

Stay tuned and stay safe,

Brain Ducherer
Board Chair

RFP For Value Added Agriculture

Developing a value added agriculture strategy for all of our communities is a key part of BRAED's strategic plan. This is a methodical process that builds in stages, with the goal to attract and be "investor ready" in the value-added agriculture sector.

The board has engaged with member communities representatives about this project to ensure we remain on the correct path. The RFP process in the next stage of our Value Added Agriculture strategic initiative has been relaunched.

Please share the RFP widely within your networks. The deadline for submission is August 23, 2020 with work to be completed before Christmas.

This work is a key piece of investor readiness for our region and we must deliberately move forward to participate in investor market in agri-food processing and value-added agriculture industry.

OIL & GAS Assessment (Linear Tax) Model Review

We're very aware of the current discussion and concerns about the provincial oil and gas assessment process. BRAED has 4 member counties and a M.D. We understand the serious repercussions if projected reductions in tax revenue to our members come to pass for county operations and service provision.

To better understand the issue and position of our members we're providing the following links so you can read about their efforts first hand.

Camrose County - [A full page of information](#), including press release, potential impacts to residents and letter templates to contact MLAs.

Flagstaff County - A full video message, impact statement and call for residents to reach out to senior levels of government can be found on their [page addressing the issue](#).

Beaver County - Has a [full post](#) about the implications for Beaver County and a request for residents to contact their MLA.

Paintearth County - Representatives from Paintearth County attended the August 4 forum with MLA Horner in Stettler County and [have issued this press release](#) detailing their concerns.

Municipal District of Wainwright - M.D. Wainwright has posted a press release on the front page of [their website](#).

The Rural Municipalities of Alberta issued a statement on July 26.

Legislation from the Recent Sitting in the Alberta Legislature

The Government of Alberta had a very busy spring session. [Bill 33 - The Alberta Investor Attraction Act](#) is of particular note to economic development interests. Minister Fir's Bill 33 established a Crown Corporation to attract high-value and high-impact investments into the province.

The [Invest Alberta](#) website contains information about the new Crown Corporation, its mission and board of directors. It has also re-organized and brought into a single platform economic data, investor events and other news related to economic development in Alberta.

Government of Alberta Export Support Programs

Do you know of a business (or are a business) that sees export the next opportunity during this transition and rebound phase? The Government of Alberta has two programs currently accepting application and specifically designed to assist in this scenario.

Preparing to Export to Global Markets

Supports Alberta SMEs, with a minimum of \$20,000 in revenue, to build and develop a strategic approach to expanding their international plans and building global export opportunities.

Alberta Export Expansion Program

This program provides funding to help export-ready companies and non-profit organizations enhance access to international markets and attract global buyers. <https://www.alberta.ca/alberta-export-expansion-program.aspx>

**This is a micro-voucher travel support program, accepting applications to allow applicants to plan future projects. Program approval does not commit you to future travel. There is no penalty to amend or cancel a grant agreement. The program will not approve applications with dates that fall within travel restrictions.*

Canadian Emergency Wage Subsidy (CEWS) has been Extended

"Making Payroll" is often the number one concern for small and medium business. There is a program to support SMEs to make their payroll and it has been extended and made more accessible to businesses that have seen reductions in revenue due to COVID.

This Department of Finance webpage has a clear overview of background information and scenarios about how, when, and why SMEs can qualify for up to **85% payroll support**.

Since the launch of the program changes and fine-tuning have been extensive and in favour of businesses being able to access support. Changes were proclaimed into law on July 27.

Ideally, every business in the BRAED region who qualifies for CEWS will be able to apply for funding. This will support not only businesses, but families, communities and our regional economy.

[Click here for the CEWS backgrounder and program overview.](#)

Next BRAED Board Meeting

September 24, 2020 via Zoom
RSVP: admin@braedalberta.ca