



**BRAED**

BATTLE RIVER ALLIANCE  
FOR ECONOMIC DEVELOPMENT

Visit our Website

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## Chair's Message

Welcome to BRAED's fall KNOTice.

We have been busy working towards a stronger, prosperous future for our Region. New community Lifestyle Fact Sheets have been uploaded to BRAED's website. You can find those in the [interactive regional map](#).

In September we launched the next phase of our value-added agriculture project. Over the fall we will be working to prepare a targeted industry attraction prospectus for each member community as well as three region-wide value propositions. BRAED is working with FDI Research on this project, and international investment attraction firm based in Montreal.

Also in the works is a limited edition of "Santa Trail" our very successful 2019 Christmas marketing project. Watch for more on that.

At BRAED, we appreciate the continued support of our members and partners. To our farming community, here's to a productive and safe harvest.

Brain Ducherer  
**Board Chair**

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## Alberta Innovates Grows Programs in Recovery

Alberta Innovates has rapidly added new funding offerings for innovators at every stage of development.

The recently redesigned [Alberta Innovates programs webpage](#) has dozens of programs that can be filtered with sector searches including: agriculture, clean tech, natural sciences and clean resources.



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## Small Business and Tourism Receive Extra Attention from Provincial Government

Congratulations to the MLA from West Yellowhead, Martin Long. It was [announced on October 3](#) that MLA Long was appointed parliamentary secretary for small

business and tourism. He will be working with Jobs, Economy and Innovation Minister Doug Schweitzer implementing [Alberta's Recovery Plan](#).



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## Promoting the Community Lifestyle Fact Sheets

Between now and the end of 2020, BRAED will be promoting BRAED's Lifestyle Community Fact sheets on Twitter.

If your community has a preferred week to be mentioned please let us know. Especially, if it coincides with a community event that you would like mentioned in the Tweet.

Email [Bobbi Menard](#) if you have a preference.

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## Income Replacement Support (Federal Government) for Individuals in our Communities

CERB has ended. CRB begins on October 12. These acronyms for direct income support programs for individuals represent both security and anxiety as payment amounts are set to go lower.

In this time of rapid change understanding the financial supports for individuals and businesses in our communities is vital.

If members of your community are struggling to obtain information or you would like to better understand how programs are changing:

**[The Canada Revenue Agency now has an updates page listing income support programs, deadlines, and other changes for individuals and employers.](#)**

\*The CRA webpage only covers CRA programs directly impacted by the pandemic. There are other programs available from other departments.

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## Community Initiatives and Events Edgerton & Wainwright

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**[The Village of Edgerton](#) is excited to share several new incentive programs to help revitalize and reinvigorate our community.**

**The Special Land Purchase Program: fully serviced residential lots available for \$1.00, with several conditions for development.**

**And, the Non-Residential Tax**

**Incentive Program: waived municipal taxes for new businesses in their first year and for year 2 and 3 any improvements done to the building will be deducted from their municipal taxes.**

**Existing businesses are also eligible for the two year improvement value deduction incentive.**



## **WHAT TO KNOW BEFORE GETTING INTO E-COMMERCE**

**Wednesday, October 21, 2020**

**Free Webinar 9 - 11am**

**Register online at Eventbrite:**

[bit.ly/e-commerceww](http://bit.ly/e-commerceww)

**Presented by: Strong Coffee Marketing**

- Overview of Shopify
- Things to consider before opening a store
  - pricing and margins
  - packaging
  - promotions
- Commitment and resources required
- Integrating e-commerce
- Things we've learned/case study

- After taking this webinar, participants can book into **FREE One-on-One sessions for an E-Commerce Feasibility Assessment**
- Review of current business and products
- Ideation around e-commerce strategy
- Next Steps (if necessary)
- Time: 30 minutes per session
- Spaces limited



Open to individuals/businesses within the Town & M.D. of Wainwright



## **Quick Links to Economic Stats and Dashboards**

### **Alberta Economic Dashboard**

Two bright spots: the number of businesses incorporated in the province in August is up more than 10% y/y. Retail spending has stayed steady.

### **Alberta Regional Dashboard**

Where to find the vital statistics and key economic indicators for every region in Alberta. Intended to support investment research. You can either use the map to select a region. Or click on designated areas, like [BRAED](#).

### **Statistics Canada Data Home Page**

The latest data measuring the impact of COVID across Canada. Also includes national tracking of topics like the [Quarterly Farm input price index](#).

## **Next BRAED Board Meeting**

October 22, 6pm

### **Speakers**

- Brock Skettering, Keep Alberta Rolling Ltd.
- Amber Hunter with Research FDI - the consultants working on the Value-Added Agriculture project.

Directors check your email for your Zoom link.