



BATTLE RIVER

ALLIANCE FOR

ECONOMIC

DEVELOPMENT

2006 - 2007

ANNUAL REPORT

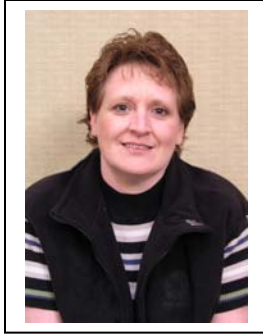
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MESSAGE FROM CHAIR

I am proud of our achievements over the past year. BRAED has been very ambitious in its activities and has continued to be responsive to serving the region through collaboration and cooperation.

We have completed our first three years of operations and will strive to be as inclusive as we can in our relationships with our partners and stakeholders. We continue to be adaptable to the changing economic circumstances of the region and seek opportunities that are of benefit for all of members.

The Executive Committee of BRAED extends to you our members and to all of partners our best wishes and thanks for your ongoing support and input into our organization.

Sincerely,

A handwritten signature in black ink that reads "Michelle Hauser". The signature is written in a cursive style.

Michelle Hauser
Chair, BRAED



ADMINISTRATIVE REPORT

“Success comes to those who realize it isn’t coming to them, and go out and get it.”

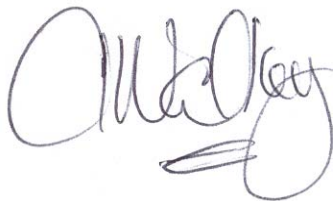
Anonymous

It has been a pleasure to work with the BRAED Board of Directors and Executive Committee over the past year. The dedication to BRAED and support to the administration has been exceptional.

We must remind ourselves to reflect on where we have been as an organization and where we shall go. As noted above, success comes to BRAED because it goes out and gets it. At its inception BRAED members were disadvantaged in many ways economically and socially. Many communities often noted the lack of any meaningful development and cited the out migration of people. Economic circumstances have definitely influenced the development and growth in the region; and there will be an ongoing debate about the merits of unprecedented growth and its impact. BRAED continued to be a catalyst in bringing positive change to the region. Our work with the Film Commission had BRAED communities on the short list of the television production “The Week the Women Went”. Our involvement with Alberta’s Industry Sector Teams and site locators have brought a lot more attention to the region than it has ever experienced. Additionally, we have provided letters of support and supported communities pursuing funding from a variety of grant sources. The Rural Community Economic Development Fund from the Western Economic Partnership agreement is one and the Rural Alberta Development Fund are examples of programs available. BRAED continues to do what it says it will do for the betterment of the region.

In looking forward through the rearview mirror, BRAED has had a robust workplan this year. Our new three-year business plan is in place; we are much more competitive due to members new level of funding support and we started to look at opportunities for diversifying the economy of the region. The innovation and creativity of BRAE members is one of our foremost strengths and BRAED is much more flexible and adaptable because of it.

Our sincere thanks to all of you for your ongoing support and wisdom.



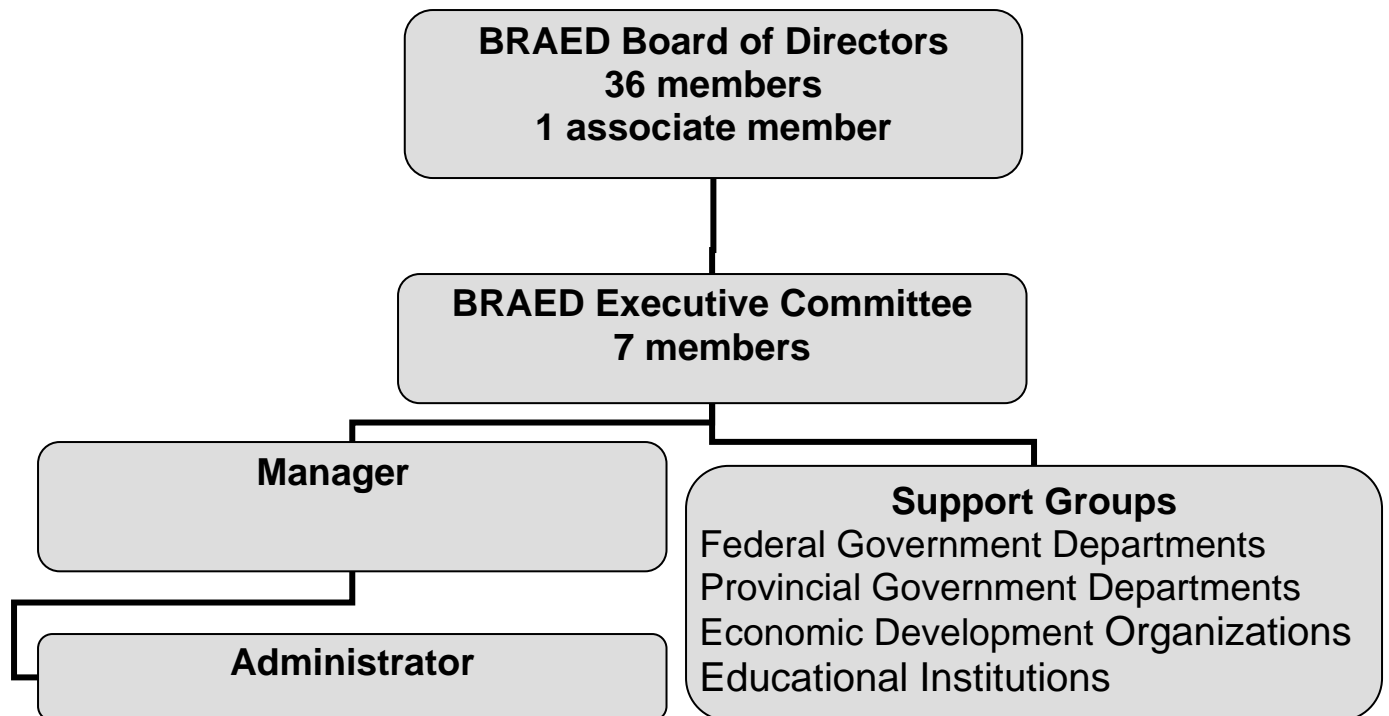
Allan Walkey
Manager

BACKGROUND

In June 2001, elected officials from communities throughout east-central Alberta attended a visioning session to discuss forming a regional economic development organization. The group agreed on the need for such an organization and representatives from five communities formed a steering committee supported by Alberta Economic Development staff. With funding from Alberta Municipal Affairs, the group commissioned the development of foundation documents: a business plan, a marketing plan, a communications plan, and position papers on shared services, water resources, and tourism.

BRAED was incorporated as a not-for-profit company in August 2002. In 2004, BRAED developed a regional investment profile to provide a statistical overview of the region. The organization used this information to identify competitive advantages. From September 2004 to March 2005, member communities took part in an asset mapping project to solicit information and perceptions from community residents about the most favourable assets in the region. BRAED is now applying and sharing the information it has gathered to assist its members in the most effective ways possible.

BRAED'S CORPORATE STRUCTURE



BOARD OF DIRECTORS AND EXECUTIVE COMMITTEE

Role	Community	Representative	Position
Executive Committee	Village of Rosalind	Michelle Hauser	Chairperson
	Town of Killam	Bud James	Vice Chairperson
	Town of Tofield	Harold Conquest	Secretary/Treasurer
	Town of Bashaw	Bob Cammidge	Member at Large
	Flagstaff County	Gerald Kuefler	Member at Large
	Village of Forestburg	Greg Lemay	Member at Large
	Village of Strome	Brian McGaffigan	Member at Large
Board of Directors	City of Camrose	Dennis Twomey	
	Beaver County	Vern Hafso	
	Camrose County	Ray Adamson	
	County of Paintearth	Wayne Richardson	
	M.D. of Provost	Larry Swanson	
	M.D. of Wainwright	Kevin McKay	
	Town of Castor	Jim Klasson	
	Town of Coronation	Jim Klasson	
	Town of Daysland	Eugene Waldorf	
	Town of Hardisty	Tony Kulbisky	
	Town of Millet	Pat Garrett	
	Town of Provost	Peggy McFadyen	
	Town of Sedgewick	Perry Robinson	
	Town of Viking	Cindy Lefsrud	
	Town of Wainwright		
	Village of Alix	Eric Jerrard	
	Village of Alliance	Muriel Fankhanel	
	Village of Bawlf	Armand Magnin	
	Village of Chauvin	Velda Nutbrown	
	Village of Edberg		
	Village of Edgerton	Barb Sjoquist	
	Village of Galahad	Frank Herle	
	Village of Halkirk	Jim Klasson	
	Village of Heisler	Charlotte Curtis	
	Village of Holden	Peggy Nahirmiak	
	Village of Irma	Clair Prior	
	Village of Lougheed	Janice Bishop	
	Village of New Norway		
	Village of Ryley	Ivan Des-Jardine	
	Mirror & District Community Dev. Corp.	Eric Jerrard	Associate Member

RESULTS AND ACHIEVEMENTS

Core Activity #1: Promoting the BRAED Region

Information Publications

Operational and promotional documents are produced in-house for BRAED members. Minutes, operational plans, annual reports, correspondence and newsletters are available for review. Customized information pieces for the BRAED region about agriculture, business, information, people, regional structure, and tourism are available on the BRAED website. The “BRAED Knotice” is produced and sent out to 150 readers per issue. Additionally, we have developed news releases, advertisements, briefings, and meeting notes to be shared with BRAED members.

Trade Show Display

BRAED developed and obtained a trade show display unit and two pop ups that are to be used at events in the region. The design of the display units allow member municipalities to use the displays for their own promotions as well. The displays were showcased at the Regional Economic Development Alliance Conference in Camrose and the Small Communities Conference in Forestburg.



Advertising/Promotional Campaign

Advertising and promotion have been key elements for BRAED in creating awareness of the region. Advertisements were placed in a variety of print media. BRAED advertised in communities in Ontario that were facing a downturn in the auto industry. Additional ads were run in the Western Producer in conjunction with the Town of Provost and the Trail of the Buffalo lure brochure. Funds were provided for marketing of the Wainwright wantjobgotjob.ca website; the site provides opportunities for employers and job seekers to exchange information. BRAED was a platinum sponsor for the Small Communities Conference that was held in Forestburg. The event was very successful with participants attending from throughout the province. The “Know Your Neighbour” campaign was held to encourage people to shop regionally during the Christmas Season. BRAED has updated its website’s content to include events and more published materials such as minutes, agenda, etc.

Regional Economic Development Alliance Conference

BRAED was a key sponsor to the Pan Western Regional Economic Development Conference held in Camrose. BRAED Executive members obtained support from the Regional Economic Development Alliance Chairs and Alberta Economic Development (now Alberta Employment, Immigration and Industry) about hosting the event in a more rural setting. Attendees came from the Prairie Provinces and the Territories to network and celebrate regional economic development. ☩

Core Activity #2: Regional Leadership and Organizational Development

3-Year Business Plan

BRAED has successfully completed its first three years of operation. During the last year the Executive Committee, in consultation with members, completed a 2007-2010 Business Plan. The Plan sees some significant changes; with a stronger focus on projects, governance and creating awareness of the organization in the changing political landscape of the province. The plan contains a new vision and mission and describes the values and beliefs it takes to make BRAED a strong organization.

BRAED is deeply committed to collaboration and cooperation amongst its members in pursuing regional economic development.

Create BRAED Coordinator Position

Additional funding support from the former AED assisted BRAED in the hiring of a project coordinator. The coordinator was assigned four projects and worked on a variety of others in support of BRAED's operations in 2006-2007. The support of the extra staff person allowed more work to be carried out by staff in what was a very busy year.

Conferences/Meetings/Workshops

BRAED's Board of Directors' meetings are always exciting and entertaining. The networking that occurs has saved many municipal members time, money and effort when it comes to issues and opportunities that they face. The "round table" sessions are extremely important for the members.

Additionally, the BRAED Executive Committee meets monthly (except for the summer) and has brought their working sessions out into the region to allow time to meet with their colleagues about regional economic development issues.

BRAED also arranges for meetings with people from organizations that can assist in furthering BRAED projects. BRAED members have met with federal and provincial organizations to create relationships that will aid BRAED.



The Honourable Ed Stelmach presenting a cheque to members of the Executive Committee: (L to R) Bob Cammidge, Michelle Hauser, Ed Stelmach, Bud James, Brian McGaffigan, Gerald Kuefler

Advocate for Effective Water Management

BRAED continues to support the Battle River Watershed Project and its advisory committee. BRAED has provided administrative support to the Watershed Project through contract management. We also supported attendance at the "Climate Change and Water in the Prairies Conference" held in Saskatoon.

Core Activity #3: Support Regional Economic Development Opportunities

Support Regional Incubator Network

A working group involving BRAED members, Community Futures organizations, the Business Link and the former Alberta Economic Development staff, have come together to work on the Battle River Alliance Incubator Network (BRAIN). A project charter was created to give direction for the project. A submission for funding was made to the Rural Alberta Development Fund and it was declined, however, two manuals were created by the Business Link in Edmonton and are available for communities.

Support Trades Training School Project

BRAED supported meetings with business, government and educational agencies that discussed training needs within the Flagstaff County area. A proposal for the Flagstaff Training Centre led to the development of the Flagstaff Training Foundation. The Foundation made application to the Rural Alberta Development Fund to provide it with operational funds to support the initiative. The application was declined. The Flagstaff Training Center is now under the auspices of the Flagstaff Training Foundation, of which BRAED is a founding member.

Facilitate the Labour Force Development Framework

The development of the framework identified a model for BRAED to follow in facilitating this project. The Industry

and Educational Council is the working title of the organization whose mandate is to identify and reduce barriers in developing a strong regional labour force. It involves communities, educational institutions, BRAED, industry, labour, provincial and federal agencies and other supporting organizations.

“My BRAED involvement has provided the networking platform necessary to obtain further information and advice on current issues affecting our region.”

Mayor Greg Lemay, Village of Forestburg

Defence Industry Development/ Procurement Seminars

BRAED helped fund the “Defence Sector Economic Development Investment Attraction & Local Procurement Opportunities in the Eastern Corridor of Alberta” study. From the study BRAED, in conjunction with AEII, Community Futures, Public Works Supply and Services, Palliser Economic Partnership and HUB Alliances supported the development and presentation of seminars that would assist businesses in accessing and understanding how to apply on tenders for government contracts. Two seminars were held in the BRAED region.

FINANCIAL INFORMATION

Larry Lewsaw Chartered Accountant

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REVIEW ENGAGEMENT REPORT

To the Members of
Battle River Alliance for Economic Development

I have reviewed the statement of receipts and disbursements for the Battle River Alliance for Economic Development for the year ended March 31, 2007. My review was made in accordance with generally accepted standards for review engagements and accordingly consisted primarily of enquiry, analytical procedures and discussion related to information supplied to me by the alliance.

A review does not constitute an audit and consequently I do not express an audit opinion on this financial statement.

As is common with organizations of this nature, the operations of the alliance are accounted for on a cash basis. The effects of this departure from Canadian generally accepted accounting principles on the unaudited financial statement have not been determined.

Except for the departure described in the preceding paragraph, based on my review, nothing has come to my attention that causes me to believe that this financial statement is not, in all material respects, in accordance with Canadian generally accepted accounting principles.



Chartered Accountant

Camrose, Alberta
May 4, 2007

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BATTLE RIVER ALLIANCE FOR ECONOMIC DEVELOPMENT

STATEMENT OF RECEIPTS AND DISBURSEMENTS

(unaudited)

FOR THE YEAR ENDED MARCH 31, 2007

RECEIPTS	
Alberta Economic Development	\$ 98,822
Procurement workshops	2,366
Labour project	500
Membership	416
Interest	<u>25</u>
	<u>102,129</u>
DISBURSEMENTS	
Administration and office	4,044
Conferences, meetings, workshops	9,761
Defence Industry Project	2,592
GST	3,831
Labour Force Project	5,324
Newsletter	1,533
Pan Western Conference sponsorship	7,000
Project Coordinator position	35,681
Promotions and advertising	22,310
Report for 2005 AGM	1,579
Three-year Business Plan	14,207
Trade School	6,117
Trade Show display	6,966
Video Conferencing/Incubator	434
Water Management	1,509
Website	<u>1,464</u>
	<u>124,352</u>
EXCESS (DEFICIENCY) OF RECEIPTS	(22,223)
CASH ON HAND, Beginning of year	<u>41,749</u>
CASH ON HAND, End of year	\$ <u>19,526</u>



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