

Saskatchewan Economic Development Alliance

RURBAN INVESTMENT ATTRACTION

October 12, 2023

Cathy Goulet
President



Objective

To present an approach to investment attraction that builds small community capacity to attract investment while leveraging the networks and expertise of regional and provincial agencies



The Challenge

Invest Alberta – BRAED Investor Attraction Pilot Project

Challenge

How to move beyond
opportunity assessment studies
and use the tools BRAED has to attract investment



The challenge

Value Added Agriculture Investment Attraction Strategy for Eastern Alberta Trade Corridor

Submitted to

Eastern Alberta Trade Corridor
(EATC)

Revised
15 December 2016

IM



Value-Added Agriculture Investment Guide



BATTLE RIVER ALLIANCE FOR ECONOMIC DEVELOPMENT

INDUSTRY & BENCHMARKING REPORT

December 2017



An approach

Invest Alberta – BRAED Investor Attraction Pilot Project

Three steps

1. Build understanding of the investment cycle
2. Build and populate pro forma community prospectuses
3. Build and deliver a mock investor tour



Build understanding of the investment cycle



Exclusive BRAED Member Event
Investor Attraction Pilot Project
Thursday April 28, 2022
Coffee and Registration 2:00-2:30pm
Workshop 2:30-5:00pm,

Camrose County Office,
3755 - 43 Ave Camrose AB



BRAED

BATTLE RIVER ALLIANCE
FOR ECONOMIC DEVELOPMENT

admin@braedalberta.ca
www.braedalberta.ca



Invest Alberta



Building understanding of the investment cycle



Blaise Young, Mayor, Village of Forestburg

Cathy Goulet

Village of Forestburg



Build and Populate Pro Forma Prospectuses



 

Investment Readiness Profile

The Investment Readiness Profile will be used to better understand a community's capacity to be "investment ready" – to attract, receive, and successfully capture investment opportunities. The profile is organized into six main sections and is recommended to be updated regularly (e.g., every six months).

County/Municipal District Name		Contact Name	
City/Province		Phone Number	
Give an overview of your region (200 – 300 words max.)			
Business			
What sectors are you most competitive for and why?			
What is your value proposition?			
Cost of Doing Business			
Tax rates (corporate, sales, property, etc.)			
Land costs per acre (avg.)			
Rent costs per sq. ft. (avg.)			
Incentives or cost advantages (if any)			
Other			
Ease of Doing Business			
How do you make it easy to do business in your community?			
Are there major transport routes (road, rail, air)?			
Describe the business culture in the community			
How do you make new businesses feel welcomed? How supported?			
What is the point of contact for inquiries?			

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Speed of Doing Business
What are the permitting & zoning timelines?
Is the point of contact for inquiries familiar with land use planning, development approvals and building permit process?
Talent
What does your talent pipeline look like? How do you attract talent? What is the affordability look like (e.g. avg housing costs)?
Is there access to post-secondary or training programs offered?
What are the skills about the local workforce?
How do you retain talent? What is the quality of life like in your community? (schools, recreation, etc.) How do you ensure new residents feel welcomed?
ESG (Environmental, Social and Governance) + DEI (Diversity, Equity and Inclusion)
ESG compliance and disclosure are top drivers of investor trust in there is a growing awareness that communities, companies, governments etc. have the responsibility and resources to incorporate positive climate action and build a more sustainable and resilient future.
What are the environmental, sustainability or climate reduction initiatives in your community?
What are the DEI initiatives in your community?
Other
Are there any other aspects that makes your community unique?
Include any relevant maps or photos of sites

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Participants

1. Paintearth County
2. Flagstaff County
3. Village of Irma
4. Village of Forestburg
5. Camrose County
6. City of Camrose
7. Town of Hardisty
8. Town of Wainwright
9. MD of Wainwright
10. Village of Lougheed



Build and Populate Pro Forma Prospectuses

**Carley Herbert, Economic Development Officer,
Town of Wainwright and MD of Wainwright**



Leveraged to international audiences

[SUBSCRIBE TO INVEST ALBERTA COMMUNICATIONS](#)



EN

SEARCH

Contact →

WHY ALBERTA

KEY INDUSTRIES

BUSINESS RESOURCES

ABOUT INVEST ALBERTA

NEWS

to collect insightful feedback to help launch the initiative. This initial test turned out to be a great success, with high interest and engagement among BRAED member communities.

Regional Collaboration

Incorporating what we learned from partnering with BRAED, we collaborate with regions across Alberta in a series of collaborative, information-sharing opportunities tailored to the interests, needs, and opportunities of each community. The table below outlines details of the program engagement components:

Community Profiles:

- [Camrose County](#)
- [County of Paintearth](#)
- [MD of Wainwright](#)
- [Town of Wainwright](#)
- [Village of Irma](#)
- [City of Camrose](#)
- [Flagstaff County](#)
- [Town of Hardisty](#)
- [Village of Forestburg](#)
- [Village of Lougheed](#)

If you would like your community or an investment-ready opportunity profiled here, please reach out to Siao Yong at siao.yong@investalberta.ca.

Regional Investment Initiative goals and outcome

Invest Alberta and local communities throughout Alberta partner together to bring high value, high impact investments to our province. By working together, we are enhancing our ability to compete on a global stage to bring jobs and investment to our communities.

This initiative is built on mutual learning - Invest Alberta is informed on investment ready sites throughout the province that we can promote with global investors, and communities build their capacity to attract international investors.

A strong provincial ecosystem helps spread economic growth opportunities across Alberta.



Build and Populate Pro Forma Prospectuses

... and the winners are



- Paintearth County
- Wainwright and the MD of Wainwright
- City of Camrose and Camrose County



Mock investor tour

Build and deliver a mock investor tour
Paintearth County



Mock investor tour

Michael Simpson, CAO Paintearth County



Mock investor tour

The Tour

Morning: Coronation Seed Cleaning Coop
Lunch Break: County of Paintearth
Afternoon: Heartland Battle River Generation

The Guides

Morning: Coop Staff & Board, Local Growers
Lunch Break: Battle River Research, Paintearth
Afternoon: Battle River Generation staff

The Players

Paintearth Council and Admin
Invest Alberta (Investor)
BRAED

Overall Tour Feedback

- Time management is crucial – schedule of itinerary to include travel time
- If not chartering bus (dependent on size of delegation), ensure that concise address/location is shared or on a printed itinerary (maybe GPS coordinates) or via text/email.



Mock investor tour



**Thank You to BRAED
for this amazing
opportunity!**

County of Paintearth

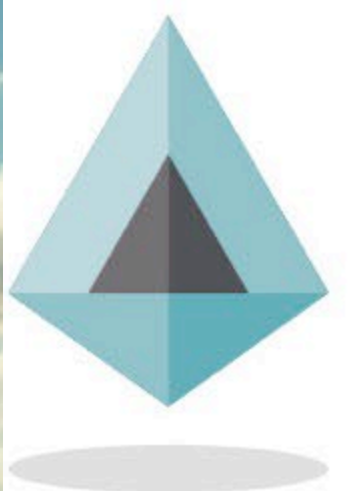
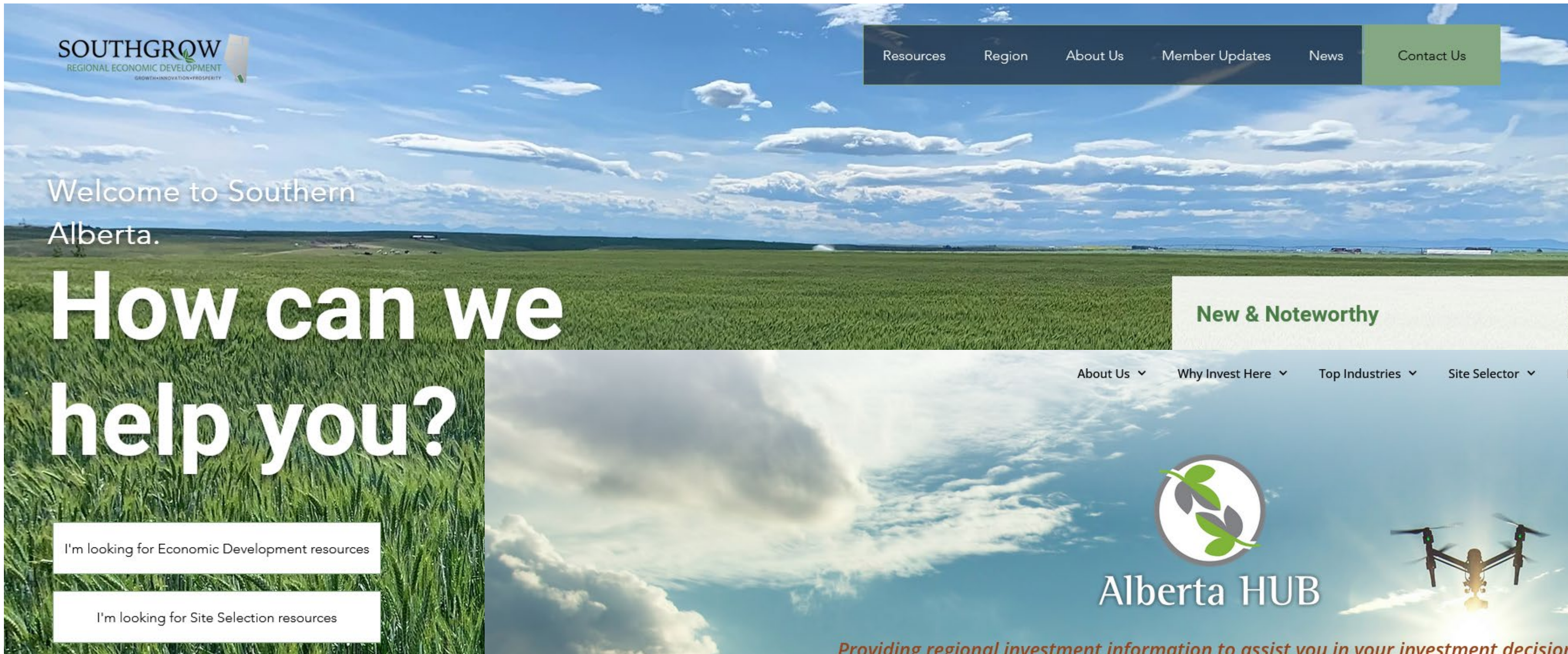
msimpson@countypaintearth.ca

www.countypaintearth.ca

Michael Simpson, CAO



What came next



What came next

THE BATTLE RIVER REGION

A Thriving Hub for Agriculture Investment

Less than two hours from Edmonton, the Battle River Region of Alberta is primed for additional value-added agriculture investment with abundant and high-quality feedstock, global market access, and a specialized workforce. The Battle River Region is building the conditions for a future hub for pulse and canola processing.



Investor Readiness

Communities throughout the Battle River region have partnered with Invest Alberta to build investment attraction capacity. The region is ready to serve investors with expert knowledge of local feedstock insights, specialized ag research and land incentives.



COMMUNITY

Connect directly with trained local knowledge



REGION

Access research and value propositions for your decisions



PROVINCE

The Alberta Advantage for business

Add Value to Your Investment

- Our region is close to Edmonton and Red Deer with excellent land values for manufacturing, reducing upfront costs with excellent large center access. It's a short haul to the Inland Port Alberta at Edmonton International Airport.
- The Battle River Region is a significant land base for pulse and canola crops, with a long history of production.
- The agriculture producer community is sophisticated and experienced in custom production and contract growing.
- The Battle River Research group is funded to partner with producers to meet their challenges and market needs. It's a ready source of innovation and progress in crop production.
- The provincial north-south high load corridor for large loads runs through the region connecting to U.S. markets and to Fort McMurray energy producers.

Start your value-added ag project today

→ www.braedalberta.ca



CONTACT

Cathy Goulet, Executive Director
Battle River Alliance for Economic Development
ExecutiveDirector@braedalberta.ca

PROUDLY PARTNERING WITH



BRAED Alberta reposted



Alberta's economic success comes from its diverse and booming sectors across the province.

With seven top areas of focus, Invest Alberta is leveraging its emerging and leading sectors to showcase Alberta as a competitor on the global stage.

Read more: investalberta.ca/2022-annual-re...

Top 7 Sectors of Focus

Agriculture | Energy & Clean Technology | Tech & Innovation
Aviation and Aerospace | Fintech | Life Sciences | Infrastructure



Invest Alberta @Invest_Alberta · Apr 29, 2022

We are excited to partner with the Battle River Alliance for Economic Development (**BRAED**) to build investment attraction skills capacity for @BRAEDAlberta stakeholder communities. The first program of its kind developed in **Alberta**.

#investmentattraction #investmentcapacity



2

3



What's coming next...



Stay tuned...

Thank you

Cathy Goulet, President

