

Chairperson's Message

I am proud of our achievements over the past year. Our members have stepped forward to volunteer and successfully lead our initiatives, thereby demonstrating our strong and committed leadership for regional economic development.

PREDA members have continued to develop and strengthen their working relationships with our economic development partners in the Peace region. Over the past five years, we have followed the motto "by working together, we will continue to achieve new successes".

It is our community members that voice their ideas, contribute their time and lead initiatives, who in turn find membership most rewarding!

Our flagship projects and initiatives for 2004 included:

- Economic Development and Leadership Development
- New Product Development - The Innovation Network
- New Industry Opportunities - Business Cases

On behalf of the Executive Committee, please accept our appreciation and thank you for being an active and supporting member of PREDA. Your hard work and obvious commitment to the Peace Country and our communities makes the difference in achieving our successes!

Yours truly,

Ron Longtin

Ron Longtin
Chair



Achievements

CORE BUSINESS #1 - PROMOTING THE REGION FOR TRADE AND INVESTMENT

BRANDING THE PEACE	Provided resources and financial support (\$34,000) to assist the Branding the Peace Association to address administrative, policy development and projects. Assisted Art of the Peace with \$4,500 for web site and marketing promotions.
REGIONAL AWARENESS	Redesigned PREDA brand and logo, created new brochures and updated www.peacecountrycanada.com . Five newsletters were completed and distributed to over 300 readers each issue.
TRADE MISSIONS	Northern Beef Initiative – PREDA provides \$1,400 to Committee members (led by Dan Dibbelt of Northern Sunrise County) to attend 4 farm shows during the year (Lethbridge, Edmonton Farm Fair, Medicine Hat and Calgary Stampede shows) to showcase regional opportunities for land and cattle operations in northwest Alberta. Committee presented detailed packages to over 150 individuals with questions or interested in the region; secured private sector regional sponsors (Peace Air) to encourage prospect to visit the region; and worked with Agricultural Societies to sponsor initiative. Emigrate 2004 – Regional marketing material presented to prospective new immigrants at the Emigrate and Project Germany Immigration shows. PREDA attended the Prospects North conference in Yellowknife in mid-September to identify opportunities with targeted businesses in the region. Six local companies expressed interest in doing business in the NWT and provided PREDA with promotional material to take to the show. Peace River Regional Trade Show – April 2004 participated and showcased regional projects.

CORE BUSINESS #2 - DEVELOPING REGIONAL LEADERSHIP & PARTNERSHIPS

LEADERSHIP SESSIONS

Members participated in the following **Leadership Sessions**: Critical Marketing Techniques – February 20, 2004 (25 persons); Idea to Implementation – February 19, 2004 (25 persons) and August 26 (12 persons); Investment Capital – February 20, 2004 (20 persons); THECIS Bioenergy Session (Greg Radstaak, Smoky River Regional Economic Development Board); Small Communities Conference in Turner Valley (Harold Imes); Albertafirst.com training sessions in Grande Prairie and Peace River (22 people attended); How to Conduct a Patent Search” August 19 (5 - The Innovation Network staff); and the Peace Country Learn Agri-Food training sessions for small-scale processors - HACCP 1 (16 persons) and 2 (7 persons), Product Design (15 persons), and Market & Product Analysis (15 persons).

Presentation to new council members on economic development principles, practices and resources in northwest Alberta at November 26 **Conference for Newly Elected Officials**. Over one hundred new and past municipal officials attended introductory sessions on municipal services, planning, disaster services and economic development. PREDA co-hosted the event.

NEWSLETTERS AND MEMBERS REPORTS

Press Releases – Developed 4 successful media releases related to inventors and Innovation Week (October 2004) and distributed 2 PREDA news releases.

Monthly Members Report – Introduced Members’ Report and produced 7 reports on accomplishments for the month and upcoming events. Members use the report in their reporting process to their councils.

Quarterly Newsletters – Four regular issues and one special AGM issue were distributed to 300 stakeholders with information about PREDA projects, members and events.

CORE BUSINESS #3 - OPPORTUNITIES

THE INNOVATION NETWORK

Client Services – Met with 68 individuals interested in product development services (31 have become active clients). Acquired 5 fee-for-service projects; hosted 4 new product launches; over 250 persons have experienced The Innovation Network as clients or workshop participants.

Innovation Week October 12-15, 2004 – Organized and hosted Innovation Week to honour regional innovators Mike Dika, Reg Isley and Gail Briggs. The workshops and award ceremony were a success with over 300 participants in attendance. In addition, four business innovators gave attendees and the media demonstrations of their new products.

Special Reports and Studies included: Peace Country Investment Capital Program; Regional Innovation Needs Survey; Innovation to Implementation Web-tool InnovationExpert.com project phase 1 completed; Peace Country Agri-Food R&D Lab – Feasibility Study & Survey of users conducted; Learn Agri-Food project has developed a business profile template for agri-food processors in the region. Seven businesses participated in the Peace Country Products Showcase October 2004 in Grande Prairie.

VALUE-ADDED DEVELOPMENT PRE- FEASIBILITY BUSINESS CASES	Essential Oils Business Case – PREDA approved \$15,000 in funding over three years to the North Peace Applied Research Association (Manning area) for a project to explore the potential of harvesting high-quality essential oils from coniferous trees and developing a regional distiller. Film Industry Initiative - Film scout photographed the Peace region (over 500 photos) and a selection of shots were placed on www.alberta-canada.com photo library and provided to PREDA members. Jenny Wallace, PREDA member and project leader, researched and wrote a drafted action plan for 2005 Operations Plan. Training sessions on Film Industry included June 3, 2004, the September 7, 2004 Management Board presentation and the Film Friendly Communities - Best Practices Workshop hosted by Alberta Film in Stony Plain on October 26, 2004. Value-added Wood ‘Red Willow Timber’ Initiative – Small mills report to government (PREDA provided \$2000) on Forest Management Agreements for small contracts and long-term tenure. Dinosaur Tourism Initiative –PREDA provided \$5000 to assist the County of Grande Prairie, SMEDA, and AED to develop the “<i>River of Death and Discovery</i> (Pipestone Creek Dinosaur Bed) feasibility study and report (initiative led by members Tom Day and Jack O’Toole).
RAIL LINKS & CONTAINERS	Support provided to secure the re-opening of the Hythe/Dawson Creek Line. This assisted work being undertaken to support the container project at Port of Prince Rupert. Containerization System and Facility - Continued support has identified market potential for a regional facility. Private sector companies show interest in the concept of containerization facilities in the region.
SHARED SERVICES	PREDA received an Exploration Grant from Alberta Municipal Affairs. The Town of Valleyview is the operating partner. The core study areas are SuperNet, water management, leadership, and shared services. Activities were initiated in 2004 and will continue into 2005.

CORE BUSINESS #4 – REDUCING BARRIERS TO INVESTMENT ATTRACTION

INVESTMENT CAPITAL

Developed concept outlines for two pilot initiatives (venture capital and local investment groups) to address increasing investment in the region. Researched local investment needs under Business Visitation Survey. Delivered three information sessions on investment pools and investing in community projects.

INVESTMENT LEADS

Responded to **industry leads** on: multi-nation oilfield service company setting up branch operations; 3 call centre inquiries; and a bio-diesel mobile distilling plant for second grade canola.

Foreign workers inquiries and program (Provincial Nominee Program) information provided to clients.

**Peace Region Economic
Development Alliance
Financial Statements**
December 31, 2004

To the Board members of Peace Region Economic Development Alliance:

Management is responsible for the preparation and presentation of the accompanying financial statements, including responsibility for significant accounting judgments and estimates in accordance with Canadian generally accepted accounting principles and ensuring that all information in the annual report is consistent with the statements. This responsibility includes selecting appropriate accounting principles and methods, and making decisions affecting the measurement of transactions in which objective judgment is required.

In discharging its responsibilities for the integrity and fairness of the financial statements, management designs and maintains the necessary accounting systems and related internal controls to provide reasonable assurance that transactions are authorized, assets are safeguarded and financial records are properly maintained to provide reliable information for the preparation of financial statements.

The Board is composed primarily of Directors who are neither management nor employees of the Organization. The Board is responsible for overseeing management in the performance of its financial reporting responsibilities, and for approving the financial information included in the annual report. The Board fulfils these responsibilities by reviewing the financial information prepared by management and discussing relevant matters with management and external auditors. The Board is also responsible for recommending the appointment of the Organization's external auditors.

Meyers Norris Penny LLP, an independent firm of Chartered Accountants, is appointed by the Board to audit the financial statements and report directly to them; their report follows. The external auditors have full and free access to, and meet periodically and separately with, both the Board and management to discuss their audit findings.

February 23, 2005

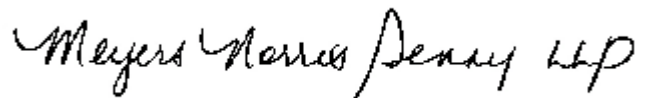
Executive Director

To the Board members of Peace Region Economic Development Alliance:

We have audited the statement of financial position of Peace Region Economic Development Alliance as at December 31, 2004 and the statements of unrestricted assets, operations and cash flows for the year then ended. These financial statements are the responsibility of the Organization's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the Organization as at December 31, 2004 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.



Grande Prairie, Alberta

February 23, 2005

Chartered Accountants

Peace Region Economic Development Alliance
Statement of Financial Position
As at December 31, 2004

	<i>PREDA Operations</i>	<i>Innovative Network Operations</i>	<i>Total 2004</i>	<i>Total 2003</i>
Assets				
Current				
Cash	8,362	19,898	28,260	46,502
Accounts receivable	1,865	8,894	10,759	12,838
	10,227	28,792	39,019	59,340
Liabilities				
Current				
Accounts payable and accruals	3,000	5,167	8,167	8,475
Net Assets				
Unrestricted net assets	7,227	23,625	30,852	50,865
	10,227	28,792	39,019	59,340

Approved on behalf of the Board

Director

Director

The accompanying notes are an integral part of these financial statements

Peace Region Economic Development Alliance
Statement of Unrestricted Net Assets
For the year ended December 31, 2004

	<i>PREDA Operations</i>	<i>Innovative Network Operations</i>	<i>Total 2004</i>	<i>Total 2003</i>
Opening unrestricted net assets	20,417	30,448	50,865	79,067
Excess (shortfall) of revenue over expenses	22,714	(42,727)	(20,013)	(28,202)
Transfers between operations	(35,904)	35,904	-	-
Closing unrestricted net assets	7,227	23,625	30,852	50,865

The accompanying notes are an integral part of these financial statements

Peace Region Economic Development Alliance
Statement of Operations - PREDA
For the year ended December 31, 2004

	<i>2004</i>	<i>2003</i>
Revenue		
Grant	60,000	72,550
Membership	53,561	55,828
Project revenue	25,418	-
Workshop and meeting	1,170	-
	140,149	128,378
Expenses		
Insurance	2,087	2,801
Interest and bank charges	224	583
Investment attraction	66,640	43,533
Marketing	29,938	18,937
Meetings	2,956	3,435
Office	482	5,583
Professional fees	11,159	3,407
Travel	2,725	18,136
Wages and benefits	1,224	37,868
	117,435	134,283
Excess (shortfall) of revenue over expenses	22,714	(5,905)

The accompanying notes are an integral part of these financial statements

Peace Region Economic Development Alliance
Statement of Operations - Innovation Network
For the year ended December 31, 2004

	<i>2004</i>	<i>2003</i>
Revenue		
Grants	163,516	167,315
Services and workshops	46,775	1,021
Interest	12	14
	210,303	168,350
Expenses		
Insurance	600	-
Interest and bank charges	624	253
Meetings	4,374	7,613
Office	11,103	8,640
Professional fees	642	-
Program	108,885	50,656
Rental	5,844	2,428
Repairs and maintenance	719	758
Telephone, fax and internet	3,847	3,844
Travel in region	16,484	12,692
Travel out of region	4,681	7,368
Wages and benefits	95,227	96,395
	253,030	190,647
Shortfall of revenue over expenses	(42,727)	(22,297)

The accompanying notes are an integral part of these financial statements

Peace Region Economic Development Alliance

Statement of Cash Flows

For the year ended December 31, 2004

	<i>2004</i>	<i>2003</i>
Cash provided by (used for) the following activities		
Operating activities		
Shortfall of revenue over expenditures	(20,013)	(28,202)
Changes in working capital accounts		
Accounts receivable	2,079	(4,065)
Accounts payable and accruals	(308)	5,475
Decrease in cash resources	(18,242)	(26,792)
Cash resources, beginning of year	46,502	73,294
Cash resources, end of year	28,260	46,502
Supplementary cash flow information		
Interest paid	848	836

The accompanying notes are an integral part of these financial statements

Peace Region Economic Development Alliance

Notes to the Financial Statements

For the year ended December 31, 2004

1. Incorporation and operations

Peace Region Economic Development Alliance was incorporated under the Province of Alberta on October 5, 2000. The Alliance is a regional partnership of communities, educational institutions, business groups, industry and government service providers committed to a vision of working together to guide the economic development future of the Peace Country.

The Alliance's mission is "to promote sustainable economic development in the Peace Region". The priorities of the Alliance are: marketing the region; regional infrastructure; opportunity identification; investment attraction; and regional leadership and partnerships.

2. Significant accounting policies

The financial statements have been prepared in accordance with Canadian generally accepted accounting principles and include the following significant accounting policies:

Property, plant and equipment

Property, plant and equipment are expensed on acquisition. Property, plant and equipment held include computers, software and office equipment.

Measurement uncertainty

The preparation of financial statements in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the reporting period. Accounts receivable are stated after evaluation as to their collectibility and an appropriate allowance for doubtful accounts is provided where considered necessary.

These estimates and assumptions are reviewed periodically and, as adjustments become necessary they are reported in earnings in the periods in which they become known.

Volunteer services

Volunteer services contributed on behalf of the Organization are not recognized in these financial statements.

Revenue recognition

The Organization follows the deferral method of accounting for contributions. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably assured.

3. Income taxes payable

The Organization is exempt from income taxes under Subsection 149 of the Income Tax Act.

4. Financial instruments

The Organization as part of its operations carries a number of financial instruments. It is management's opinion that the Organization is not exposed to significant interest, currency or credit risks arising from these financial instruments except as otherwise disclosed.

Fair value disclosure

The carrying amount of cash, accounts receivable, accounts payable and accrued liabilities approximates their fair value due to the short-term nature of these items.

5. Property, plant and equipment expensed

During the year property, plant and equipment totaling \$153 was expensed.

PEACE REGION ECONOMIC DEVELOPMENT ALLIANCE

OPERATIONS PLAN 2005

Peace Region Economic Development Alliance is a partnership committed to working together for the future regional economic development of the Peace Country.

PREDA is incorporated as a non-profit corporation under The Companies Act of Alberta, with the following objectives:

- Initiate and support regional economic development processes and projects, which enhance the economic stability and growth of the region;
- Facilitate trade and export activities through training and development of alliances;
- Identify opportunities for value-added industry development and facilitate expansion in this sector; and
- Identify sources of investment capital, particularly venture capital and facilitate matching to requirements in the region. The emphasis is to be placed on promotion and advantages of the region as a desirable location for investment.

MISSION, VISION AND CORE BUSINESSES

Mission: To promote sustainable economic development in the Peace Region.

Vision: To strengthen economic viability of the Peace Region, by promoting business development and enriching lives.

#	CORE BUSINESS	INITIATIVES
1	Promoting the Region	▪ Branding the Peace – regional strategy to market regional products & services under a regional brand ▪ Promotions - Developing and distributing promotional material on regional opportunities ▪ Tourism – Identifying and supporting a regional strategy to develop and promote a new tourism resource focused on dinosaurs ▪ Film Industry – Identify and assemble resources to build a regional film industry
2	Developing Regional Leadership & Partnerships	▪ Leadership & Partnerships – Enhancing leadership and economic development skills and capacity in the region through training initiatives
3	Developing Regional Industry Opportunities	▪ Commercialization of New Product & Services - The Innovation Network ▪ Pre-feasibility Business Cases in Value-added Industry Sectors ▪ Undertaking and promoting Regional Water Management ▪ Addressing Infrastructure Barriers – Focusing on high speed broadband connectivity and shared municipal services involving development
4	Reducing Barriers to Investment	▪ Identifying and Attracting Investment Capital ▪ Skilled and Unskilled Labor – Participating in labor force network to address skill shortages

Initiatives and Budgets

INITIATIVES		2005 BUDGET	PRED A	AED	Other Programs
Promoting the Region					
1	Branding the Peace	10,000	1,000	9,000	
2	Regional Promotions & Web-site	14,000	2,000	12,000	
3	Regional Tourism - Dinosaurs	1,000	1,000	0	
4	Regional Film Industry	5,000	1,000	4,000	
Developing Regional Leadership & Partnerships					
1	Training	8,000	0	0	8,000 AMA
Developing Regional Opportunities					
1	The Innovation Network	100,000	25,000		25,000 - NADC 25,000 - AHRE 25,000 - AED
2	Value-added Development	29,000	6,000	23,000	Numerous Partners
3	Regional Water Management	33,000	0	0	33,000 AMA
4	Shared Services & Connectivity	22,500	0	0	22,500 AMA
Reducing Barriers to Investment					
1	Investment Capital	6,000	1,000	5,000	
2	Skilled & Unskilled Labor	1,000	1,000	0	
Operations		18,000	11,000	7,000	
TOTAL		110,000	50,000	60,000	

PROMOTING THE REGION

INITIATIVE #1	Branding the Peace
BACKGROUND	A marketing initiative focused on identifying and promoting regionally produced products and services under a regional brand. Led by the Branding the Peace Association with PREDA representatives on the board.
ACTION REQUIRED	Representatives participate as an Association member and provide advice and financial resources to: 1. Address administrative policy and procedures; 2. Identify and assist industry groups that will have an interest in cooperative promotions and partnerships 3. Encourage commodity product groups to accept and use the brand logo on their products leaving the region.
EXPECTED RESULTS:	Outputs • Updated strategic plan on targeted investment and value-added initiatives. • Successful annual meeting and report on operations – number of members participating and member satisfaction survey. • Two industry groups (for example - the Art of the Peace and the Dinosaur Tourism initiatives) participating in the brand initiative and using the brand logo in their marketing activities. • Two commodity group producers displaying the logo on commodity products that are exported from the region. Outcomes • Effective and innovate board management and operations. • Regional producers agreeing to support a coordinated and cooperative approach to selling their products under a regional brand “image and logo”.

PERSONNEL INVOLVED	PREDA members working with the Association. Grande Prairie Art Gallery – Art of the Peace Project County of Grande Prairie, SMEDA, AED, GPRC and partners – Dinosaur Project World Luge – delegation to Italy Federation of Canadian Municipalities - delegation
SCHEDULE	Two industry groups – September 2005 Two commodity groups – December 2005 Federation of Canadian Municipalities – June 2005 World Luge – TBA
BUDGET & RISK FACTORS	\$10,000 – Risk factors being insufficient money to address a wide range of marketing activities that could be proposed. PREDA contribution is only a nominal percentage of the total Branding the Peace costs. Major funding will be required by the Association to undertake Investment Attraction study: the Association is seeking funding from CISP.
PROGRESS TO DATE	Financially supported the initiative with \$23,000 in January 2005 for administrative and project support. Supported Art of the Peace for regional marketing of art industry of the Peace Country - \$2,900 March 2005 – promotions on web site, magazine & symposium and background research for Industry Canada proposal.
INITIATIVE #2	Regional Awareness & Member Communications
BACKGROUND	Increase awareness of the Peace region products, industries and opportunities, and ensure PREDA members are informed about and engaged in regional economic development planning and initiatives.
ACTION REQUIRED	1. For each project, develop and implement a communication plan. 2. Participate in Emigrate 2005, Meet the North, and Northern Beef shows. 3. Maintain ongoing updates to www.peacecountrycanada.com and encourage members to use the Members Only section. 4. Enhance communication about PREDA to non-member organizations that are critical to the success of PREDA and the growth of the Peace Region (i.e. Chambers of Commerce). 5. Gain local recognition of projects PREDA supports. 6. Target five PREDA members to write editorials in their local newspapers. 7. Use news releases to inform the public about PREDA news. 8. Develop an at-a-glance member contact list. Explore partnering in local Alberta Centennial celebrations to promote PREDA.

EXPECTED RESULTS	Outputs • Member satisfaction survey on improved awareness and communication among members. • Member editorials in local newspaper on PREDA and its initiatives. • Three News Releases on PREDA successes Outcomes ▪ Increased inquiries for new ventures, site locations and value-added developments. ▪ Increased visibility and awareness of the Peace Region ▪ PREDA committees are supported in their marketing needs. ▪ Greater community awareness of the role of PREDA.
PERSONNEL INVOLVED	▪ Marketing Committee ▪ Newsletter contractor ▪ AED staff
BUDGET & RISK FACTORS	Budget \$14,000 for the following marketing tools • Quarterly PREDA Newsletter distributed February, July, September and December, plus AGM special edition - \$5000 • Annual Report – April 2005 – \$2,000 • Web site - \$2,000 • News releases (3) - \$960 • Monthly Members reports - \$0 • 'Proud to be a PREDA member' signage for each PREDA members' location - \$500 • 'This project supported by PREDA' signs - \$300 • Promotional item for distribution at trade shows - \$700 • At-a-glance member contact list - \$100 • Business cards - \$150 • Increase communication with non-members - \$500 • Support trade shows with marketing materials and volunteers • Sponsorship of local event(s) - \$500

INITIATIVE #3	Regional Tourism – Dinosaurs Sites & Promotions
BACKGROUND	PREDA financially supported and participated in Phase One of this project led by the County of Grande Prairie. The project was funded by County of Grande Prairie, SMEDA, Alberta Economic Development and PREDA. Outcomes included: • <i>The River of Death and Discovery</i> (Pipestone Creek Dinosaur Bed) is the title of the recently completed feasibility study and report on the Pipestone Creek Dinosaur Interpretive Centre • Group of provincial (Royal Tyrrell) and international palaeontologists visited the Peace Country to do field research at Pipestone Creek and other sites in the region. They contributed ideas to the committee on the regional dinosaur tourism concept. Displays have been developed. • Committee members have investigated initiatives in Grande Cache, Tumbler Ridge, Hudson Hope and other potential sites and to consider regional marketing approach.
ACTION REQUIRED	1. Assemble Peace community representatives into an initiative team to: • Identify other potential sites in the region and develop an action plan to promote the development and marketing of the sites within a regional theme. • Meet with BC Peace communities on a regional marketing tour initiative. 2. Continue to participate and support the River of Death and Discovery project as the flagship for regional dinosaur tourism in the Peace region.
EXPECTED RESULTS & SCHEDULE	Outputs • Regional listing of potential sites – September 2005 • Draft regional marketing scheme for the Alberta & British Columbia Peace region – December 2005 • Successful funding partnerships to undertake the development of the River of Death and Discovery project – December 2005 Outcomes • Regional approach to dinosaur tourism with provincial partnerships • Once build and promoted, an increase in tourism traffic to the region.
PERSONNEL INVOLVED	County of Grande Prairie Tourism agencies in the region. Alberta Economic Development

BUDGET & RISK FACTORS	\$1,000 – Identify additional funding partners for marketing and site development activities.
PROGRESS TO DATE	
INITIATIVE #4	Regional Film Industry
BACKGROUND	Film Friendly Community Training completed in 2004. Action plan approved by Executive Committee. Committee established.
ACTION REQUIRED	1. Complete film industry plan for PREDA region. 2. Develop inventory of film industry resources and a plan to share with industry representatives. 3. Share film industry plan with location scouts and production companies. 4. Meet with regional filmmakers, for example Aaron Sorenson, to better understand filmmakers needs and challenges.
EXPECTED RESULTS	Outputs • Develop an inventory of film industry resources in the region and present summary to interested communities in the region. • Film scouts caucus host their fall meeting in the Peace region and become more aware of regional resources and opportunities. • Target 5 communities as “Film Friendly -- endorsed film industry plan and resolutions passed for key municipal stakeholders”. Outcomes • To encourage the production of films in the region.
PERSONNEL INVOLVED	Film Industry Committee AED Film Commissioner

SCHEDULE BUDGET RISK FACTORS	Initiatives for 2005 • Draft action plan/documents - March 2005 • Executive approvals draft plan – March 2005 • Film Industry Plan with a covering letter mailed to each member municipality for their consideration – May 2005 • Training - Summer, 2005 • Resources Inventory - December 2005 Initiatives for consideration in 2006 • Promotion of this initiative within and outside of the Region • Update the Film Industry Plan and the Regional Film Industry Resources Database. • To encourage the building of regionally designed, produced and promoted films. Budget: \$5,000.00 Risk – Additional funds may be required to support regional films.
PROGRESS TO DATE	

DEVELOPING REGIONAL LEADERSHIP & PARTNERSHIPS

INITIATIVE 1	Training – Regional Economic Development Leadership
BACKGROUND	The following courses were provided to members in 2004: Critical Marketing Techniques; Idea to Implementation; Investment Capital; THECIS Bioenergy Session (Greg Radstaak, Smoky River Regional Economic Development Board); Small Communities Conference in Turner Valley - Harold Imes; Albertafirst.com training sessions in Grande Prairie and Peace River; How to Conduct a Patent Search" - The Innovation Network staff; The Innovation Workshop; Peace Country Learn Agri-Food training sessions for small-scale processors; HACCP, Product Design, and Market & Product Analysis; and Conference for Newly Elected Officials.
ACTION REQUIRED	1. Identify potential dates and partners to undertake training courses in • CEDAP – collaborate with Community Development Corporations to access resources to host the necessary training • Innovation and new product development - The Innovation Network and AIS host a series of workshops on market development, innovation and investment • Board and leadership development with Alberta Community Development 2. Arrange for facilitators/venues. Promote schedule and sessions. 3. Participate in sessions and complete reports.
EXPECTED RESULTS	Outputs • Five leadership and economic development training sessions in the region with 60% participation rate by members. Outcomes • Member growth and participation in economic development planning and initiatives (measure course satisfaction levels) • Increased networking between communities

PERSONNEL INVOLVED	PREDA members and resource team PCDC & SMEDA Community Futures Alberta Community Development Alberta Innovation & Science Alberta Municipal Affairs
SCHEDULE, BUDGET & RISK FACTORS	CEDAP- partner with Community Futures to host training sessions and secure additional resources to host full range of CEDAP courses for a broader group of municipalities. Sessions dates to be announced. Joint letter encouraging communities to take advantage of the training (promotional piece on value of attending) – April 2005 Leadership Training budget \$8,000 – Alberta Municipal Affairs Full package CEDAP sessions budget - TBA
PROGRESS TO DATE	

DEVELOPING REGIONAL OPPORTUNITIES

INITIATIVE #1	Commercializing New Products & Services - The Innovation Network
BACKGROUND	The Innovation Network Board hosted the first annual Innovation Week October 12-15, 2004 in Grande Prairie. Highlights included an Innovation Awards banquet and ceremony honouring Mike Dika, Reg Isley and Gail Briggs on their achievements in innovation. PREDA members participated in leadership training sessions on new product development, product marketing and venture capital investment. Continued success with building a culture of innovation in the region and assistance to targeted clients and client groups on new product and market development projects. Special Reports and Studies included: 1. Peace Country Investment Capital Program 2. Regional Innovation Needs Survey 3. Idea to Implementation Webtool - posted at www.theinnovationnetwork.net 4. Peace Country Agri-Food R&D Lab – Feasibility Study 5. The Learn Agri-Food project - business profile 6. Technopreneur Program (Alberta Innovation & Science for funding for the Youth Technopreneur Program) in partnership with Peace Country Development Corporation (PCDC). 7. Third National Rural Conference (Rural Secretariat) in Red Deer. Client Services – The Innovation Network has identified and met with 68 individuals interested in product development services (31 have become active clients).

ACTION REQUIRED	1. Meet with and participate with the TIN Board in their discussions on transition planning for TIN beyond Spring 2005. Discussions include funding consideration from partners and Alberta Innovation and Science Innovation Program. 2. Continue to provide financial support in 2005/2006 for new product development. 3. Host technology and innovation workshops - Intellectual Property Management; Trade Secrets; Critical Marketing; Investment Capital; Scientific Research & ED Tax Credits; Idea to Implementation; Growth Management 4. Continue service delivery, advocacy and reporting documents.
EXPECTED RESULTS	Outputs • Formal report on a Transition Plan for TIN Beyond Spring 2005. (Summer 2005). Recommendations for transition activities and refocus services based resources. • Successfully host new product development workshops and evaluations Outcomes • Continued success with building a culture of innovation in the region and assistance to targeted clients and client groups on new product and market development projects. Monthly and yearly reports.
PERSONNEL INVOLVED	TIN Board members The Innovation Network Project Management team Contracts – bookkeeping services Alberta Human Resources & Employment NADC AED WD Agriculture & Food Council Alberta Innovation & Science
SCHEDULE, BUDGET & RISK FACTORS	Monthly and Year-end Reports filed. (Operational & Projects) Workshop schedule to be announced. Budget \$25,000 from each PREDA, AED, AHR&E and NADC – WD and Agriculture & Food Council TBA – AIS TBA Risk Factors – Obtaining approval for AIS funding.
PROGRESS TO DATE	Application to AIS in the system.

INITIATIVE #2	Value-added Development – Pre-feasibility Business Cases
BACKGROUND	PREDA has initiated and participated in a number of projects in 2004 that have carried into 2005, including • Essential Oils Business Case – North Peace Applied Research Association (Manning area). PREDA approved \$15,000 in funding over three years for the project to explore the potential of harvesting high-quality essential oils from coniferous trees and developing a regional distiller. • Film scout photographs the Peace region (over 500 photos). Selection of shots on www.alberta-canada.copm photo library and regional photo library. • Dinosaur Tourism Initiative – PREDA partnered with the County of Grande Prairie, SMEDA, and AED to fund the development of <i>The River of Death and Discovery</i> (Pipestone Creek Dinosaur Bed).
ACTION REQUIRED	Continue discussions with AAFRD, SRD, NADC, Applied Research groups in the region and targeted industries to encourage value-added development and sourcing new ideas for development within the region. Projects include: ▪ Northern Beef Initiative - \$9,000 ▪ NARPA Essential Oils - \$5,000 ▪ Dinosaur Site Opportunities - \$5,000 ▪ Red Willow Timber - \$2,000 ▪ Wood Waste Fibre Phase One - \$5,000 ▪ Wood Waste Fibre Phase Two – Special Project funding at \$10,000 ▪ Watino Rail Connector - \$3,000 Report finding to membership and follow through on recommendations.
EXPECTED RESULTS	Outputs • Specific pre-feasibility reports on targeted opportunities. • Recommendations for follow-up work and investment opportunities. • Identification of potential investors on two current pre-feasibility business case studies. Outcomes • The advancement of value-added development business and industry opportunities in the region.
PERSONNEL INVOLVED	Value-added Committee AAFRD, NADC, AED, PCDC, SMEDA Applied Research Groups

BUDGET & RISK FACTORS	\$29,000 Special Project funding through AED \$10,000 for Wood Waste Phase 2
PROGRESS TO DATE	Red Willow Timber Corp. final report and invoices submitted. Open houses held in March. Dinosaur site - draft report completed March 2005 Watino Bridge connection - draft plan being circulated March 2005
INITIATIVE #3	Regional Water Resources – Undertaking and promoting regional water management
BACKGROUND	Water Related Issues and Programs in the Northwest Boreal Region, March 2003. A follow-up to Discussion Paper: Water Information Base, Northwest Boreal Region: May 2001.
ACTION REQUIRED	New Industry Development: 1. Contact municipal administrators to identify level of interest and commitment to listing potential sites/properties. Develop a template for listing. Cross-reference electronic listings available on www.albertafirst.com. 2. Identify properties that have major water pipelines running through them that would be suitable for attracting new industry development. 3. Marketing Package - Develop an information package on the above subject sites. Identify the gaps - major infrastructure facilities that have "latent or under-used" development potential (partially completed). 4. Organize a team to approach companies outside the region that are known to be looking to expand their operations – target companies that cannot adequately meet the water needs. Showcase northwest Alberta advantages. Regional Water Management: Updated and Expanded Opportunities 1. Work with NADC and Alberta Environment to investigate forming a regional water management team to address regional water issues and opportunities. 2. Update Report project requirements, issues, gaps and develop list of recommendations for future action.

EXPECTED RESULTS	Outputs • Updated regional water management report and regional committee • Targeted land sites showcased to potential industrial companies Outcomes • Municipal involvement in Regional Water Management • Attraction and development of new industries
PERSONNEL INVOLVED	Regional Water Resource team (regional service provider team). NADC, Alberta Municipal Affairs, Alberta Environment
BUDGET & RISK FACTORS	\$33,000 AMA
PROGRESS TO DATE	
INITIATIVE #4	Addressing Infrastructure Barriers – focusing on high speed broadband connectivity and shared municipal services involving development.
BACKGROUND	PREDA received a \$75,000 grant from Alberta Municipal Affairs. The Town of Valleyview is the operating partner. The core study areas are SuperNet, water management, leadership, and shared services.

ACTION REQUIRED	Shared Municipal Services - Communities identifying and discussing opportunities for shared services partnerships pertaining to development at a regional and sub-regional areas. 1. Working committee to meet to review and confirm activities and outcomes, and using a forum approach, identify potential areas for discussion – Spring 2005 2. Hire a consultant to undertake facilitation and research (information needs and best practices) as defined by the working committee – Summer 2005 3. Report back to committee and Alliance membership on recommendations for potential shared services – Fall 2005 4. Incorporate appropriate recommendations into the Alliance's business planning processes – January 2006 <u>High Speed Broadband Connectivity</u> - Increase the community's understanding of (1) the SuperNet initiative in the region and (2) how high-speed broadband applications could benefit potential users. 1. Discussion on the availability of SuperNet to urban and rural communities • Analysis of costs and options for maintaining the service in communities • Working with NADC and Alberta Innovation & Science on workshop material 2. Presentation of background information and recommendations to communities and public groups in the region
RESULTS	<u>Outputs</u> • A list of current shared services and recommendations (report) on potential shared services. • Discussion on geographic scale for potential shared services (regional and/or sub-regional). • An agreement to pursue targeted shared services based on specific opportunities and partners. • Summary of available Connectivity options and strategies for communities (familiarize municipalities with possibilities) • Action plan to better implement broadband services regionally <u>Outcomes</u> • Increased awareness of options for shared services and connectivity.
BUDGET & RISK FACTORS	Shared Services - \$15,000 AMA High Speed Broadband Connectivity - \$7,500 AMA
PROGRESS TO DATE	

REDUCING BARRIERS TO INVESTMENT

INITIATIVE #1	Investment Capital - To facilitate the establishment of investment capital pools in the region that will support new product development and business opportunities.
ACTION REQUIRED	1. Establish a committee that includes potential investment individuals/groups in the region. Meet with Community Development Corporations to discuss strategy and options. 2. Hire a consultant to update background material on investment capital pools (research reports 2004) and present new ideas to the committee. 3. Identify the necessary resources and logistics to assist local investors in forming investment pools. 4. Deliver a series of information sessions on investment pools and investing in community projects. 5. Develop and implement an action plan that would support three community pilot projects for investment pools. Identify local committee, local champion, and format for building and presenting business cases and identify interested investors.
EXPECTED RESULTS	Outputs • Updated investment capital report on the region • Formation of a series of regional investment pools that have the potential to increase investment into new business opportunities with a focus on new product development. Outcomes • Increase awareness of the opportunities and logistics for investing in the region.
PERSONNEL INVOLVED	The Innovation Network Board PREDA Executive Alberta Innovation & Science Community Development Corporations

SCHEDULE	Committee in place by May 2005 Information Sessions by Fall 2005 Develop action plan for Pilot by October 2005 Forming of Investment Pool(s) by January 2006
BUDGET & RISK FACTORS	\$6,000
PROGRESS TO DATE	Business Visitation Survey 2005 completed March 2005
INITIATIVE #2	Skilled and Unskilled Labour Shortages in the Region
ACTION REQUIRED	1. Participate on the Economic & Labour Market Information Industry Network. Identify Stakeholders, shortages and current resources to address the problems. 2. Participate in NADC Human Resource Conference – Fall 2005 3. Promote PNP Provincial Nominee Program for skilled workers. 4. Facilitate discussions with training centres and employers to address training needs.
EXPECTED RESULTS	Outputs • Regional committee to address skilled and unskilled worker issues and opportunities • Draft plan on initiatives and resources • Successful conference and findings Outcomes • Expanded network • Targeted initiatives into 2006
PERSONNEL INVOLVED	Alberta Human Resources & Employment NADC
BUDGET & RISK FACTORS	\$1,000
PROGRESS TO DATE	NADC Human Resource Conference committee underway. PREDA members participated in an AHRE exploratory meeting in March 2005 to establish a Labor Force Network in the Peace region. The audience included industry, colleges and public sector representatives. The attendees agreed to participate and support a network concept. AHRE will report back on the next steps to moving this network ahead.