



PRED A
PEACE REGION ECONOMIC DEVELOPMENT ALLIANCE

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2006 - 2007 ACHIEVEMENTS

PROMOTING THE REGION

BRANDING THE PEACE

Provided financial and leadership support to assist the Branding Association achieve:

- Produced 12 monthly newsletters (e-newsletters) that featured member and producer profiles, new memberships, training and project updates.
- Successful AGM in April – Announcement of BC government funding at \$255,000 and WD funding at \$110,000.
- New website was activated at www.canadapeacecountry.com
- Five (5) marketing banners were produced and made available to members when attending shows.
- Assisted Art of the Peace market strategy – developed terms of reference (attached) for developing a plan.
- Press Release on Peace Country – Billboard Baby Campaign
- **Using the Brand summary** - This year we have 25 producer members approved to use the logo. There are 69 other members of Branding the Peace Country that have requested and are approved to use the logo.



ATTRACTING INVESTMENT TO THE REGION

Regional Promotions

- Continued support on Regional Marketing strategy and initiatives, including four (4) newsletters, twelve (12) member's reports, monthly updates website www.peacecountrycanada.com, and numerous press releases.
- Statistical reports on website visits – 58% visitor increase to the online Newsletter and Members reports, Innovation remains one of the top 5 searched topics, and high downloads on "Useful Websites for Skilled Workers" and the Foreign Worker Readiness Seminars.
- Designed and developed 2 new tradeshow displays (retractable banners).
- Peace Value Added Food & Ag Association members - **Tara Sallis**, Birch Hills Soaps, **Gail Briggs**, Briggswood Country Preserves - and **Susan Meyer**, Alberta Agriculture, Food & Rural Development worked PREDA's 'very attractive' booth in the Peace Country Village at Meet the North.

Business Sites on Regional Water Lines – Identified potential sites and types of industries that need access to large volumes of water. Interviewed potential companies and learned that water as a location site factor does not outweigh distance to market and labor constraints in the northern locations.

Film Industry Development - Committee provided support to the Lions Club Annual Film Festival (8 films submitted) and 28 people attended festival and met with regional film makers to better understand what support is best suited for regional film development.



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SKILLED AND UNSKILLED LABOUR

PREDA **Regional Workforce Committee** undertook the following activities:

- Partnered with Grande Prairie Affordable Housing Steering Committee to prepare presentations to the Alberta Affordable Housing Task Force with recommendations on local and regional solutions.
- Co-sponsored "The Best Little Hire House in the Peace" Non-traditional solutions for hiring – with Peace Regional Human Resources Management Association and DMI, attended by 33 people.

Continued support and promotion of **Provincial Nominee Program** and courses/resources on hiring skilled workers, including:



- December session in Grande Prairie in partnership with AED, AHRE and Grande Prairie Chamber of Commerce (52 business and economic development officers participated).
- Labour Shortages and Resources in the Valleyview area – 20 people attended a planning session with Rachelle Langlois (AED) on Immigration Programs and Resources and Bernice Shadow (Beyond Traditions Consulting) on Working with First Nation Communities on Labor Opportunities.

Projet de marketing de St-Isidore Investment Attraction Strategy – Outputs included steering committee formed and operational, planning sessions held, reports produced, and strategy adopted. Research provided into municipalities in Canada, United States and France with high percentages of French speaking workers and businesses that were experiencing downturns in their economy.

Increasing the Talent Toolkit Pilot with the Petroleum Human Resource Council of Canada - Identified companies willing to participate in the Pilot (using the toolkit to learn to better attract and retain employees in the oil & gas industry sector).

Partnership includes PCRH, AEII, Northern Sunrise County, Grande Prairie Regional College and NAIT. PREDA accepted and approved as pilot region along with Fort St. John.



Petroleum
Human Resources
Council of Canada

Conseil canadien des
ressources humaines
de l'industrie du pétrole

INDUSTRY AND DEVELOPMENT OPPORTUNITIES

BUSINESS CASES

Computer Game Industry Development & Expo – facilitated new ideas and business opportunities for broadband-based development. Assisted in planning and hosting the second Computer Game Expo and Industry Development Symposium with Grande Prairie Regional College and industry partners. The two day event had over 140 persons from the region attend. The focus of the event was to introduce what the industry is about and how to get into the industry. PREDA received CFNSA Rural Community Economic



Development funds to undertake three initiatives (industry flowchart, database of in-region capacity, e-procurement model development) in support of PREDA's cyber infrastructure and connectivity goals. Assisted the Cyber Infrastructure committee with the crafting of a project plan.



Business Development Study and Forum on ICT Business Opportunities - Workshop identified ideas and recommendations for increased business usage of broadband and broadband applications by industry experts in the region. PREDA partners with Industry Canada and Rural Secretariat to sponsor the session.

Synergy Peace Oilsands Strategy Development – Assisted with the design of the forum to solicit ideas on development and investment opportunities resulting from the Oilsands development east of Peace River and specifically the Shell Expansion. Outputs include Discussion Paper on organizing the event and notes from forum.

Early Stage Business Cases - To determine market and investor interests in four new commercialization products in the Peace Country. The lead Project Management was provided by the Centre for Research and Innovation (affiliated with Grande Prairie Regional College). **Archibald Digital Storage** – project included background research, assessment of patents and intellectual propriety rights, defined market potential and strategy for approaching the marketplace. Outputs include report, background information provided and networking with The Centre to advance to the next stage of prototype development. Outcome is client is ready to seek investment. **Wilt Track System** – provided assistance on technical research on 'level system equipment to adapt spraying apparatus to avoid obstacles in rough terrain. Output is the report and engineering networking with Javelin Technical Solutions. Outcome - market potential and industry acceptance. Next stage will be prototype development and attracting and securing investors. **Vinge Seedling Project** – explored production and marketability for a new coating on seedlings to promote accelerated maturity and growth. Outputs include report and product validation trials. Outcomes are market acceptability and patent options. Next steps will be to secure forestry industry contracts and arrange for investors. **Aubin Bale Feeder** – market potential for a new bale feeder into specialty horse markets. Output includes a



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report, strategy on identifying contractors to build product and distribution systems.

River of Death & Discovery - Assisted and financially supported:

- Completion of business plan, marketing plan, fundraising concept and footprint design options. Research and financial assistance to make the 3D Internet Presentation on the Project (CD used for Smithsonian).
- Assisted Working Committee with background material and a draft proposal for funding of Pre-construction Phase (RCED application).
- Discovery Centre Launch on November 16th attended by over 100 persons - update on the concept, progress to date and presentations by marketing team and Dr. Currie. Production of presentation CD covering research, education, marketing and tourism functions.



Peace River Medical Centre of Excellence –

Outputs include report and promotional investment kit. Research undertaken on 'one-stop' medical facility networked with a hospital. Developed a conceptual scheme and design concepts. Investment kit prepared.

Bio-fuel Initiatives - Sponsored and facilitated planning of:

- Powering the Peace Conference attended by 220 persons in December 2006 – speakers on models for bio-diesel production (small-scale farm based production) and technical advice on industry.
- PREDA's Bio-Fuels workshop in Fairview (March 2007) is a success with over forty attendees learning more about federal and provincial alternative fuel programs and first-hand information on two regional bio-diesel business opportunities by local producers.
- Bio-diesel Tour of Manitoba plants – three Peace country farmers (with manufacturing interests) on a bio-diesel plant tour in Manitoba.

INNOVATION AND NEW PRODUCT DEVELOPMENT

Completed transition of The Innovation Network's organization and services under the management of PREDA to the **Centre of Research and Innovation**



(CRI) under the shared management of the Grande Prairie Regional College and PREDA. This included transferring and forming a new relationship from AED to Alberta Innovation and Science to include new services and focuses on applied research. A new

communications plan was developed along with marketing materials and package. Specific achievements included:

- 17 clients/research **projects** tested prior to opening March 7, 2007.
- Nearly 200 Peace Region residents attended the events of **Innovation Week** learning about the services the new Centre offers, an opportunity to set up a chapter of the Alberta Council of Technologies ABCTech.ca, and a Productivity Think Tank funded by AEII (AHR&E) including how to

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adopt LEAN thinking into your workplace.

- Submitted The Centre for Research & Innovation proposal to Alberta Innovation & Science on two major research projects (Grande Prairie Regional College and NAIT) to “field test” our regional innovation services (the two client projects will serve as test cases that will demonstrate how the participating organizations may network in the future to deliver innovation services in-region).
- Press Releases** and Quarterly **Newsletters** on regional topics that support a culture of innovation.



REDUCING BARRIERS TO INVESTMENT

INVESTMENT CAPITAL

Facilitated discussions on the opportunity and merits of establishing investment capital pools in the region. Meet with Community Futures Development Corporations and other stakeholders to discuss best practices and existing mandates on business loans and investment in the region (future action pending taxation & research rules).



BUSINESS RETENTION BUSINESS SUCCESSION PLANNING

Business Succession Planning Resource Kit and Manual was developed and distributed to members, businesses and communities in the region, including a CD copy of presentations for economic development officers.

Economic development officers have resource tool to demonstrate a process to undertake Business Succession Planning initiatives and have a better understanding of best practices on the topic. Municipal leaders have a better understanding of Business Succession Planning as an economic development tool.

DEVELOPING REGIONAL LEADERSHIP AND PARTNERSHIPS

REGIONAL ECONOMIC DEVELOPMENT LEADERSHIP

PREDA participated in the following Training Sessions and Conferences:

- Ag Tourism Development meetings in Grande Prairie and Peace River - over 40 people attended and worked on actions steps for future co-operative efforts in tourism opportunities on the farm. Partnership with Grande Prairie Regional Tourism, Community Futures Grande Prairie & Region, Northern Sunrise County, Mighty Peace Tourism, and Alberta Agriculture & Food.
- Start Your Engines Conference in Hay River on infrastructure and transportation networks and opportunities between northern Alberta and Yellowknife area.
- 2006 Community Futures Conference sponsorship and member participation in entrepreneurship and social enterprises.



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- AlbertaFirst.com session in Grande Prairie and Peace River and CEDAP training sessions in Fairview in October – six PREDA members and 22 municipal councillors and business people attended.



REGIONAL RESOURCES AND ENVIRONMENT

Assisted the Fairview area communities with hosting “Building a Good Foundation” planning session on November 20 & 22. Over 50 people participated in facilitated sessions. Outputs include sessions report on opportunity identification, community lifestyle and marketing.



PREDA member planning sessions on developing 2007-08 Operations Plan included discussion on sustainability: of current economic activity, the different industry sectors (with emphasis on pine beetle and grain transportation issues) and innovation, productivity and value-added development in rural regions. Outcome was the topic would be re-visited during the 3 Year Business Plan process and forums in Fall 2007.

PREDA member planning sessions on developing 2007-08 Operations Plan included discussion on sustainability: of current economic activity, the different industry sectors (with emphasis on pine beetle and grain transportation issues) and innovation, productivity and value-added development in rural regions. Outcome was the topic would be re-visited during the 3 Year Business Plan process and forums in Fall 2007.

PROVINCIAL REDA CHAIRS' MEETING

The role and activities of each of our REDAs has and will continue to evolve beyond our original Memorandums of Agreement and our 3-Year Business Plans and Operations Plans.

What do we need to do to accelerate this evolution in a more strategic way?

Each REDA needs **additional core funding** to hire their own executive manager and administrative team. This step would reduce the dual role placed on AEII Directors and lead to a more equal relationship with the department (and, by virtue of disassociating the direct AEII management relationship that REDAs currently have, other departments will become MORE involved). Further, REDAs need AEII to help them showcase their successes, and in doing so, convince other provincial government departments (and perhaps the federal government) to enter into similar Agreements and partnerships. AEII has been an excellent champion and is not getting fair and equal support from other departments that are benefiting from the organizational and operational aspects of REDAs in rural Alberta.

Many REDAs are moving into non-traditional areas that impact our regional economies. These include infrastructure, skilled and unskilled labor, regional municipal management, and growth and resource management. Within each area, the range of topics and their complexity increases, for example under infrastructure, we are dealing with airports, rail lines and containerization, water quality & quantity issues, power supply & generation, broadband connectivity and more. Our difficulty is, we are being asked to organize and plan the proposals and then find the partners to sell the idea. It is at this point that other government agencies appear to be willing to partner with us, which is too late. We need those partners at the REDA's table with AEII at a much earlier stage. The old method of writing stand alone letters to one or more departments about our needs makes the process cumbersome and ad hoc at best. We need some form of upfront agreement and sustaining resources/participation from other departments.

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The second major factor to a more strategic evolution is, the REDA Chairs forming an Executive Unit among ourselves to champion a REDA Alberta Strategy. Meeting as we are today as REDA Chairs is important, and is a first step to tabling our ideas and concerns with our AEII partner. What is missing is the continued **collective leadership** of our group to take ideas and put them into action. What could a not-for-profit company of REDA chairs with staff resources do to address and drive change in rural Alberta? We could with a single voice participate and influence provincial strategies. We could be better resourced. We could strengthen our local municipal leadership in the regional landscape, and in doing so, be a better and more equal partner with provincial and federal government agencies.

Jack O'Toole, PREDA Chair, Spring 2007

FINANCIAL REPORTS

Peace Region Economic Development Alliance

Income Statement Summary 04/01/2006 to 03/31/2007

PREDA Revenue	160,628.45
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AEII	100,000.00
Membership	57,328.48
Other	3,299.97

PREDA Expenses	195,871.21
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Accounting	9,386.59
Meetings	5,207.82
Bad Debt	1,402.00
Operations	3,442.34
Training	9,059.84
Marketing	10,831.65
Branding	21,400.00
Investment	16,957.40
Value-added	52,604.68
Workforce	4,766.16
Connectivity	2,418.20
Film	2,269.39
Dinosaurs	31,125.14
TIN	25,000.00

TIN Revenue	89,961.60
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TIN Expenses	75,164.32
Total Revenue	250,590.15
Total Expenses	271,035.61
NET INCOME	-20,445.56



Peace Region Economic Development Alliance Income Statement 04/01/2006 to 03/31/2007

PREDA Revenue

Alberta Employment & Immigration		100,000.00
Western Economic Diversification		0.00
AEII (HRE)		0.00
Membership Revenue 2006	(510.00)	
Membership Revenue 2007	<u>57,838.48</u>	
Membership Revenue Total		57,328.48
Miscellaneous Revenue		13.39
General Project Revenue	<u>3,286.58</u>	
Total Project Revenue		<u>3,286.58</u>
Total PREDA Revenue		160,628.45

TIN Revenue

Alberta Economic Development - TIN		25,000.00
PRED A - TIN		28,000.00
Western Economic Div - TIN		5,699.00
AB HRE - TIN		31,250.00
Interest Earned - TIN		<u>12.60</u>
Total TIN Revenue		89,961.60

TOTAL REVENUE	250,590.05
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EXPENSE

PRED A Admin Expenses

Accounting & Legal	9,386.67
Professional Fees	0.00
Annual General Meeting	1,467.43
Bad Debts	1,402.00
Bank Charges	185.40

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Insurance		1,992.00
Marketing & Promotion		10,756.65
Miscellaneous		583.75
Meetings		3,740.39
Office Supplies		543.19
Postage		2.00
Staff Development		3,992.50
Telephone		136.00
Staff Travel	4.06	
Board Travel	4,186.62	
Special Projects Travel	<u>876.66</u>	
Total Travel Expense		5,067.34
GST Expense		<u>0.00</u>
Total PREDA Admin Expenses		39,255.32
PREDA Project Expenses		
General Project Expense		1,377.38
Branding the Peace		21,400.00
Investment Leads	7,583.10	
Investment Models	0.00	
Investment Visitation	1,823.48	
Investment Initiatives	<u>7,550.82</u>	
Investment Attraction Subtotal		16,957.40
Value Added Initiatives	46,227.30	
Essential Oils	<u>5,000.00</u>	
Value Added Subtotal		51,227.30
Regional Workforce Development		4,758.16
Cyber Infrastructure		2,418.20
Website Development		75.00
Peace Country Film		2,269.39
Dinosaur Project		31,125.14
Business Succession Planning		8.00
Research & Innovation		0.00
TIN Project Expense		25,000.00
Total PREDA Project Expenses		156,615.97
Payroll Expenses		
Wages & Salaries		9,059.44
EI Expense		247.74
CPP Expense		324.02
WCB Expense		39.75
Total Payroll Expense		9,670.95
TIN Expense		
Accounting & Legal - TIN		3,748.75
Advertising & Promotion - TIN		5,889.27
Bank Charges - TIN		594.64
Computer Rental -TIN		900.00
Insurance - TIN		600.00
Meetings - TIN		214.70
Networking & Exploration – TIN		530.11



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Office Lease - TIN		1,988.72
Office Supplies - TIN		298.55
Postage & Courier – TIN		336.82
Repairs & Maintenance - TIN		1,104.98
Telecommunications - TIN		<u>1,982.09</u>
Total TIN Admin Expense		18,188.63
TIN Travel		
Board Travel O/Region - TIN	126.07	
Consultant Travel O/Region - TIN	505.38	
Consultant Meals O/Region - TIN	<u>50.00</u>	
Total Outside Region Travel		681.45
Staff Travel I/Region - TIN	96.45	
Staff Meals - I/R - TIN	13.50	
Consultant Meals - I/R - TIN	519.10	
Consultant Travel - I/Region - TIN	<u>4,449.24</u>	
Total Inside Region Travel		<u>5,078.29</u>
Total TIN Travel		5,759.74
TIN Program Expenses		
Professional Fess - TIN		<u>41,545.00</u>
Total TIN Program Expenses		41,545.00
TIN Project Expenses		
Total TIN Project Expenses		
TOTAL EXPENSE		271,035.61
NET INCOME		<u>(20,445.56)</u>
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Peace Region Economic Development Alliance

Balance Sheet As at 03/31/2007

ASSETS

Current Assets

PREDA Chequing	61,252.69
TIN Chequing	18,057.32
TIN Petty Cash	3.12
Accounts Receivable	10,538.24
TIN Accounts Receivable	0.00
A/R additional PREDA	0.00

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A/R Additional - TIN	11,949.00
Prepaid Expenses	195.30
GST Receivable	(3,317.40)
Allowance for doubtful accounts	0.00
Total Current Assets	<u>98,678.27</u>
TOTAL ASSETS	<u>98,678.27</u> =====
LIABILITIES	
Current Liabilities	
Accrued Payable	800.00
Accounts Payable	1,965.94
EI Payable (48.70)	
CPP Payable (78.54)	
Income Tax Payable (40.90)	
Receiver General Payable	(168.14)
WCB Payable	(284.65)
Deferred Revenue	0.00
GST Owing	
Total Current Liabilities	<u>2,313.15</u>
TOTAL LIABILITIES	<u>2,313.15</u> =====
EQUITY	
Earnings	
Retained Earnings	116,810.68
Current Earnings	(20,445.56)
Total Earnings	<u>96,365.12</u>
TOTAL EQUITY	<u>96,365.12</u> =====
LIABILITIES AND EQUITY	<u>98,678.27</u> =====

2007/08 OPERATIONS PLAN

Peace Region Economic Development Alliance (PREDA) 2007/08 Operations Plan is in the final year of the 2004-2007 Business Plan. PREDA's Mission, Vision and Core Businesses are:

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

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



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CORE BUSINESSES	INITIATIVES
Promoting the Region for Trade and Investment	- Undertaking Regional Promotions - Promoting Regional Products thru Branding the Peace
Addressing Regional Issues and Facilitating Opportunities	- Supporting Business Case Development - Facilitating a Culture of Innovation
Reducing Barriers to Investment	- Reducing Barriers for Investment - Building a Regional Film Industry - Addressing Labour Shortage Issues
Developing Regional Leadership & Partnerships	Strengthening Leadership in Regional Development
PROMOTING THE REGION FOR TRADE AND INVESTMENT	
INITIATIVE 1	Regional Promotions
ACTION REQUIRED	Continue supporting Regional Promotions Committee initiatives, which include increasing the awareness of PREDA as a regional development organization, and as a region to invest and do business in.
EXPECTED RESULTS	Output - Committee reports on activities and documentation of production and readership of newsletters, member's reports, website www.peacecountrycanada.com, and other marketing tools. - Review and report on regional image and marketing message. Outcome - Increased awareness of PREDA as an effective REDA and the Peace Country as an attractive and successful place to invest and do business in. 
PERSONNEL INVOLVED	Regional Promotions Committee and regional stakeholders Branding the Peace Association.
INITIATIVE 2	Promoting Regional Products thru Branding the Peace
ACTION REQUIRED	Continued support to the Branding the Peace Association to encourage businesses to use the brand logo on their products. Association has a documented action plan with targeted initiatives.
EXPECTED RESULTS	Outputs - Provide resources to assist the Branding Association achieve:

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EXPECTED RESULTS	▪ Have one new commodity group participate in the brand initiative. ▪ A 10% increase in the number of producer members using the brand logo and marketing material. ▪ A 25% increase in the number of producer members in the association. Outcome ▪ New producers supporting a coordinated and cooperative approach to marketing their products under a regional brand that will lead to increased consumer awareness of Peace Country products and services.
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PERSONNEL INVOLVED	Branding the Peace Association Regional Promotions Committee and Industry Groups
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ADDRESSING REGIONAL ISSUES & DEVELOPING OPPORTUNITIES

INITIATIVE 3	Supporting Business Case Development
ACTION REQUIRED	Continue to support the following ongoing projects: ▪ River of Death and Discovery – Two Year Preconstruction Readiness ▪ Cyber Infrastructure – Build a process and forum to connect entrepreneurs with new ideas and business opportunities using broadband-based networks. ▪ New industry development and spin-off opportunities in the heavy oils industry including SYNERGY Initiative and heavy oil up-graders. Potential to assist in identifying export opportunities with the Heavy Oil Alberta Project and International Trade. ▪ St Isidore Project promotion of investment opportunities. Investigate opportunities and provide support for new projects based on the region having a competitive advantage and an identifiable entrepreneurial stakeholder in the project. Projects could include, for example, bio-diesel, co-generation bio-digesters and seed export.



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EXPECTED RESULTS	Outputs ▪ Support five (5) business cases on new industry opportunities in partnership with regional entrepreneurs and act on recommendations to advance and support their implementation (reports). ▪ Reports on measurable activities from ▪ River of Death and Discovery ▪ Cyber Infrastructure Industry Development and Expo ▪ SYNERGY Initiative and heavy oil up-graders ▪ St. Isidore Project promotion of investment opportunities Outcome ▪ Advance ideas for new value-added opportunities and ventures that may lead to new development and investment in the region.
PERSONNEL INVOLVED	PREDA Executive Committee Community Futures organizations - PCDC & SMEDA
INITIATIVE 4	Facilitating a Culture of Innovation
ACTION REQUIRED	Continue to support new product development initiatives through the Centre for Research and Innovation: ▪ Continuation of the awareness campaign with regional partners ▪ Continued capacity building to strengthen the culture of innovation in the region ▪ Ensure the private sector has a strong voice in the design of initiatives to improve commercialization opportunities in the region 
EXPECTED RESULTS	Output ▪ Report from CRI on business activities through the year. Outcome ▪ Successful operations of the CRI and advancement of principles and best practices on productivity, innovation and competitiveness.
PERSONNEL INVOLVED	Centre for Research & Innovation (Grande Prairie Regional College)
REDUCING BARRIERS TO INVESTMENT	
INITIATIVE 5	Reducing Barriers to Investment & Building Regional Capacity

ACTION REQUIRED	Investment Capital - Facilitate discussions on the opportunity and merits of establishing investment capital pools in the region. Meet with Community Futures Development Corporations and other stakeholders to discuss a strategy. - Identify the resources and logistics needed to assist in the formation of investment pools and how best to help clients seek investors.
EXPECTED RESULTS	Output - Position paper on regional advocacy, concepts and actions plans for expanding and accelerating access to investment capital in the region. Outcome - Better understanding and future direction on how the region can improve its position on accessing investment capital.
PERSONNEL INVOLVED	PREDA Executive
INITIATIVE 6	Building a Regional Film Industry
ACTION REQUIRED	Research opportunities for commercials to be shot in the region. Meet with Film Makers from the region. Encourage regionally designed, produced and promoted films, and provide support where possible. Identify and act on barriers to the industry in the region. Assist in hosting film industry development workshops.
EXPECTED RESULTS	Output - Report on a successful Lions Club Annual Film Festival - Report on feasibility of shooting commercials in the region, on opportunities and barriers for support the production of local films - Report on a film industry development workshop Outcome - To build capacity to help develop regionally produced films and build a film industry in the Peace Country.
PERSONNEL INVOLVED	Film Development Committee
INITIATIVE 7	Addressing Labour Shortage Issues
ACTION REQUIRED	 Provide support to establish a Labour Market Network group that would address regional labour issues and develop strategic plans. Support an industry forum that solicits ideas and dialogue on labour issues and opportunities. Support initiatives.



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	Participate in promoting information on the Provincial Nominee Program for attracting workers to the region. Provide regional path-finding services on immigration information requests. Develop a promotional piece to showcase regional information sources and services to be used by companies when attracting new workers to the region.
EXPECTED RESULTS	Output - Formation of a regional Labour Market Network group(s), a strategy plan and projects document. - Report on immigration (PNP initiatives) for the region. Promotional documents for community and industry stakeholders attracting workers. Outcome - Proactive involvement in regional labour issues and opportunities.
PERSONNEL INVOLVED	Regional Workforce Committee Chambers and Industry Groups
DEVELOPING REGIONAL LEADERSHIP & PARTNERSHIPS	
INITIATIVE 8	Training – Regional Economic Development Leadership
ACTION REQUIRED	Identify leadership and economic development training sessions, share events with membership and support participation in approved sessions. Attendees are required to complete a Conference/Training report and present findings to the Management Board.  Expand PREDA's advocacy role on regional development issues and opportunities by increasing our members networking and partnering relationships with other groups and agencies in the region, such as chambers of commerce and business development groups.
EXPECTED RESULTS	Output - Members participating in a minimum of three (3) leadership and economic development training sessions and reporting on course material back to the Management Board. Outcomes - Increased understanding and working knowledge of best practices in economic development for members.

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PERSONNEL INVOLVED

PREDA Executive
PCDC and SMEDA

BUDGET

INITIATIVES	BUDGET	PREDA	AEII
Promoting the Region for Trade and Investment	\$25,000	\$5,000	\$20,000
Addressing Regional Issues & Developing Opportunities	\$77,500	\$27,500	\$50,000
Reducing Barriers to Investment	\$12,500	\$2,500	\$10,000
Regional Leadership and Partnerships	\$5,000	\$5,000	
Operations	\$40,000	\$20,000	\$20,000
TOTAL	\$160,000	\$60,000	\$100,000

**PEACE REGION ECONOMIC
DEVELOPMENT ALLIANCE**

Box 20 10320 99 STREET
GRANDE PRAIRIE AB
T8V 6J4

T: 780.538.5230

F: 780.538.5332

E: PREDA@PEACECOUNTRYCANADA.COM

W: WWW.PEACECOUNTRYCANADA.COM

