



**2018-2019 Activity Report
ATTACHMENT 2**



2018-2019 Activity Report



Purpose

Who We Are: The Peace Region Economic Development Alliance (PREDA) is a membership owned non-profit society. PREDA is one of 11 regional economic development alliances in the province of Alberta. PREDA is a partnership of 51 municipalities, educational institutions, chambers of commerce, and Community Futures working together to guide regional economic development of Alberta's northwest – affectionately referred to as the Peace Region. A List of our membership can be found in the appendix. PREDA was incorporated as a not for profit corporation under The Companies Act of Alberta in October 2000.

Mission: To continue to grow a vibrant economy that explores, promotes and facilitates new emerging opportunities, competitiveness and innovation.

Vision: The Peace Country has planned and balanced growth; strong stewardship of its resources; and the ability to proactively manage economic change.

Governance

PREDA's Board of Directors are elected by the membership for a two-year term. Our most recent election of the Board of Directors was conducted during our Annual General Meeting in November 2019.

PREDA 2018-2019 Board of Directors

Member Organization	Re-appointed November 2017	Address	Community	Postal	Phone
County of Grande Prairie	Director - Daryl Beeston	100001 84 Avenue	Clairmont	T0H 0W0	780-567-4299
Town of Peace River	Director - Elaine Manzer	Bag 6600	Peace River	T8S 1S4	780-624-3988
MD of Spirit River #133	Director - Elaine Garrow	Box 389	Spirit River	T0H 3G0	780-512-9628
Northern Sunrise County	Director -Carolyn Kolebaba	Box 1300	Peace River	T8S 1Y9	780-617-2381
Village of Berwyn	Director - Lisa Johnson	Box 250	Berwyn	T0H 0E0	780-338-3801
Birch Hills County	Director - Deanne Woodland	Box 157	Wanham	T0H 3P0	780-694-3793

Operational Overview

Operational Facilities: PREDA operates under a virtual office model utilizing its website as the portal for information distribution to its membership. Quarterly membership meetings are hosted across the region utilizing a member sponsor model (i.e.... the member assists with the coordination of the meetings).

Staffing: PREDA fee-for-services all its contracts. Currently there is a ¼ FTE Executive Director position, and 3/4 FTE Administrative Manager / Researcher.

Revenue Sources: PREDA has two major revenue sources. The first is an annual membership fee which is set at .50c per capita for municipalities and various flat rates for non-municipal members. The second major revenue source is an annual operating grant from the Alberta Department of Economic Development. Details of revenues for 2018-2019 are noted in the operational budget presented in this report.

Major expenditures: PREDA expenditures are operational based. The Alliance does not provide external funding for projects. PREDA contributes a maximum of 50% of its membership fees toward the funds generated by the municipalities for the Municipal Project Fund (which is detailed in the next section).

Membership Related Activities

Listed below are the core activities of PREDA. These activities are on-going from the previous year and **constitute the core activities of PREDA in 2018-2019**. The listed core activities are available to all members and encompassed under their annual membership fees.

Activity 1: Quarterly Board / Membership Roundtables Coordinated on a quarterly basis, the members of PREDA identify collective regional issues that impact the region's ability to build local capacity and strengthen economic development. Through the directive of its collective membership these issues are researched and brought to the membership roundtables for awareness building, action planning, and collective positioning. Follow-up one-on-one consultation is also available to our membership.

In 2018-2019, our membership meetings focused on seniors housing, vacancy rates, follow-up on abandoned oil wells, and progress reports on our Northern Commodities research project. A sample of our membership meeting agenda is attached in the appendix.

Activity 2: Dataset Compilations

Compilation of the collective directives and follow-up research collected for membership meetings. These compilations are posted to the PREDA website and distributed to all PREDA Members. In 2018-2019 compilations included appendages that reflected community level datasets for Health profiles, traffic counts, abandoned oil wells, Statistics Canada 2016 Census links, and summary sheets created during our collection of data for the Northern Commodities research project.

Activity 3: Economic Development Customized Consultations

PREDA provides free 2-4-hour customized consultations with member Municipalities, Economic Development Officers, and Chief Administrative Officers. These sessions have proven to be very popular with our municipal members as the majority do not have a dedicated Economic Development Officer. Of our municipal members only five have a dedicated Department of Economic Development (Saddle Hills, County of Grande Prairie, Town of Fox Creek, MD of Greenview, and Northern Sunrise County).

Upon request PREDA meets with municipal council/administration to review what has been done regarding economic and community development, what is presently in place and what potential opportunities and threats or issues exists. Includes a discussion of existing land-use bylaws, regional and inter- municipal agreements and any community development work that has already been done. Through PREDA's guidance recommendations on options to pursue economic development based on available municipal funding, as well as a summary of next steps options available to the municipality and possible grant applications. In 2018-2019 PREDA hosted five municipal customized sessions on economic development –Sexsmith, Grimshaw, Berwyn, Hythe, and MD of Peace.

Activity 4: Facilitation of Multi-Member Initiatives

Recognizing the challenges that can occur when our members are at some cross-roads with regional collaboration, upon request of the stakeholders, PREDA can act in a neutral capacity to facilitate multi- member meetings on regional topics or projects. Examples are: Senior's Housing Review, Water Management, and Regional Airport Agreements.

Activity 5: Research Project – Commodity Production and Transportation

In partnership with REDI, and through funding secured from a CARES grant, Phase 1 of a research project collecting data on commodity types, production volumes, current exports, and markets has been completed. Phase 2 of this research will use the data collected in Phase 1 to create customized reports for our rural municipalities.

Activity 6: Think Local In May 2018 the membership of Think Local and PREDA elected to dissolve the Think Local Initiative due to continual e-commerce challenges. Currently PREDA sponsors radio advertisements in support of northwest Chambers of Commerce that promote local shopping.

Activity 7: Networking and Advocacy

PREDA maintains an active membership in the Rural Municipalities of Alberta, Alberta Urban Municipalities, The Alberta Economic Developers Association, and the Economic Developers Association of Canada. PREDA ensures that representation is sent to the annual conferences of each of these organizations. Because of the large geographic region PREDA represents, we find attending these events (which all our municipal members attend) is much more cost and time efficient as we meet with most of our municipal councils and GOA's while at the conventions. PREDA also supports and actively participates in regional partnerships that benefit the northwest. Currently, PREDA participates in REDA Manager and Regional Economic Development meetings coordinated by the Alberta Department of Economic Development; has partnered with the Regional Economic Development Initiative (Mackenzie County area) on transportation priorities for the northwest; and attends / invites key stakeholders from the North Peace Economic Development Commission (Fort St. John & Dawson Creek) to address shared regional issues such as airport services, rail capacity, workcamps, and border roadways.

Activity 8: Non-Profit Administration Services

PREDA currently offers administrative services to one non-registered community group that has regional support and regional impact. This group, the Northern Transportation Advocacy Bureau, is supported through a partnership between PREDA and REDI. At the governance level, PREDA has assigned our Chair to attend quarterly meetings and provide regular updates to membership.

Activity 9: Municipal Project Fund This fund was created by PREDA's municipal members for municipal members. Municipal members that choose to participate in the MPF contribute .30c per capita to the fund each year. PREDA's municipal members elect an overseeing committee from the MPF members. By default, representatives from our Community Futures, the Francophone Economic Development, and a representative from the Board of directors are committee members. The MPF Committee has created, and operates under, a Terms of Reference. Through-out the year the committee sends out a request for submissions from partner municipalities. Approval to fund a project is fully controlled by the MPF Committee pending the submission meets the conditions of the Terms of Reference. PREDA provides no-charge administrative services to the MPF Committee (i.e. invoicing services, meeting coordination, and Grant Agreement follow-up paperwork. PREDA contributes a maximum of 50% of its membership fees towards the Municipal Project Fund. Projects sponsored in 2018-2019 are listed in the Appendix.

Membership Fee-for Services

Individually, PREDA's membership has various levels of capacity to assess, follow-up on, and negotiate economic development challenges and opportunities. For example, very few of our municipal members have a full-time Economic Development Officer.

Over the years PREDA has responded to numerous requests from individual members seeking customized assistance with various economic development topics. These requests have evolved into a listing of services that PREDA can offer above and beyond the services covered in an annual membership. The number of fee-for service requests from our members varies within any given year. PREDA has a preference to sub-contract these requests and in recent years has developed partnerships with local consultants to assist our membership outside of the capacity of PREDA to dedicate the human resources required. PREDA charges a 5% administrative fee to coordinate membership services contracts. A list of the services offered to PREDA members above and beyond the standard membership fee is attached in the appendix. Following are examples of the customized membership requests PREDA provided in 2018-2019.

1) Lac Cardinal Regional Economic Development – Following the loss of their EDO, LCRED contracted PREDA to provide higher economic management services to assist them with major projects such as the regional airport, agricultural processing proposal, grant applications, and strategic planning. PREDA also provides note-taking services during monthly Board meetings. 2) Northern Sunrise County: New EDO mentorship; 3) Northern Lights County - assist with EDO recruitment; 4) Town of Fairview – Physiotherapist recruitment assistance; 5) Big Lakes County – Agricultural statistics for an international trade mission; 6) Smoky Region – EDO / project mentorship; 7) Village of Nampa – Access to PREDA Survey Platform.

APPENDICES

- A PREDA 2018-2019 Membership List
- B PREDA Membership Meeting – Sample Agenda
- C PREDA Municipal Project Fund
- D PREDA Membership Services

Appendix A

PREDA 2018-2019 Membership

Big Lakes County	CEDA - Francophone Economic Development
Birch Hills County	Community Futures - Grande Prairie
Clear Hills County	Community Futures - Peace Country
County of Grande Prairie	Grande Prairie Regional College
County of Northern Lights	Lac Cardinal Economic Development
MD of Fairview	Mackenzie Municipal Services Agency
MD of Greenview	Northern Lakes College
MD of Peace	Smoky Region Economic Development
MD of Smoky River	Berwyn & District Chamber of Commerce
MD of Spirit River	Fairview and District Chamber of Commerce
Northern Sunrise County	Grande Prairie Chamber of Commerce
Saddle Hills County	Grimshaw & District Chamber of Commerce
Town of Fairview	Manning & District Board of Trade
Town of Falher	McLennan & District Chamber of Commerce
Town of Fox Creek	Peace River Chamber of Commerce
Town of Grimshaw	Sexsmith & District Chamber of Commerce
Town of Manning	Smoky River Regional Chamber of Commerce
Town of McLennan	Valleyview & District Chamber of Commerce
Town of Peace River	Grande Prairie Regional Airport
Town of Sexsmith	Move-Up Magazine
Town of Spirit River	New Harvest Media
Town of Valleyview	Smart Guide Magazine
Village of Berwyn	
Village of Hythe	
Village of Nampa	
Village of Rycroft	



Membership Meeting

Date: Friday, May 11th, 2018

Time: 9:30AM – 3:30PM

Location: Harmon Valley Hall

Need Help: 780-527-6232(PREDA Cell)

Township Road 820 (South Harmon RD)

[Find it Map!- Click Here](#)

Northern Sunrise County

9:30 AM Coffee / Networking

NOTE: Attachments are posted to the PREDA Website for download / review prior to the meeting

10:00AM Call to Order – E. Garrow – Chair
Welcome from Nampa & Northern Sunrise County

PREDA UPDATE – Dan Dibbelt – Executive Director

CARES Grants - Commodity Production & Export / Think Local
AAMDC / AUMA / REDA Managers
Municipal Project Fund – Call for Submissions

10:30AM Membership Round Table – What’s Happening in Your Neck of the Woods?

11:00AM Federation of Canadian Municipalities for Climate Innovation Program provides funding, training and resources to help municipalities adapt. Presenter Dany Robidue – Eco West

11:15AM Business Boot Camp! Melanie Bekevich-Joos presents a CARES grant partnership between REDI and Northern Lakes College.

11:30AM Kamie Currie presents an update on the next round of CARES grants for municipalities.

12:00PM Lunch (Provided – Thanks Northern Sunrise County!!!!)
Lunch Topic - An update on what Alberta Innovates and its partners are doing on new product commercialization and entrepreneurship. Speaker – Bob Hall

12:30PM Seniors
Mary Joan Aylward – The Senior population in the PREDA region.
Jacki Freamo – Senior’s Services -Community Development - Nampa/Northern Sunrise
Lindsay Pratt – Senior’s Housing - Regional Administrator – Heart River Housing

1:30PM Update on Abandoned Oil Wells. (Video Intro)

3:00PM Adjournment/ Next Meeting August 3rd, 2018 – Location TBA

Thank-you to our Membership Meeting Sponsor



**NORTHERN SUNRISE
COUNTY**

PREDA Meetings are held quarterly, the first Friday in February, May, August, and November (AGM)

2018-2019 Municipal Projects Appendix C



Recipients	Project Title	Amount
MD of Spirit River #133	Regional Drone Training	5,000.00
MD of Peace #135	Entrepreneur Boot Camp	10,000.00
Northern Sunrise County	Gateway Business Park	5,000.00
Big Lakes County	Regional Hemp Project	5,000.00
Town of Grimshaw	Translation - Oat Research	2,000.00
Village of Nampa	Economic Development Assessment	4,000.00
Village of Rycroft	Economic Development Assessment	4,000.00
Town of Sexsmith	Promotional Video	2,500.00
	Total Granted	37,500.00

Item	Services and Approach	Fee
Section A: Economic Development		
A1	Basic Economic Development Review 1) PREDA meets with municipal council/administration to review what has been done with regard to economic and community development, what is presently in place and what potential opportunities and threats or issues exists. Includes review of existing land-use bylaws, regional and inter-municipal agreements and any community development work that has already been done. 2) The client receives a summary of what is lacking, with recommendations on options to pursue economic development based on available municipal funding, as well as a summary of next steps options available to the municipality and possible grant applications.	\$75/hour (average 80 hours)
A2	Economic Development Strategy This includes A1-Basic Economic Development Review plus a report that details what strategies the municipality may wish to undertake. Additional consideration is given to issues such as transportation corridors, post-secondary, labor, housing, water and other economic issues and opportunities. Also includes summary and recommendations of various regional economic development organizations.	In consultation with client
A3	Economic Development Department/Committee Development <u>Option 1:</u> This process includes A1-Basic Economic Development Review and A2- Economic Development Strategy and culminates in the development of an economic development department for a municipality or region. The process additionally includes the process to establish an economic development committee (if desired), terms of reference and the process of hiring an economic development practitioner complete with advertising, interviews, recommendations and assisting in the hiring process. <u>Option 2:</u> This process includes meeting with municipal council and administration to evaluate the role and purpose of creating an economic development committee, both with and without an on-staff economic development practitioner. The process includes background information on the value of a committee, committee selection, training and reporting structure. The process can include establishing a committee.	In consultation with client (average 50 - 100 hours)

Section A: Economic Development		
A4	Economic Development Practitioner Hiring Process PREDA will assist in the entire hiring process for an economic development practitioner hiring process including job description, advertising recommendations, application review, interview questions, interviewing and hiring process. May also include follow up and consultation with new employee in implementing economic development strategy.	(average 60 – 100 hours)
Section B: Regional Services		
B1	Facilitation of Multi-Municipal Initiatives PREDA can act in a neutral capacity to facilitate multi-municipal meetings on regional topics or projects. Services can include prep work, administrative services, and facilitation and follow up reports.	\$75/hour including prep work
Section C: Grant Search and Proposal Writing		
C1	Grant Research and Recommendations Utilizing Metasoft software PREDA will search for grants to facilitate your identified project. PREDA will compile its findings and prepare a document with recommendations on grants that are applicable to the project.	\$75/hour
C2	Grant writing In addition to researching potential grants, PREDA also has the expertise to prepare your grant applications.	15 % of grant request
C3	Grant reviews PREDA can review your grant application for clarity, punctuation, spelling etc, as well as ensuring it meets the grant criteria. PREDA will provide follow up recommendations.	\$75/hour
Section D: Research and Survey Services		
D1	Municipal Census / Shadow Population Calculations PREDA can work with your assessment department, legislative office, or through your economic development officer to calculate resident / shadow population, submit counts to Municipal Affairs, and assist staff / council in determining the impact the counts may have on per capita funding /community services grants.	In consultation with client

Section D: Research and Survey Services		
D2	Industry / Community Survey and Analysis PREDA meets with municipal council/administration to determine what information needs to be gathered and why. A SWOT analysis is completed with council and administration. PREDA works with existing industry contacts from the municipality and develops new lists with assistance from municipal administration. A unique survey that will identify the regions needs and opportunities is developed and approved by the municipality. Following approval from the municipality, PREDA completes the survey through industry one-on-one meetings, telephone calls and electronically. The results are collated to produce a report that creates a new complete industry list and contact information, and a summary of recommendations that includes opportunities and threats that the municipality can use in moving forward in economic development including recommendations on possible industry/business opportunities based on survey and analysis.	\$75/hour (Hours are greatly dependent on existing development and previous work done by municipality. Average 200-400 hours)
Section E: Other Services		
E1	Mission and Vision Statement PREDA will facilitate the process of developing a vision and mission visioning session and the development of a vision and mission statement. Includes background review.	\$75/hour (average 10 – 20 hours)
E2	Translation Services PREDA is contracting with translation services to provide translation of material to a variety of languages. PREDA will do the research to find accurate and reliable translation services.	\$75/hour plus translation consultant costs
E3	Minute Taking - PREDA is available to attend meetings (in-person or teleconference), record minutes, submit draft of minutes.	\$60/hour (minimum 3 hrs)
E4	Media releases Writing: PREDA will work with freelance writers to prepare your media release in a media friendly format and according to media specifications. Distribution: PREDA can distribute your media releases to various groups depending on your message News Articles: PREDA will work with freelance writers to prepare your news story for targeted media. Includes submission to media.	\$100 - \$200 average \$50 \$200+
E5	Newsletters PREDA works with qualified writers to create your newsletter template as well as develop your newsletter for distribution.	\$60/hr