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Andrew Buffin - Executive Director
Industry and Regional Relations Branch
Jobs, Economy and Innovation
Email: andrew.buffin@gov.ab.ca

June 21, 2022

RE: Grant # 0620-20200701-PREDA 2021-2022 Grant Activity Report

Mr. Buffin,

On behalf of the Peace Region Economic Development Alliance (PREDA) I am pleased to submit the attached completed REDA Metrics 2021-2022 to Jobs Economy and Innovation as part of the reporting requirements of our grant. As Chair, I confirm that all JEI grant funds received under this funding agreement were used in their entirety for the purposes intended as described in this report.

Our region's economic development continues to benefit from regional collaboration, and we appreciate your support. If you require further information, please do not hesitate to contact me directly at 780-512-9628 or our Executive Director, Dan Dibbelt at 780-527-4033.

Kind regards,

Elaine Garrow – MD of Spirit River #133
PREDA Chair
egarrow@mdspiritriver.ab.ca

Attachment: PREDA 2021-2022 Activity Report

Cc: PREDA - Dan Dibbelt; and Board of Directors
Victor Solis – GOA; Regional Economic Development Specialist
Nicole Nelles – GOA; Regional Economic Development Specialist



2021-2022 Activity Report

June 21, 2022

Governance

PREDA's Board of Directors are elected by the membership for a four-year term. At the 2022 AGM the Board of Directors (below) was elected.

PREDA 2022-2026 Board of Directors					
Member Organization	Elected November 4, 2016	Address	Community	Postal	Phone
County of Grande Prairie	Director – Brian Peterson	100001 84 Avenue	Clairmont	T0H 0W0	780-567-4299
Town of Sexsmith	Director - Kenneth Hildebrand	9927-100 Street	Sexsmith	T0H 3C0	780-978-1820
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 Rycroft	Director - Joe Chelick	Box 360	Rycroft	T0H 3A0	780-765-3652
Birch Hills County	Director – Deanne Woodland	Box 157	Wanham	T0H 3P0	780-694-3793
County of Northern Lights	Director – Gary These	Box 10	Manning	T0H 2M0	780-836-3348
MD of Peace	Director – Robert Willing	P.O. Box 34	Berwyn	T0H 0E0	780-338-3845

Note: The municipality is elected; the municipality designates the representative.

Operations

Operational Facilities: PREDA operates under a virtual office model utilizing its website as the portal for information distribution to its membership. In 2021-2022, PREDA held its quarterly membership meetings from a single central location (MD of Spirit River) to decrease cost of PREDA administrative travel and accommodation expenses.

Human Resources: Currently PREDA has 1 full-time equivalent (FTE) staff allowance of 35 hours per week which is allocated across: 1) Executive for high-end economic consultations and government diplomacy at .25FTE, and 2) Administration, Book-keeping, Website maintenance, Research, and Meeting Coordination at .75FTE.

Revenue Sources: PREDA has two major revenue sources. The first is an annual membership fee which is set at .75c per capita for municipalities and various flat rates for non-municipal members. The second major revenue source is an annual operating grant of 50K from the provincial ministry of Jobs, Economy, and Innovation. PREDA's annual budget is ~105K.

Major expenditures: PREDA expenditures are operational based. PREDA does not provide external funding for projects.

CORE ACTIVITIES

Listed below are the core activities of PREDA in 2021-2022. The listed core activities are available to all members and encompassed under their annual membership fees unless otherwise stated.

Activity 1: Quarterly Board / Membership Roundtables

PREDA researches and organizes membership symposiums on a quarterly basis. These symposiums are thematic with a variety of speakers and represent collective regional issues that impact the region's ability to build local capacity and strengthen economic development, awareness, action planning, and collective positioning. PREDA does not charge its membership to attend these meetings. Coordination, printing, venue, catering, research, and speaker fees are covered under PREDA's operational budget.

March 4th, 2022	Theme: Minerals in the Peace Region	Agenda Attached
January 21, 2022	Theme: Small Town Advantage	Agenda Attached
September 17, 2021	Theme: Keeping Seniors in Their Homes	Agenda Attached
June 25th, 2021	PREDA 2021 AGM	Agenda Attached

Activity 2: Municipal Consultations & Services:

PREDA provides preliminary customized consultations with member Municipalities, Economic Development Officers, and Chief Administrative Officers. In 2021-2022 PREDA assisted the Town of Fairview in their recruitment efforts for a Physio-therapist; the Village of Nampa with advocating against the closure of a local school; Birch Hills County, Town of Spirit River, & the Village of Berwyn with CAO recruitment; the MD of Spirit River with intermittent Council administration training & services; the Town of Grimshaw new Council Orientation & Planning; Board of Directors consultations to Family & Community services to the Town of Spirit River, the MD of Spirit River, and the Village of Rycroft; and consultations with the Town Sexsmith Economic Development Committee. PREDA does not charge for these preliminary services.

Activity 3: Municipal Project Fund:

Due to COVID19 restrictions and lockdowns the funds for MPF were not dispersed in 2021-2022. These funds will be carried over to the next fiscal year on behalf of the MPF. PREDA provides all administrative services to the MPF committee (ie.. invoicing, banking, meeting coordination, grant agreement forms & contracts). PREDA does not charge the MPF Committee for services provided.

Activity 4: Networking and Advocacy

4.a PREDA maintained an active membership in the Rural Municipalities of Alberta, and the Alberta Urban Municipalities in 2021-2022. PREDA also participates in the Growing the North Annual conference, and regional REDA meetings. In 2021 PREDA discontinued its membership in the Economic Developers Association of Alberta (EDA) and the Economic Development Association of Canada (EDAC).

4.b PREDA assists the Northern Transportation Advocacy Bureau (NTAB) as a sub-committee housed within PREDA. At the governance level, PREDA's Chair attended meetings and provided regular updates to membership. PREDA provides book-keeping, meeting coordination, agenda preparation with related research/documents, attendance and minute taking at NTAB meetings, and distribution to NTAB members. In 2022 PREDA will assist NTAB with its website development and resource library. PREDA charges NTAB an annual stipend of \$12,000 for these services.

4.c PREDA maintains an open access link to the MOVE-UP magazine on its website. MOVE-UP is a local promotional tool showcasing municipalities and job opportunities in the Northwest. PREDA members were founders of this magazine. PREDA maintains a reciprocal relationship with this member. PREDA does not charge a membership fee in exchange for PREDA logo and occasional storyline. MOVE-UP magazine has access to all PREDA research and membership symposium information. The MOVE_UP link is available to the members and the public and to employers as a component of recruitment efforts for the PREDA region.

Activity 5: COVID19 Impact (Note: this category was required by GOA Funder)

5a. At the beginning of the COVID19 pandemic in 2020 PREDA identified a potential crisis in services to seniors in long-term care facilities. In partnership with Northern Lakes College, PREDA provided a full-day symposium on the current status of the Health Care Aide training available in the region and the potential impact changes to this training may have on the delivery of services within our region. See Agenda Sept. 2020 Theme: Health Care Aide Training in the Northwest. As a follow-up to this symposium, in 2021-2022 PREDA researched and coordinated a full day session on community best practices that facilitate seniors to staying longer in their own homes. See Agenda - September 17, 2021, Theme: Keeping Seniors in Their Homes.

5b. In 2020-2021 PREDA assisted with a business survey to collect information on the impact COVID19 has had on our local businesses. While conducting this survey service it was identified that municipal members and/or chambers of commerce do not have a full business contact dataset. In 2021-2022 PREDA did not follow-up on the COVID19 Business Survey as it was identified to be the mandate of the regional Chambers of Commerce and hence a duplication of efforts.

5.c At the beginning of the COVID19 pandemic PREDA identified the potential impact on urbanites and three pivotal points that could catapult locations like the PREDA region into the limelight - 1) a global pandemic resulting in forced "stay home to work / learn; 2) urban dense apartment and condo dwellers wanting access to space and land; and 3) the local food movement underpinned by global food security concerns. PREDA organized a membership symposium Theme: Homesteads, Agrihoods, and Tiny Homes on Wheels – Feb 2021. A follow-up symposium in 2022 highlighted the urban growing demand for affordable single-family homes with back-yards. See Agenda Jan. 2022 Theme: Small Town Advantage.

5.d **JOB FAIR** In response to critical job losses and recruitment challenges due to COVID19 restrictions, lockdowns and small business closures PREDA partnered with local Economic Development Officers to provide recruitment marketing; March 2022. PREDA hosted a booth that focused on 85 municipal job openings across the PREDA region.

Activity 6: Regional Research

6.a PREDA completed an extensive research project on the commodity types, production volumes, export values, and potential new global markets for the Northwest region. In 2021-2022 PREDA did not follow-up on this activity due to not having the financial or human resources to commit to research updates. Recently the GOA has provided an opportunity to update the agricultural section of this report. This update will be completed in 2023.

6.b PREDA maintains an open access link to the GOA economic dashboard on its website. This link is accessible to PREDA members and the public.

6.c PREDA maintains an open access link to provincial traffic counts for municipal members. If requested PREDA will assist a municipality with data downloads and schematic interpretations. This data is requested and/or accessed by potential investors, business developers, and site locators. Access to this open link is restricted to PREDA members only.

6.d PREDA maintains an open access link to Statistics Canada Community Profiles, the Census of Agriculture, and Population Census. Access to these open links is restricted to PREDA members only.

6.e PREDA maintains a professional subscription to *Statista*. Members needing global data and / or reports can use this subscription for free. If requested PREDA will assist a municipality with data searches, downloads and graphic interpretations. Access to PREDA's *Statista* subscription is restricted to PREDA members only.

6.f PREDA maintains a professional subscription to *Survey Monkey*. Members needing survey services can use this service for free. If requested PREDA will assist a municipality with survey design, data collection & analysis, and report writing. Access to PREDA's *Survey Monkey* subscription is restricted to PREDA members only.