

Operational Plan for PEPS
Appendix 1 to Business Plan
2009-2011

2009 2010 2011

Investment attraction is defined as the effort required to attract investment dollars into the PEPS region from three primary sources: local investment, Alberta investment and international investment. Local investment is money that originates within the PEPS region. Alberta investment is money that is invested into the PEPS region, but originates in Alberta. International investment is money that is invested into the PEPS region, but originates from outside Alberta.

Over the next three years, PEPS will work on five investment attraction items. These items are:

**1. Increase the contacts of private investors and companies, and provide them with periodic updates of the availability of land and the needs that exist within the region.
 (ie. housing, hotel/motel, industrial and tourism)**

- | | | | |
|---|---------|-------------|-------------|
| a. Take survey result information from 2008 and in consultation with existing business, expand or develop new businesses to fill retail sector gaps | ongoing | ongoing | ongoing |
| b. Business Retention Strategy. Do regular business visitation to understand and prepare for opportunities and challenges for existing business. Facilitate the distribution information from outside agencies to ensure programs and services are made available. | ongoing | ongoing | ongoing |
| c. Maintain contact with all business inquiries to ensure follow up. | ongoing | ongoing | ongoing |
| d. Assist municipalities to ensure land development information is current available to investors as identified in the CAEP profile. | ongoing | ongoing | ongoing |
| e. Assist the County of Paintearth in marketing the new industrial park | | 2010 | 2010 |

2. Attend economic development conferences and trade shows. This provides both an opportunity to meet investors from other regions and an opportunity to see what other communities are having success with.			
a. Attend the Economic Developers Assoc. Conference annually	ongoing	ongoing	ongoing
b. Continue to partner with Trail of the Buffalo activities to support the region.	ongoing	ongoing	ongoing
c. Investigate Industry Trade Show opportunities for future participation		2010	
d. Work with the Province of AB and P2P to promote opportunities for region. Attend P2P conference annually		2010	2011
3. Update and maintain the information that is on the PEPS website and the Albertafirst.com website.			
a. Redesign existing PEPS website to promote increased exposure, awareness of activities, and consistency of marketing materials.	2009	ongoing	ongoing
b. Update Albertafirst.com for municipalities to ensure accuracy of information. Consult with municipalities to identify special needs.	ongoing	ongoing	ongoing
4. Assist where possible, with the creation of a development plan for the railway property in Coronation, Castor, Halkirk, and the County of Paintearth.			
a. Finalize draft application for RDI and Submit. Continue to build relationships to enhance the overall project. Investigate funding options for projects within this development as they arise.	2009	ongoing	ongoing
b. Upon approval provide project management and support to municipalities.		ongoing	ongoing
c. Arrange for meetings with gov. officials to assist with funding		2010	
5. Support where possible, the efforts made to address the housing shortage for new residents and seniors			
a. Provide assistance to municipalities when requested to develop housing options for seniors.	ongoing	ongoing	ongoing

Community development is an integral part of economic development for a community. As an Ec. Development agency, we can assist communities with facilitation services, mentoring, and planning to enhance the community's well being.

- | | | | |
|---|------|------|------|
| 1. Assist committees in Castor and Coronation who implemented the Business Vitality Initiative in 2009. | | 2010 | 2010 |
| 2. Assist The Town of Coronation in facilitating the Town office/ municipal complex. | 2009 | 2010 | |

Marketing and Promoting the Region

Marketing to internal and external groups is essential to the continued success of PEPS. PEPS recognizes that developing and using effective marketing strategies is key to maintaining local support, promoting the region, and achieving the business plan goals and objectives.

Over the next 3 years, PEPS will focus on six marketing action items.

- | | | | |
|--|---------|---------|---------|
| 1. Continue to support the efforts being made by the Trail of the Buffalo Tourism Association and Canadian Badlands Ltd. to attract visitors to our region. | | | |
| a. Regularly attend meetings with Trail of the Buffalo and Canadian Badlands, and report activities of these organizations to the municipalities. | ongoing | ongoing | ongoing |
| b. Provide financial support through membership fees to the Canadian Badlands, on behalf of our members. | ongoing | ongoing | ongoing |
| c. Where needed, provide committee support to these organizations. | ongoing | ongoing | ongoing |
| 2. Continue to ensure that BRAED and CAEP have current information about the PEPS region so that invest inquiries that come through Alberta Finance & Enterprise have access to our information | ongoing | ongoing | ongoing |
| a. Regularly attend meetings on behalf of member organizations | ongoing | ongoing | ongoing |
| b. Provide point of contact for member municipalities to ensure and activities are handled effectively, while informing affected community. Assist the communities to ensure municipal information is current. | ongoing | ongoing | ongoing |
| c. Provide information to site selectors on behalf of municipality | ongoing | ongoing | ongoing |

3. Continue to support the Chamber of Commerce in Coronation, and work with Castor, Halkirk and the County of Paintearth businesses to **encourage partnerships** by providing information and assisting with any projects that they choose to undertake.
 - a. Regularly attend Coronation Chamber of Commerce meetings ongoing ongoing ongoing
 - b. Have regular discussions with business owners in Castor, Halkirk to discuss the formation of a chamber/board of trade, or partner with the Coronation Chamber. Assist any business as necessary. ongoing ongoing ongoing

4. Provide residents of the region with periodic updates of steps being taken to strengthen and grow the region.
 - a. Develop a webpage to outline PEPS activities and provide a forum for responses. 2009
 - b. Contribute articles to the County Bulletin and newspapers outlining activities with PEPS to raise awareness. ongoing ongoing ongoing

5. Develop a marketing plan for PEPS
 - a. Create a new Logo for PEPS and develop a brand or slogan to be utilized in all marketing activities. complete
 - b. Design and implement a new website for PEPS incorporating search engine optimization using Google Analytics or similar software for marketing, maximize exposure of site, and overall enhancement of the website. 2009
 - c. Design and develop new marketing materials for PEPS 2009 **2010**
 - d. Examine different marketing opportunities to create consistent messaging, and promotion as identified in marketing strategy 2009 **2010**
 - e. Create a marketing video for industry attraction and Tourism development complete

6. PEPS will highlight all of the recreational facilities that this region has to offer and encourage visitation.
 - a. Ensure information is included and current on PEPS website 2009 ongoing ongoing

Economic Diversification and Opportunity identification

PEPS will identify, promote, encourage, and support economic diversification and opportunity identification efforts in the Paintearth region.

Over the next three years PEPS will work on **five** economic diversification actions items.

- 1. PEPS will support the efforts being made by the Veterans Memorial Highway Assoc. by lobbying government on their behalf whenever it is needed.
 - a. Assist in efforts where directed. ongoing ongoing ongoing
 - b. Assist/partner with training programs where possible for employers/employees in an effort to enhance skill development ongoing ongoing ongoing
- 3. PEPS will continue to lobby the post-secondary institutions to offer courses in the trades and skills development in our area.
 - a. Continue to explore partnerships with Red Deer College etc, to provide trades training and skills development in our area ongoing ongoing ongoing
 - b. Explore partnerships with the Battle River Trades Initiative ongoing ongoing ongoing
 - c. Investigate the role of BCEC and program development opportunities within our region. 2009 ongoing ongoing
- 4. PEPS will continue to support the Battle River Watershed initiative, the Special Areas Water Project, and the Shirley McClellan Regional Water Services Commission and continue to explore opportunities that these groups may bring to the region ongoing ongoing ongoing

5. Industry attraction/business development identification

- a. **Apply for funding and implement the Industry/investment attraction strategy utilizing a consultant. To include:** **2010**
 - 1. identify new industries compatible with region
 - 2. Develop business cases in support of these industries
 - 3. Identify small business gaps and opportunities for region
 - 4. Develop business cases in support of these businesses
 - 5. Develop incentive policies for Councils' consideration to attract investment.
- b. Explore industry cluster development opportunities to enhance existing industry 2010

- | | | |
|---|------|------|
| c. Utilize strategy and marketing materials to entice industry to our region. | 2010 | 2011 |
|---|------|------|

Wireless Broadband Internet System Development

With the commitment to provide internet services to the Paintearth County region, PEPS will enhance and promote infrastructure fro the benefit of its residents in a cost effective manner.

- | | | | |
|--|---------|---------|---------|
| 1. PEPS will continue to promote our region to firms and individuals that require access to high speed internet to conduct their business. The goal will be to attract more users to the network and to attract new families into the community. | | | |
| a. Encourage marketing activities by Wild Rose Networks | ongoing | ongoing | ongoing |
| b. Ensure PEPS plays a role in resolving customer service concerns. | ongoing | ongoing | ongoing |
| c. Communicate activities with the system to the general public | ongoing | ongoing | ongoing |
| 2. Provide direction and support to the board on operational aspects of the system. | | | |
| a. Regularly update the board of directors on activities with the Wireless Network. | ongoing | ongoing | ongoing |
| b. Inform the board of ongoing operational issues, concerns and development reccomendations for improvement. | ongoing | ongoing | ongoing |
| c. Investigate and report different scenarios for the delivery of service with the wireless network, and the impact/benefits to PEPS and its community's | 2009 | 2010 | |
| 1. Seek legal opinion about obligations to ISP and agreement with WRN. | 2009 | | |
| 3. Investigate future opportunities for growth and expansion. | | | |
| a. Identify locations in our region to improve service levels | | 2010 | |
| b. Investigate funding opportunities for expansion | | ongoing | ongoing |
| 4. Maintain an ongoing relationship with Internet Service Provider, to ensure consistency of service, clear & effective communications, and a point of contact for the board of directors. | ongoing | ongoing | ongoing |
| a. Monitor customer complaints and assist in resolution process with ISP provider. | | | |
| b. Ensure terms of agreement are complied with. | | | |
| c. Make recommendations for policy changes or amendments to the agreement. | | | |