



# THE REDI REVIEW

Regional Economic Development Initiative for Northwest Alberta

Winter 2008/09

## Who receives our Newsletter?

- Project partners
- Other REDA's.
- REDI Members
- Industry Partners

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## Regional Investment Opportunities Profile

Opportunities are abundant in Northwest Alberta and REDI is determined to showcase what the region has to offer. "Our region is very diverse" notes REDI Chair Jerry Chomiak, "The region's high quality of life combined with a diverse cache of natural resources offers limitless possibilities to start up and mature businesses alike, adds REDI's Regional Economic Development Officer Crystal Draper. "The region has just scratched the surface of its potential, the next five to ten years promise to be exciting times."

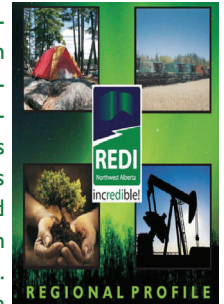
Promoting a region's opportunities and advantages takes time and coordination, emphasises Ms. Draper. "One of REDI's top priorities during 2008-2009 has been the development of a Regional Investment and Opportunities Profile." As Ms. Draper explains "The implementation of this initiative required a high degree of planning, and REDI is fortunate

to be able to call upon a core group of knowledgeable and tireless committee volunteers. The efforts of Mr. Chomiak, Mr. Driedger, Mr. Lacey, and Mr. Lambert were instrumental in completing this initiative, without their involvement this project would have been unrealizable." Ms. Draper adds "Projects of this scale require the services of talented and progressive consultants, and REDI was fortunate to work with the talented and energetic staff of Schollie Research and Consulting."

REDI envisions the new profile complementing existing resources and contributing to a heightened awareness of what Northwest Alberta has to offer. "This project will enable REDI to showcase our region to both investors and residents alike" adds REDI Board Member Dickey Driedger. As Mr. Chomiak explains, "The profile was developed to assist Northwest Alberta in targeting and

attracting investors. Our aim was to showcase the region's business advantages hand-in-hand with its high quality of life. This has been accomplished with two distinct project components. The finished project consists of a Regional Investment Profile, accompanied by a series of Opportunity Snapshots."

The profile offers its readers a targeted review of the region's requisite business infrastructure, whereas, the opportunity snapshots showcase specific tourism, energy, forestry and value added investment opportunities. "Our goal was to pique investor's curiosity, while also providing substantive value, adds Ms. Draper. We envision both materials contributing to increased economic inquiries and enhanced communication between potential investors and regional representatives."



## Our Mission:

*To promote, support and enhance economic growth and diversification in Northwest Alberta through regional cooperation and partnerships*

## Our Members:

Town of High Level, Town of Rainbow Lake, Mackenzie County, Paddle Prairie Métis Settlement, La Crete Chamber of Commerce, Fort Vermilion & Area Board of Trade, High Level and District Chamber of Commerce, Community Futures Northwest Alberta, NAIT, and Northern Lakes College.

## Tourism Investment Symposium-Edmonton



REDI Member Mike Osborn

Tourism represents a tremendous growth opportunity, and REDI wants everyone to know that is especially true for Northwest Alberta. “We have a lot to offer to tourists and tourism operators alike, affirms Crystal Draper. This region is home to a number of unique attractions and blessed with a variety of landscapes

and wildlife.”

As competition for the tourist dollar continues to intensify so too will REDI’s tourism promotion strategy. “In order to encourage growth and development in the tourism sector we need to educate people about the region, notes REDI vice Chair Walter Sarapuk. Communication and awareness are critical components.”

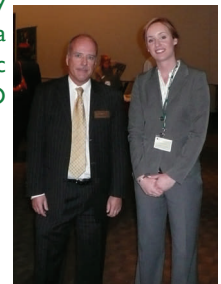
During the past year REDI has begun to increase its tourism promotion efforts. This heightened approach to regional promotion included an appearance at the September, 2008 Edmonton Tourism Investment Symposium. “This was a major coup for REDI as this was the first time that a Regional Economic Development Alliance (REDA) participated in the

event,” notes Ms. Draper.

The symposium offered a series of benefits to participants and presenters alike, adds Ms. Draper. “This event provided the perfect opportunity to network with other regions, learn of projects going on throughout Alberta, and promote our region’s tremendous potential. The symposium provided a perfect venue to meet potential investors and municipal representatives. This event was the perfect showcase for REDI’s Northwest Alberta Downhill Ski Facility Site Selection Study,”

The combination of “face-time” combined with the symposiums

mail out list of over two hundred potential investors was an opportunity REDI could not pass on. “This event provided an immense opportunity for us, adds REDI Board Member Mike Osborn. The feedback received from our presentation was amazing, with attendees requesting additional information and complimenting our presentation. It’s great to finally have a dynamic R E D O



REDO Crystal Draper shown above with Bill Hodgins-Alberta Tourism, Parks and Recreation

## REDI Board Members: Past and Present



Peace River MLA Frank Oberle shown with REDI Member Dicky Dridger

that is taking our enthusiastic plans and turning them into reality.”

The unfolding of a new year has brought with it a period of change for the REDI Organization. REDI welcomes four new enthusiastic representatives and bids farewell to three esteemed Board members. As REDI Chair Jerry Chomiak explains, “REDI’s success is owed to the drive and commitment of its membership. Without the continued support of talented and motivated volunteers our organization would cease to be. On behalf of REDI I would like to thank Boyd Langford, Trudi Lang, and Rose Cretney for their time, commitment and efforts in making REDI possible.”

Each of our outgoing Board members has been a tremendous ambassador for REDI and the Mackenzie region, notes Crystal Draper. “Our volunteers remain the strength of our

organization, and I look forward to working with our new members.”

The enthusiasm and can do spirit embodied by the incoming members is a tremendous asset to the REDI organization, adds Mr. Chomiak. “It is my privilege to welcome our new Board members. Kelly Drover: Town of Rainbow Lake, Ryan Lacey: Town of Rainbow Lake, Barry Gladders: Town of High Level, and Kevin Delorey and Candace Parsons: Northern Lakes College. These individuals are motivated and passionate volunteers and their participation in REDI will help us to promote the area as a region of choice for current and future

generations.”

Both Chomiak and Draper agree that REDI’s new and returning members will continue the development of new cooperative partnerships and an enhanced regional presence.

### 2009/10 REDI Board Members

- Chair: Jerry Chomiak
- Vice Chair: Walter Sarapuk
- Secretary-Treasurer: Ryan Lacey
- Barry Gladders
- Dicky Driedger
- Tania Olson
- Peter F. Braun
- Mike Osborn
- Maarten Braat
- Kelly Drover
- Joan Goldhawk
- Kevin Delorey (designate Candace Parsons)

## REDI to Develop Tourism Strategy

REDI recently became a partner in the Community Futures-Smokey Lake led Destination Marketing Fund Project. This project will aim to develop a framework for establishing a Destination Marketing Fund. When this project is completed, the consulting firm, Ledger Marketing, will be making recommendations as to how a destination marketing fund could be set up in this region. The fund would be in the form of a levy that is collected by participating hotels, bed and breakfasts, and campgrounds which would be used to market this region. REDI Board Member Peter Braun explains “We have huge potential for tourism in this region– it is all about communities working together to build our tourism industry”. This study will also determine the governance of the funds and marketing objectives.

While this study is underway, the REDI REDO Crystal Draper will be working on a 2-year Regional Tourism and Travel Strategic Development Plan. This plan will examine destination characteristics, classification, image, impacts, potential markets, and tourism image/theme for the region. Strategy meetings will be held with local stakeholders and the REDI Tourism Committee through January 20<sup>th</sup>-22nd. This strategy will expand upon the findings of the 2007 REDI SWOT Analysis, which was completed with the help of many regional volunteers who attended a workshop to share their knowledge on the strengths, weaknesses, opportunities, and threats in this region.



*We have huge potential for tourism in this region-it is all about communities working together to build our tourism industry”*

*-REDI Board Member Peter Braun.*

## Labour Force Development

Alberta Employment and Immigration has hired Twist Marketing to undertake the REDA Immigration Web Content Strategies Initiative. The goal for this project is to provide each REDA with its own useful and executable immigration website plan. This initiative is funded by Alberta Employment and Immigration, and will aim to develop a comprehensive immigration web presence that meets the needs of REDI in terms of promoting the region

as an attractive immigration option for newcomers. Meetings will be scheduled between January-February 2009 to discuss research conclusions (situational analysis) and communicate a resulting web content strategy. The last phase of this project will be involve a document being produced for each REDA that can be used by each REDA’s web personnel/contractors for purposes of

incorporation of immigration architecture, strategy, and messaging into existing websites. This initiative will also include global recommendations for alignment of immigration-related content between REDA sites and the I2A web portal.

*This initiative focuses on promoting the region as an attractive immigration option for newcomers.*

*Date of February 26th is scheduled for this initiative at the Town of High Level, Rm 110, 12:00 p.m.*

*All Welcome to Attend*

## Trade Show Report

REDI participated in the High Level Trade show September 19<sup>th</sup>-20<sup>th</sup>. Attending the REDI Booth were Walter Sarapuk, Jerry Chomiak, Maarten Braat, Crystal Draper, and Maggie Hanson. REDI presented the Northwest Alberta Downhill Ski Study, as well as the Mackenzie Region Ambassador Program. Tania Olson-REDI Board Member and High Level Chamber President says “This

years’ trade show was sold out, with businesses attending from all over Northern Alberta-we had very positive feedback”. For REDI, this event helped to educate the public on the goals of REDI, as well as promote the economic growth opportunities for the region. Many people are unaware of what REDI does, and in many cases unaware that REDI even exists. “I think attending trade shows

such as this allows REDI a chance to introduce the concept of Regional Economic Development to people, as well as familiarize themselves with the members involved with REDI. Many people are unsure where the office even is, so I think this was a very successful trade show for REDI in being able to speak with many individuals, businesses, and organizations.”-Crystal Draper, REDI



**REDI Member and High Level Chamber President, Tania Olson, and Past President Sylvia Kennedy**

## REDI Annual General Meeting

### REDI

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**We're on the Web**  
[www.rediregion.ca](http://www.rediregion.ca)

#### On our Website:

- ◇ "Move Here"
- ◇ Quick Facts
- ◇ Business & Investment
- ◇ Maps
- ◇ Newsletters
- ◇ REDI Studies
- ◇ Ambassador Program
- ◇ And much more!



incredible!



REDI Chair- Jerry Chomiak shown with Peace River MP-Chris Warkentin.



The REDI Board 2008/09

The REDI Board hosted their 6<sup>th</sup> Annual General Meeting at the Flamingo Lounge in High Level. Attending this event was Kamie Currie-Rural Alberta's Development Fund, Scot McAlpine-Dean Faculty of Arts and Sciences GPRC, and Chad Anderson-

New Harvest Media, who gave presentations and discussed REDI Projects. Also in attendance were Peace River Member of Parliament Chris Warkentin, and Peace River MLA-Frank Oberle.

This AGM presented projects REDI was involved with in 2007-2008, and discussed the projects being developed for 2008-09. The REDI Board would sincerely like to thank all who attended as well as the Flamingo for hosting this very enjoyable Annual General Meeting.

### 2009-2010 Annual Operations Plan



- Advocacy for Infrastructure and Transportation

Planning is very important for the REDI Board. The new projects need to be reflective of the needs in our region. Our mission statement will be revisited in order to ensure we are meeting reaching our goals and objectives.

The REDI Board will be attending a 2-day planning workshop in Grande Prairie in February to plan for the 2009/10 Annual Operations. Board members will be developing projects ideas that fit into the Core Businesses listed below.

- Investment Attraction
- Marketing and Promoting Partnerships
- Economic Diversification & Opportunity Identification

"Our vision states that REDI will be the region of choice for current and future generations that will create prosperity and opportunity for all residents, therefore we encourage community feedback" explains REDI Chair Jerry Chomiak.

Suggestions can be made by calling or emailing the REDI Office (see contact information at top of page).

The Mackenzie Region  
**Ambassador Program**

*You Know It,  
You Promote It.*



**SIGN UP NOW!**

REDI has been working hard on promoting this beautiful region. Our Ambassador Program was launched in September 2008. If you are interested in becoming an Ambassador, please visit [www.rediregion.ca/ambassadors](http://www.rediregion.ca/ambassadors).