

**ALBERTA SOUTHWEST REGIONAL BUSINESS LICENSE**

➤ The Regional Business License program is now in its 9th year of operation.

➤ This is a unique and successful program. For an additional fee, the regional sticker permits eligibility to do business in the other member communities.



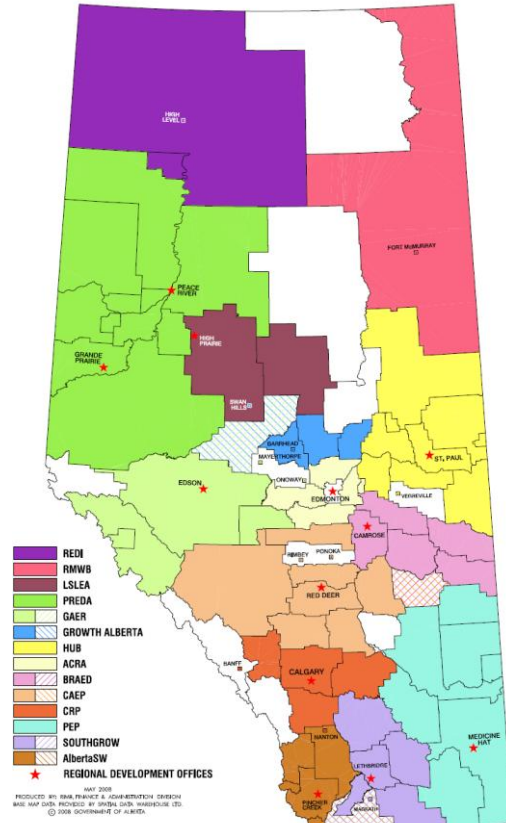
**ALBERTA SOUTHWEST REGIONAL BUSINESS DIRECTORY**

➤ Businesses in the region's communities are included in the Regional Business Directory.

➤ The "self registration" is FREE OF CHARGE and encouraged. The enhanced directory enables business owners to place photo images, text and links to a business website.

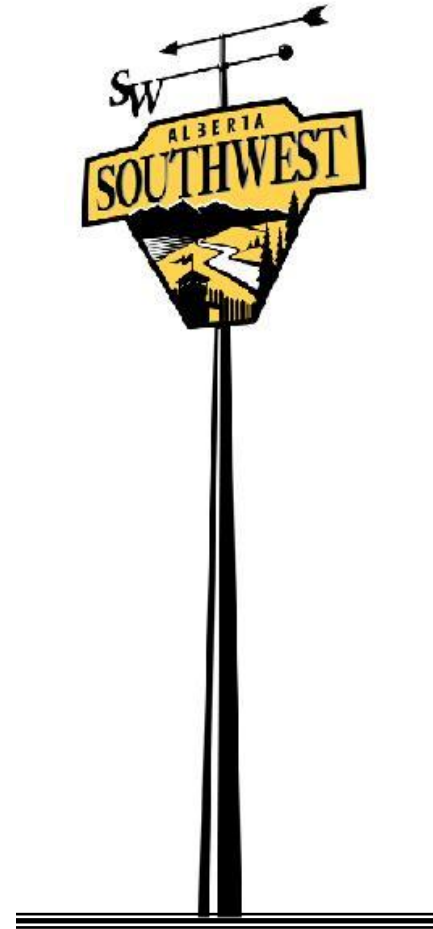
➤ For information please call 403-627-3373 and visit the **NEW regional website** [www.albertasouthwest.com](http://www.albertasouthwest.com)

**REGIONAL ECONOMIC DEVELOPMENT ALLIANCES (REDAS) IN ALBERTA**



The Regional Economic Development Alliances (REDAs) develop their long term and annual operations plans to meet the needs of their regions.

Provincial regional offices provide Alberta REDAs, communities and businesses with information and support toward achieving long-term economic viability and prosperity.



**Alberta SouthWest 10 years of regional collaboration**

➤ 2001 –draft of MOU between five communities to explored partnership opportunities.

➤ June 25th, 2003 - 11 communities signed a joint venture agreement to formally establish "Mounties to Mountains Economic Regional Initiative" (MMERI).

➤ March 19, 2007 - 14 communities formed "Alberta SouthWest Regional Alliance Ltd." a non-profit corporation under Part 9 of *The Companies Act (Alberta)*.

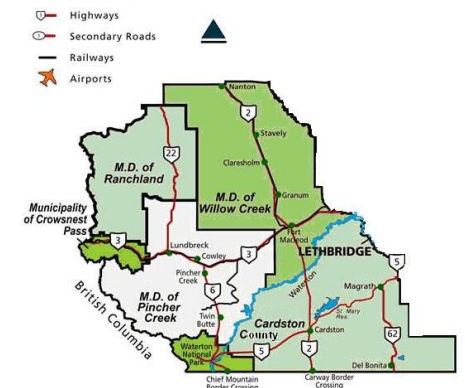
➤ March 2011 - 16 community members

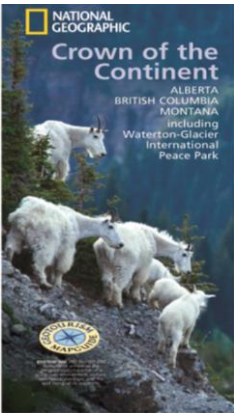
- Cardston
- Cardston County
- Claresholm
- Cowley
- Crowsnest Pass
- Fort Macleod
- Glenwood
- Granum
- Hill Spring
- Nanton
- Pincher Creek
- MD Pincher Creek
- MD Ranchland
- Stavelly
- MD Willow Creek
- Waterton Lakes

Alberta SouthWest Regional Alliance (AlbertaSW)  
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"Working together for prosperous healthy communities"

[www.albertasouthwest.com](http://www.albertasouthwest.com)





### NATIONAL GEOGRAPHIC MAPGUIDE

➤ National Geographic has identified the Crown of the Continent as a "significant geo-tourism region" and partnered with Alberta, British Columbia and Montana to create the Geotourism Mapguide and website.

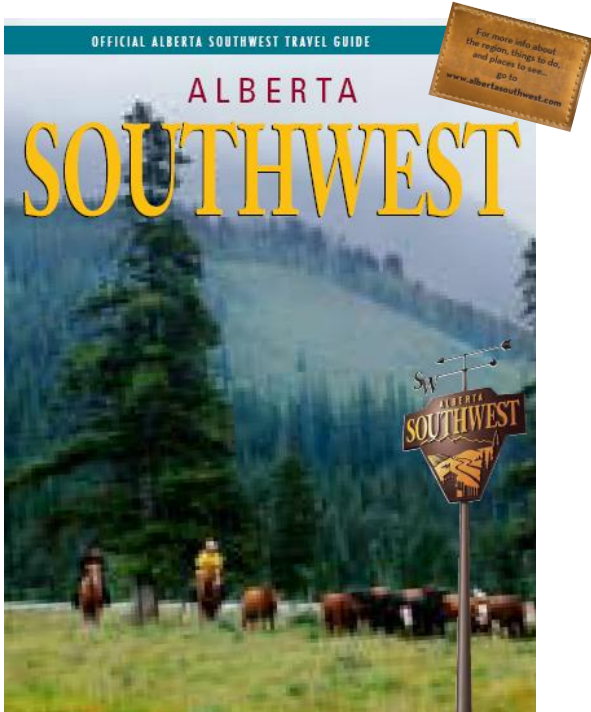
➤ This partnership is implementing a strategic business plan as well as a transboundary marketing campaign (Travel Alberta, Kootenay Rockies Tourism, Travel Montana). [www.crownofthecontinent.net](http://www.crownofthecontinent.net)

**2009** Crown of the Continent Transboundary Geotourism Council - Winner: Montana Governor's Conference "Tourism Partnership of the Year" Award.



### REGIONAL VISITOR MAGAZINE

[www.albertasouthwest.com](http://www.albertasouthwest.com)



For more info about the region, things to do, and places to see... go to [www.albertasouthwest.com](http://www.albertasouthwest.com)

### REEL ADVENTURES ALBERTA MOVIE MAPS

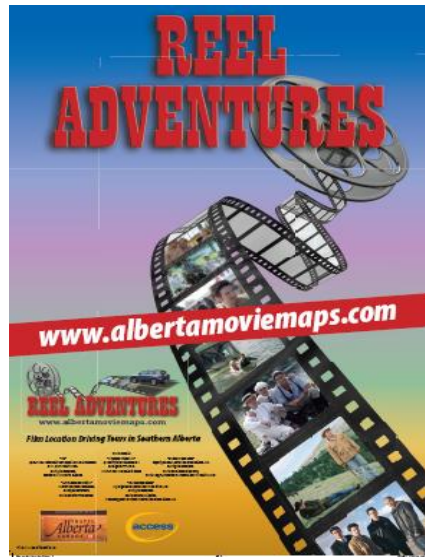
➤ Three driving tours highlight points of interest, the communities, film locations, people, and businesses involved in feature movies in southern Alberta. The tours also include information about nearby attractions.

➤ Ongoing economic benefits are realized when local residents and visitors are encouraged to travel and stay in the region.

➤ The region continues to receive film industry inquiries for new production activity.

- The key project partners include:
  - Alberta SouthWest Regional Alliance
  - SouthGrow Regional Initiative
  - Calgary Regional Partnership
  - Palliser Economic Partnership
  - Community Futures Chinook
  - Alberta Film
  - Travel Alberta

[www.albertamoviemaps.com](http://www.albertamoviemaps.com)



**2009** Winner: Marketing Alberta Award Economic Developers Alberta (EDA)

**2009** Winner: Partnership Initiative Award Chinook Country Tourism Association (CCTA)

**2009** Finalist: Rural Tourism Champion Award

**2009** Finalist: Alto Marketing Partnership Award



### TOURISM OPERATORS SHOWCASE

These semi-annual events are organized by the regional businesses and are hosted in various locations around the region.

### FOREIGN INVESTMENT ATTRACTION

AlbertaSW has successfully attracted workers and an estimated \$20M of investment from Holland.

### RENEWABLE ENERGY TOOLKIT FOR ECONOMIC DEVELOPMENT

This on-line information document and checklist is a guide to evaluating the potential benefits and risks of any proposed alternative and renewable energy projects <http://www.finance.alberta.ca/economic-development/regional/renewable-energy-toolkit.html>

### SUPPLY CHAIN ANALYSIS: WIND

This analysis examines the value of the supply chain related to wind industry and identifies cluster development and import replacement opportunities.

### REGIONAL MARKETING

Raising awareness of the region provides benefit to all communities. Re-developing the website is an important cornerstone of this initiative.



### COMMUNITY ECONOMIC DEVELOPMENT TRAINING PROGRAM (CEDTP)

➤ Economic Developers Alberta provides training modules; AlbertaSW brings training sessions to the region. It is very advantageous to have everyone "on the same page" with economic development terminology and principles to support developing strategies to fit the needs and issues of communities.

➤ Additional information and resources are available at [www.edaalberta.ca](http://www.edaalberta.ca)

### SOUTHERN ALBERTA ALTERNATIVE ENERGY PARTNERSHIP

➤ AlbertaSW is a founding Sponsor Organization of the Southern Alberta Alternative Energy Partnership (SAAEP), a collaboration representing 39 municipalities in the southwest and south-central regions of the province including economic development organizations, businesses and educational institutions within 2 REDA regions.

➤ The partnership has completed projects with a total value of over \$450,000, funded by contributions from federal and provincial governments, educational institutions and industry partners.

➤ Key studies and documents include:

- Bio-diesel Feasibility and Capacity
- Green Growth Plan Public Consultation
- Opportunity Identification for Bio-fuels
- Waste to Energy Situational Analysis
- Communications Plan
- Opportunity Profiles: wind, solar, bio, geothermal
- "Harness the Wind of Southern Alberta"

➤ The reports are posted on the website at [www.saaep.ca](http://www.saaep.ca) and also through the link on [www.albertasouthwest.com](http://www.albertasouthwest.com)

### Southern Alberta Alternative Energy Partnership

