



AGENDA FOR THE COMMUNITY ECONOMIC DEVELOPMENT COMMITTEE MEETING
 TO BE HELD THURSDAY APRIL 13, 2023 AT 9:30 AM
 COUNCIL CHAMBERS, 400 10 ST BEAVERLODGE

1.0	<u>CALL TO ORDER:</u>	
2.0	<u>ADOPTION OF AGENDA:</u>	
3.0	<u>ADOPTION OF MINUTES:</u> 3.1 February 16, 2023	PP 2,3
4.0	<u>OLD BUSINESS:</u>	
5.0	<u>NEW BUSINESS:</u> 5.1 Easter Egg Selfie 2023 – March 31 until April 12 5.2 Economic Development Workshop 5.3 WINGS Mural – Around the Block 5.4 Economic Development Week – May 8-12, 2023 5.5 #exploreNWAB 2023 5.6 2023 Budget Approval	PP 4-6 PP 7 PP 8 PP 9-25
6.0	<u>ROUND TABLE:</u>	
7.0	<u>CLOSED SESSION:</u>	
8.0	<u>ADJOURNMENT:</u>	

Minutes for the Town of Beaverlodge Economic Development Committee Meeting

9:30 AM on Thursday, February 16, 2023 CHAIR– Cyndi Corbett

ATTENDANCE:

Cyndi Corbett – Chair

Cody Moulds – Councillor

Tracy Ferguson – Member

Jeff Johnston – CAO, absent

Wael Ammar – Member - absent

Donna Haight - Member

Recording Secretary - Nichole Young

1.0 CALL TO ORDER:

The meeting commenced at 9:30 AM with a welcome to prospective member-at-large, Mike Wells.

2.0 ADOPTION OF AGENDA:

#006-2023-02-16 Member Tracy Ferguson

CARRIED: That the agenda be accepted as presented.

3.0 ADOPTION OF MINUTES:

#007-2023-02-16 Member Donna Haight

CARRIED: That the minutes of the January 12, 2023 meeting be accepted with the following amendment:

6.0 Round Table – Donna Haight – *Consensus is divisive regarding a rodeo, with the younger members enthusiastic and the older members not.*

4.0 OLD BUSINESS:

4.1 Easter Egg Selfie – tabled from May 13, 2022

#008-2023-02-16 Councillor Cody Moulds

CARRIED: That the Economic Development Committee proceed with running the Easter Egg Selfie Contest again this year, from March 31-April 11.

5.0 NEW BUSINESS:

5.1 2023 Budget – Easter, Economic Development Workshop, Town Garage Sale, ArtWalk, Frequent Shopper Program, WINGS Mural, Business Videos, Christmas Craze.

#009-2023-02-16 Member Tracy Ferguson

CARRIED: That the Economic Development Committee requests that Council approve the annual budget of \$10,000 for 2023.

6.0 ROUND TABLE:

- Cody Moulds – approaching BRHS about any film students to do local business videos.
- Wael Ammar – absent
- Tracy Ferguson – replace Easter Egg Selfie with a February event next year.
- Donna Haight – will discuss with vendors about being open during the Noah Grant Memorial Baseball Tournament.

- Mike Wells – Came to see what the Economic Development Committee is about and is interested in joining.
- Cyndi Corbett – Approach GP Airport about an area for our tourist & town information like Sexsmith. GPRTA has partnered with MD of Greenview to advertise the region via billboards on Highway 40. Met with Forestry, Parks and Tourism Minister Loewen and there will be extra money and a focus on campsites both Municipal and Provincial.

7.0 CLOSED SESSION:

#010-2023-02-16 Councillor Cody Moulds **10:09 AM**

CARRIED: That the Economic Development Committee moves into Closed Session for Item 7.1 Member-at-large Applicant – FOIP Section 17

7.1 Member-at-large Applicant – FOIP Section 17

#011-2023-02-16 Councillor Cody Moulds **10:21 AM**

CARRIED: That the Economic Development Committee moves out of Closed Session.

#012-2023-02-16 Councillor Cody Moulds

CARRIED: That the Economic Development Committee recommends that Council approve the Member-at-large application of Mike Wells.

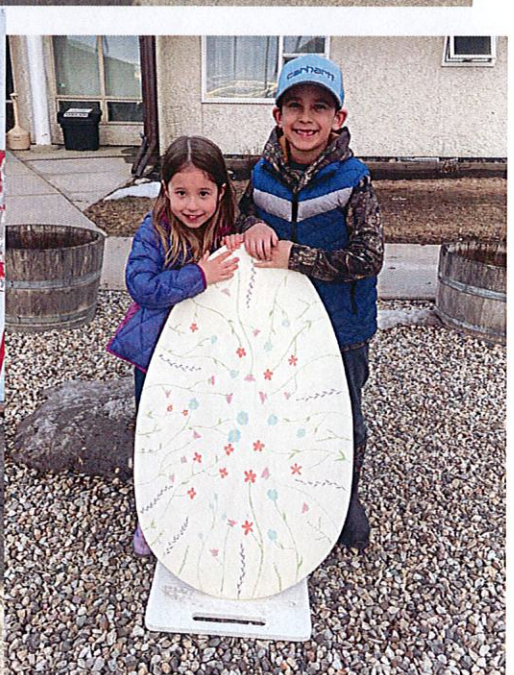
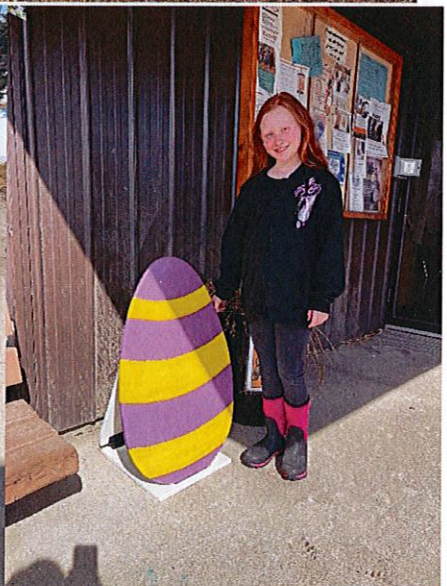
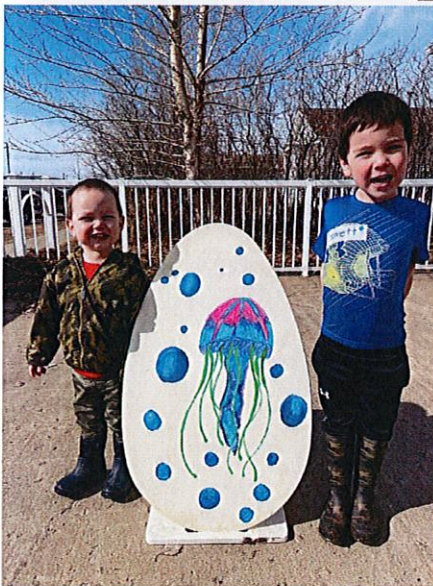
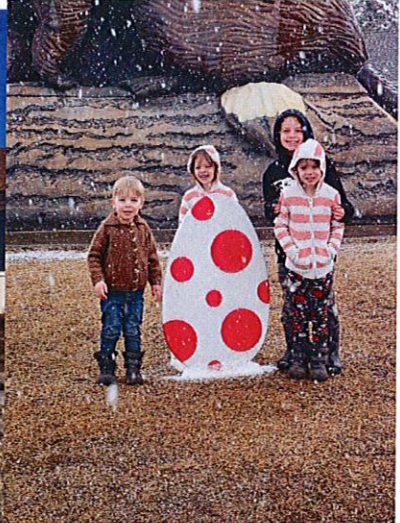
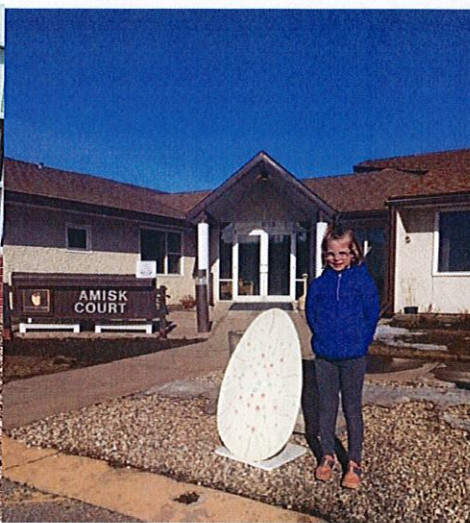
8.0 ADJOURNMENT:

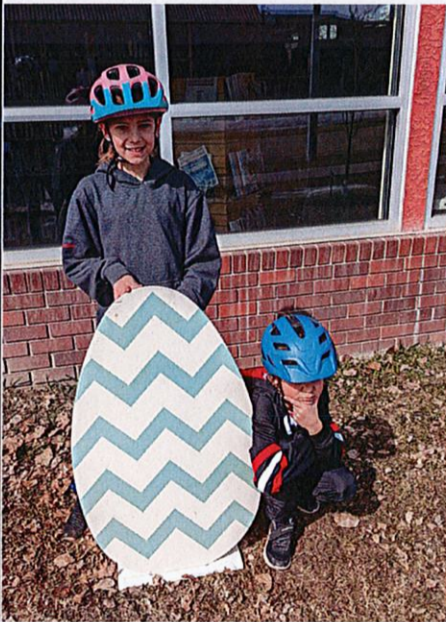
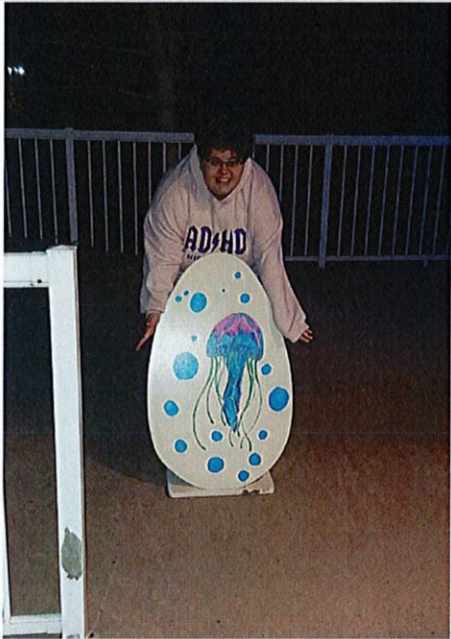
The meeting was adjourned at 10:24

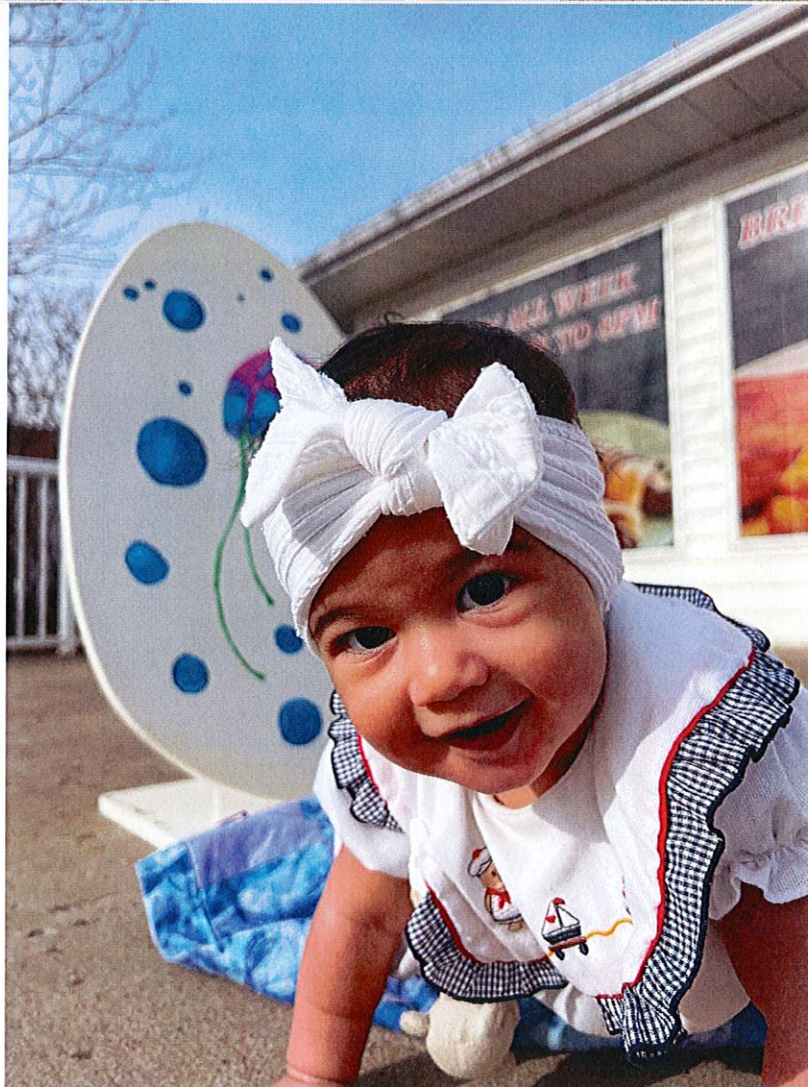
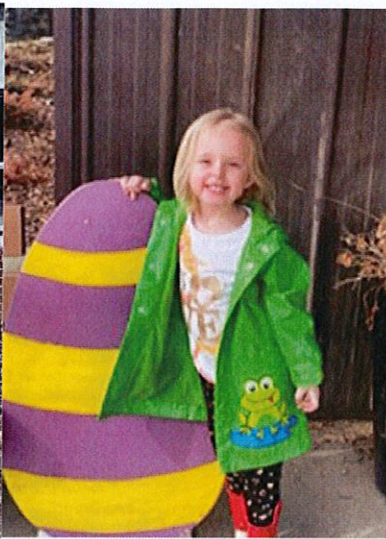
Next meeting will be March 16, 2023 at 9:30 am.

Chair, Cyndi Corbett

Councillor Cody Moulds







Nichole Young

Subject: FW: {External}Wings

From: AroundTheBlock Info <info@aroundtheblock.ca>

Sent: Tuesday, February 21, 2023 11:14:12 AM

To: Cyndi Corbett <CCorbett@beaverlodge.ca>

Subject: {External}Wings

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi Cyndi

I apologize for such a delayed response. Things have been crazy here at the quilt shop.

I would absolutely love Wings to be put up on my building! I've been talking about it for years now & just haven't gotten around to it. They would have to be put on panels then installed as we have siding on our building that wouldn't lend itself well to being painted on directly.

Erin Janzen

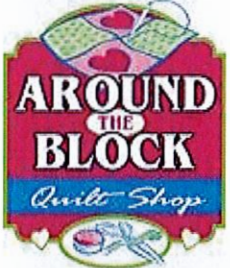
Around the Block


Box 1078

Beaverlodge, AB

T0H0C0

780-354-3423



 Husqvarna

VIKING

ECONOMIC DEVELOPMENT WEEK

May 8 - May 12, 2023

Whereas, communities rely on economic development professionals to promote economic well-being and quality of life; for communities like BEAVERLODGE that means coordinating activities that create, retain, and expand jobs in order to facilitate growth, enhance wealth, and provide a stable tax base; and

Whereas, economic developers stimulate and incubate entrepreneurship in order to help establish the next generation of new businesses, which is the hallmark of Alberta's economy; and

Whereas, economic developers are engaged in a wide variety of settings including rural and urban, local, state, provincial, and federal governments, public-private partnerships, chambers of commerce, universities, and a variety of other institutions; and

Whereas, economic developers attract and retain high-quality jobs, develop vibrant communities, and improve the quality of life in their regions; and

Whereas, economic developers work in the TOWN OF BEAVERLODGE within the Province of Alberta.

NOW THEREFORE BE IT RESOLVED, that BEAVERLODGE, Alberta recognizes May 8 through May 12, 2023 as Economic Development Week, and reminds individuals of the importance of this community celebration which supports expanding business opportunities and making lives better.

DONE at the TOWN OF BEAVERLODGE, ALBERTA this 11 day of April, 2023.



GARY RYCROFT, MAYOR

#exploreNWAB 2023





The Power of Collaboration
#ExploreNWAB

GREAT PEOPLE,
GRANDE PLACES

The Power of Collaboration
#ExploreNWAB

GREAT PEOPLE, GRANDE PLACES

Priorities:

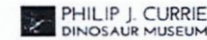
Generating Pride of Place

Themed Itineraries

Content supporting Community Approach

The Power of Collaboration

#ExploreNWAB



Campaign Overview

April thru fall 2023, a collection of North West Alberta destinations will collaborate with Seekers Media to promote and market its experiences using content production and social media. This year this collaboration continues with the campaign goals to increase hotel room night stays and experience sales for the region.

GOALS

Generate room night and experience sales within Alberta's NorthWest from communities included in the upcoming April 20223 campaign

Increase overall online presence of Alberta's North West.

Generate new itineraires backed by video, photos, editorial and social media content for the stakeholders.

METHODS

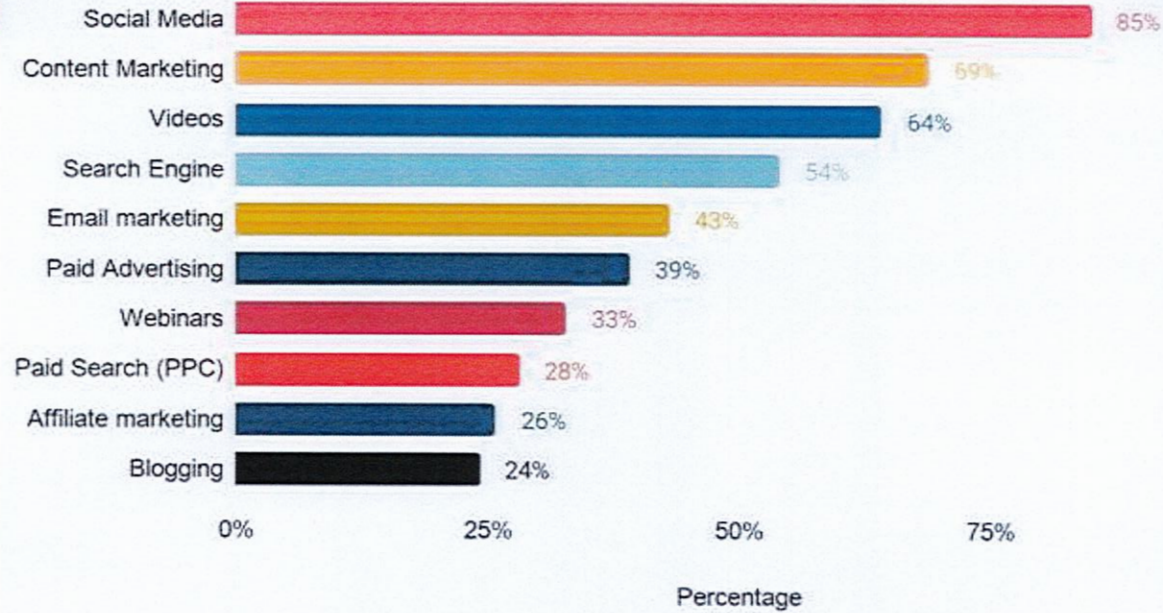
Create unique stories that act as a "path to conversion" for travelers to "book now". Video, photo and editorial content that the partners own as their own.

Promote the region and the regional experiences via online influencer outlets including ZenSeekers and FestivalSeekers - video, editorial and social media promotion.

#ExploreNWAB

BOOM GOES COVID

Top marketing channels to thrive in the New Normal



September 2020

#ExploreNWAB

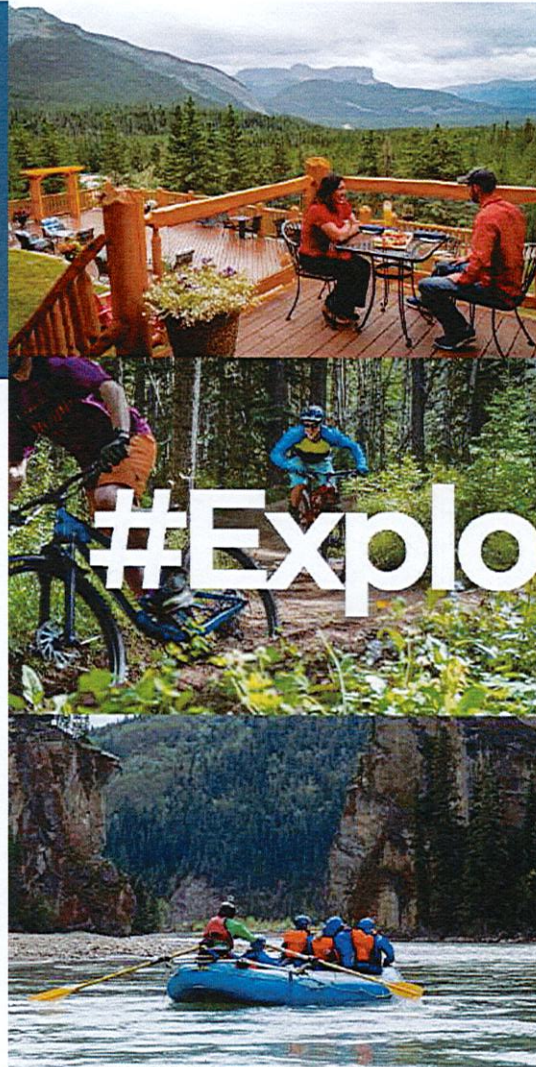
#ExploreNWAB The Future

#ExploreNWAB

Returning

Summer 2023

Year 4 Collaboration



#ExploreNWAB

#ExploreNWAB



METRIC TOTALS

Past 3 Years

- **31,500+** story reads off ZenSeekers and FestivalSeekers
- **16,500+** total 2022 click throughs sent to partners websites from Seekers
- **3,100,000+** total reach from #ExploreNWAB social media
- **97,000+** total #ExploreNWAB social media engagements

Stats from 2020, 2021 & 2022

#ExploreNWAB Content Examples

www.zenseekers.com/campaign/explorenwab



GET INTO THE WHITECOURT SUMMER FLOW WITH BIKES, BOATS AND TUBES

Home | News | Events | Activities | Expeditions | Search

Whitecourt
29 Jul 2017

#MIGHTYPEDALS

By using the #MightyPedals hashtag, you can share your photos and videos of your cycling adventures. We'll be featuring the best of them on our social media channels.

Whitecourt AB is proud to be a cycling hub, and we're looking for more people to come and enjoy the beautiful scenery. We're looking for people who love to ride, and who want to share their adventures with the world. We're looking for people who love to ride, and who want to share their adventures with the world.

OUR FRIENDS IN WHITECOURT ARE CELEBRATING THE LAUNCH OF TOURISM WHITECOURT WITH AN AMAZING #TOURISMWHITECOURT. SIMPLY STAYS WORTH ONLY \$1,100!

It's time to get out there and enjoy the beautiful scenery of Whitecourt. We're looking for people who love to ride, and who want to share their adventures with the world. We're looking for people who love to ride, and who want to share their adventures with the world.



HIKING UNDER THE SUN IN NORTHERN SUNRISE COUNTY

Home | News | Events | Activities | Expeditions | Search

Whitecourt
29 Jul 2017

#EXPLORENWAB

By using the #ExploreNWAB hashtag, you can share your photos and videos of your adventures in Northern Sunrise County. We'll be featuring the best of them on our social media channels.

Northern Sunrise County AB is proud to be a cycling hub, and we're looking for more people to come and enjoy the beautiful scenery. We're looking for people who love to ride, and who want to share their adventures with the world. We're looking for people who love to ride, and who want to share their adventures with the world.

OUR FRIENDS IN WHITECOURT ARE CELEBRATING THE LAUNCH OF TOURISM WHITECOURT WITH AN AMAZING #TOURISMWHITECOURT. SIMPLY STAYS WORTH ONLY \$1,100!

It's time to get out there and enjoy the beautiful scenery of Whitecourt. We're looking for people who love to ride, and who want to share their adventures with the world. We're looking for people who love to ride, and who want to share their adventures with the world.



MIGHTY PEDALS AND PADDLES IN PEACE RIVER

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Whitecourt
29 Jul 2017

#EXPLORENWAB

By using the #ExploreNWAB hashtag, you can share your photos and videos of your adventures in Northern Sunrise County. We'll be featuring the best of them on our social media channels.

Peace River AB is proud to be a cycling hub, and we're looking for more people to come and enjoy the beautiful scenery. We're looking for people who love to ride, and who want to share their adventures with the world. We're looking for people who love to ride, and who want to share their adventures with the world.

OUR FRIENDS IN WHITECOURT ARE CELEBRATING THE LAUNCH OF TOURISM WHITECOURT WITH AN AMAZING #TOURISMWHITECOURT. SIMPLY STAYS WORTH ONLY \$1,100!

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Examples of #ExploreNWAB Imagery produced from campaign



Examples of #ExploreNWAB Imagery produced from campaign



So What's the #ExploreNWAB deal?

\$9,990 per campaign+GST

What's that score you?

Video, images, social media & online
promotion to 30,000+ NW travellers

#ExploreNWAB

So What's the #ExploreNWAB deal?

What's that score you?

^1 video package

(60 second promo, 2 moment videos, bank of 4K broll)

^10 images with full rights

^Seekers experience editorial AND one festival pre-promotion via social media to 30,000+ engaged travellers

#ExploreNWAB

So What's the #ExploreNWAB deal?

Campaign will include:

^editorial & social media- ZenSeekers



You direct the coverage

^editorial & social media - FestivalSeekers



#ExploreNWAB

So What's the #ExploreNWAB deal?

Timing

April 15 - campaign launch
(themed itineraries & re-release of past content)

Early June content production

July 11 thru Oct 15 - 2nd phase campaign run

#ExploreNWAB

So What's the #ExploreNWAB deal?

Audience location of where audience targeted :

Grande Prairie & area

Northeast BC

Edmonton & area

#ExploreNWAB

Thank You!!

Questions?

Jim@Seekers-Media.com

780.983.9913