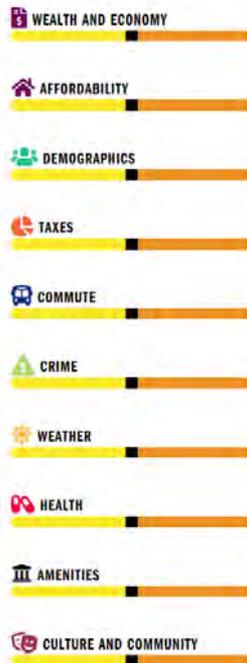


Cactus Corridor / Hanna

The Way Forward



What are the ingredients to Quality of Life



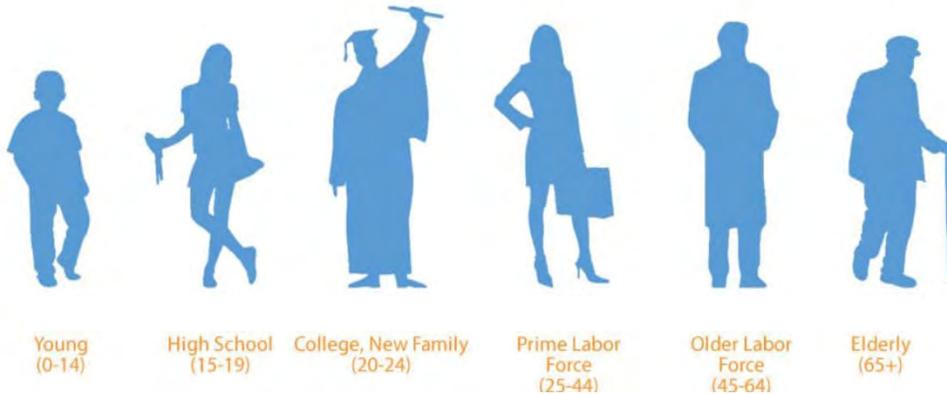
Improving the quality of life raises desirability for a community. But what makes up “Quality of Life”?

Quality of life includes a complex balance of indicators as described to the left. If you want to strengthen your economy, all of these pieces need to be in place and working together in harmony.

The best strategy for improving quality of life is taking it one day, one project at a time. Moving the needle on each part of the equation.

Make sure to poll your community and consistently measure or evaluate your performance in each ingredient for Quality of Life

Goal of attracting +250 people to Hanna in 5 years



For a community to grow, it needs people. Having a goal of how many people you want to attract to Hanna, and a general idea of their life situation will help **plan for where they will live, work and play.**

Example:

- Retirees: 90 people
- Families: $20 \times 4 = 80$ people
- Couples: $16 \times 4 = 64$ people
- Singles: 16 people
- Total: 250 people.

Hanna getting the business of being in business



Hanna and the Cactus Corridor can do lots to facilitate and incentivize growth but in order to make things deliberately happen, and fast, it is important to shift the mindset from a governing entity to a for-profit business entity.

This means making business deals that are not necessarily characteristic of a government entity, taking on some risk, and providing customer service to a high level.

Coordination meetings and events

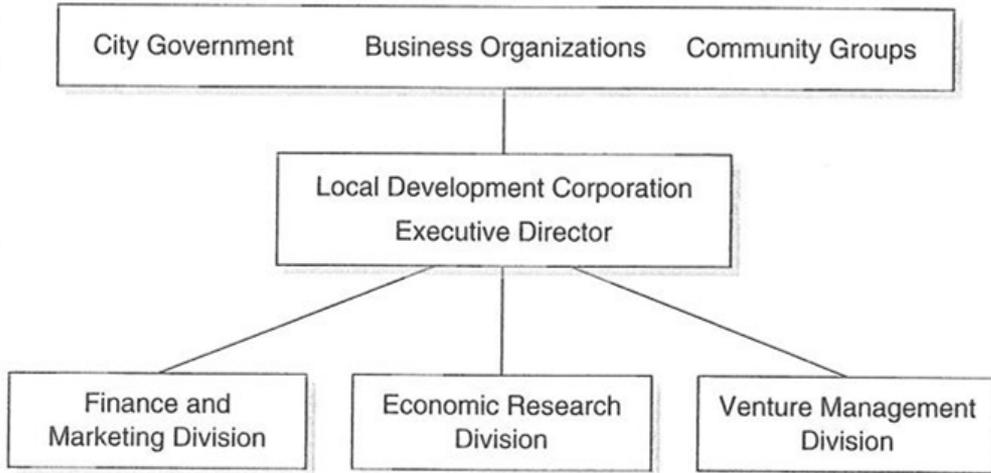


Human resources are your best asset but It is common for volunteer groups to lack sufficient time, people, and resources required to be successful. Without proper coordination and linkage to the overall strategic objectives and chosen tactics of your community, their efforts can be wasted.

Consider doing a periodic check in with volunteer groups, ensuring they are all working towards the same goal, that they are properly resourced, and that they are not being burned out. Host regular meetings to maintain focus and coordination and also accountability.

Volunteer appreciation activities never hurt either. Celebrate these people.

Create Economic Development Corporation



The arms length economic development model allows your municipality and region to be more nimble and to operate independent of the grind that comes with a municipal organization.

Some of the things the EDC can do are

- Buy vacant storefronts and upgrades
- Repurpose buildings
- Build new mixed use commercial downtown
- Purchase derelict houses and convert to a more desired state.
- Fund projects or businesses
- etc

Here is a white paper outlining the pros and cons of creating a separate economic development entity.

<https://pced.uwaterloo.ca/index.php/pced/article/viewFile/29/21>

Agriculture Industry



In the spirit of finding opportunity by speaking with the businesses in the area. Getting all of the farmers and ranchers together to discuss their challenges and opportunities is a good first step at attempting to grow this area of the economy.

From there, you can start to have conversations about where to focus efforts, how to grow and provide more jobs from existing operations, coordinating production to maximize return, sharing resources, and creating a community of support.

Where do existing businesses see opportunity



Your existing businesses are the low hanging fruit for finding opportunity. They likely already know where they would invest extra money and resources if they had it.

Do business visitations with the specific goal of finding opportunity for these businesses to grow and expand into other areas.

If you find a business with a viable opportunity, the capability of capitalizing on it, and that serves the larger goals of creating jobs and prosperity, see how you can get involved to help.

Become involved with industry advocates



All of these organizations mission statements were similar. Their role is to advocate on behalf of the producers they support. Some offer access to financing, guidance and support, marketing services and information. All of them are intended to help.

Make phone calls to these organizations and research their websites to understand how they might be able to support the region.

These organizations might want to contribute in some way to the Agri-Business Committee you form.

Or they might support and contribute to the Livestock Hub or the Agril-Hub.

Export trade missions

AGRICULTURE + AGRI-FOOD MANUFACTURING

Canada's innovative and diverse agriculture and agri-food manufacturing system generates \$113.8 billion to the Canadian economy. Yet Canada exports more than half of its primary agriculture production, making it the world's fifth-largest exporter of agricultural and agri-food products (after the European Union, the US, Brazil and China), and an important player on the global stage.



\$55
BILLION

AGRICULTURAL EXPORTS

2.3
MILLION

EMPLOYED

8TH IN
THE WORLD

FOR AGRICULTURAL RESEARCH

Canada is the **5th largest** global exporter of agri-food products, generating **5.7%** of the world's food and agriculture exports

SOURCE: AIC (2017), AN OVERVIEW OF THE CANADIAN AGRICULTURAL INNOVATION SYSTEM, OTTAWA, ON: AGRICULTURAL INSTITUTE OF CANADA

CANADA'S TOP COMMODITIES



Forage

Yukon



Greenhouse Crops

Yukon



Eggs

Northwest Territories



Horticulture

Northwest Territories
British Columbia
Nova Scotia
New Brunswick
Prince Edward Island



Caribou, Musk Ox

Nunavut



Wild Berries

Nunavut



Dairy

British Columbia
Ontario
Quebec
Newfoundland and Labrador
Nova Scotia
New Brunswick
Prince Edward Island



Cattle

Alberta
Saskatchewan



Grains and Oilseeds

Alberta
Saskatchewan
Manitoba
Ontario



Hogs

Manitoba
Quebec



Poultry

Newfoundland and Labrador

Once you organize yourself regionally and have a better handle on what the region can produce. Send people on trade missions to counties that have free trade agreements with Canada.

Never underestimate the power of an in person meeting and shaking the hand of someone you want to sell to.

Get a good story about the Region together that you can use to promote and brand the area....

Essentially the Region can offer the world food....from one of the most trusted countries in the world.

SOURCE: AGRICULTURE AND AGRI-FOOD CANADA

Explore direct distribution and processing

Connecting the Farmers with the People

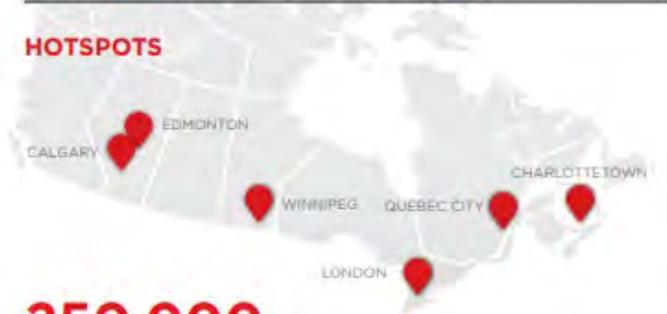


Less "Middle Men" between the "Farmers" and the "People"

Do what you can to capture the entire value chain for the products and services Hanna and the region produces. If cattle is being sent to another region to be processed, try to find a way to keep it in the region by creating or expanding a processing company. If the meat is being sold at discount prices to large grocery chains, try to work with established farmers markets, restaurants or independent grocers realize more of the profit.

VALUE-ADDED FOOD PROCESSING

HOTSPOTS



250,000
EMPLOYED

\$109.3
BILLION
2016 SHIPMENTS

21%
GROWTH
OVER 5 YEARS

CANADA'S FOOD PROCESSING INDUSTRY

- Represents **18%** of Canada's total manufacturing shipments
- Is among Canada's **largest** and **fastest-growing** industries

SOURCE: AGRICULTURE AND
AGRI-FOOD CANADA



One of the main challenges facing regions around Alberta is the availability of land. As people retire, pass away or move on from their land, it is being bought by groups that don't necessarily participate in the regional economy in the same way others would.

The Economic Development Corporation could get involved with purchasing land and leasing it to aspiring or existing business owners in the area.

Get proactive on farm succession planning



Family farms form the foundation of a community and each farm that shuts down in favour of a big business or other, means less contributing members in the community.

What are you doing to encourage the family or other youth in the area to take on the farm and continue on?

Getting proactive in this area will ensure these valuable plots of land are not lost to less desirable situations.

Here is a useful article - <https://www.fbc.ca/blog/why-farm-succession-planning-so-important>

Local venture capital group



One of the biggest obstacles in creating or expanding business opportunities is access to capital. Find some wealthy people in the region and create a venture capital group. Have them meet quarterly to discuss and evaluate various investment opportunities and provide money when it makes sense.

Develop closer relationships with lending institutions



FCC is Canada's leading agriculture lender. We live and breathe Canadian agriculture, agribusiness and agri-food. We support, strengthen and celebrate the industry, and we're proud of it.

We're a financially self-sustaining federal Crown corporation. FCC reports to Parliament through the Minister of Agriculture and Agri-Food. We lend money and provide other services to primary producers, agri-food operations and agribusinesses that provide inputs or add value to agriculture.

Provides Alberta's agricultural producers, agribusinesses and other small businesses with loans, crop insurance and farm income disaster assistance.

AFSC partners with agricultural producers, agribusiness and commercial entities to support and advance development, create new opportunities and improve the quality of life for rural Albertans.

AFSC is a provincial Crown corporation guided by a private sector Board of Directors.

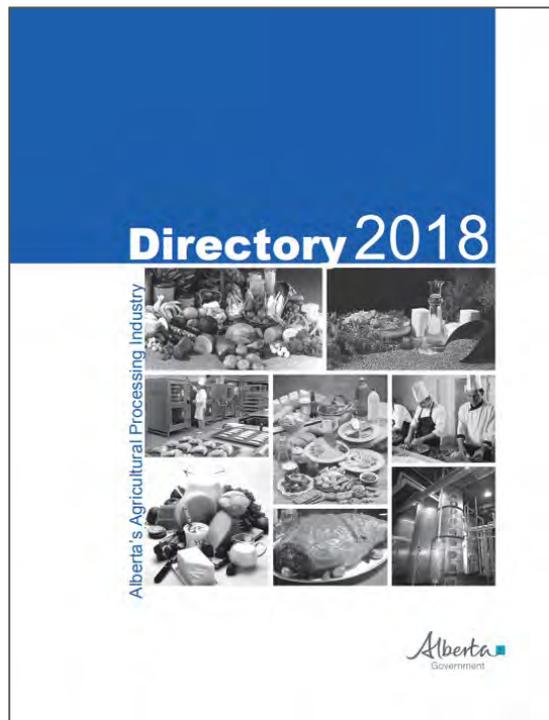




The mandate of the Community Futures Network of Alberta is to support small business development and rural economic diversification in Alberta. We actively work with community and business leaders to foster rural economic growth, and are partners in building vibrant and sustainable communities. We are funded by the Government of Canada through [Western Economic Diversification Canada](#) and have been supporting rural entrepreneurs for over 30 years.

Each Community Futures office provides flexible and affordable small business loans, business coaching/training services and business management tools for people wanting to start, expand, franchise or sell a rural business. We offer additional supports to priority sectors identified by Western Economic Diversification Canada:

- Clean technology
- Value added agriculture
- Advanced manufacturing
- Digital Industries
- Clean Resources
- Health & Biosciences



LEverage this guide to understand who the processing businesses are in Alberta. From there you can form partnerships that enable Hanna and regional producers to do 3rd party processing. Or you can find where the gaps are in services and start your own business. The Economic Development Officer should reach out to some of these businesses and create relationships;

Alberta Agriculture and Forestry is pleased to present the 2018 edition of Alberta's Agricultural Processing Industry Directory. **This Directory is the most comprehensive database of the food processing industry and its associations in Alberta.** We are making considerable effort to maintain it and keep up with the continuously evolving agri-food industry in our province. Over the last forty plus years, it has served as a guide for learning about our agri-processing industry and supporting agencies. Our Ministry, government agencies and business communities use it as a quick reference in developing their programming or for finding current company information including contact personnel, products and brand names.

Study and research the services offered by Alberta

Home > Business/economy > Agriculture

Agriculture

Funding programs, business resources, agriculture information, agri-food and local food business resources, and calculators and tools.

Services and information

Ag-Info Centre

Primary link for producers and the agricultural industry to Ministry resources and information.

Agriculture calendar of events

View listing of upcoming fairs, meetings, webinars and other events across Alberta.

Agriculture public agencies

The Ministry of Agriculture and Forestry is responsible for these entities.

Canadian Agricultural Partnership

Loans, grants and other funding opportunities for the agricultural sector.

News for producers

Agri-News weekly newsletter, podcasts and other updates.

Weather and climate resources for producers

Moisture situation updates, the Alberta Climate Information Service and more.

Agricultural economics, competitiveness, and statistics

Agriculture and agri-food business, trade and economics, and farm business management programs.

Agriculture decision making tools

Calculators and other decision making tools for growing, managing and selling crops and livestock.

Agriculture publications

Purchase Ministry publications online

Crops

Information and resources for growing crops in Alberta, including weed and pest management.

Public trust in agriculture

Government supports industry in building public trust in agriculture through programs, regulations and funding.

Agricultural trade services

Services, market updates, trade events and resources for Alberta exporters and international buyers.

Agriculture environmental stewardship

Programs and resources to help farmers, producers and operators practice sustainable agriculture.

Agri-food and local food

Information about the agri-food industry, food processing and farmers' markets.

Livestock

Regulations and resources for farmers, ranchers and operators, including disease and production.

Rural life

Resources to support rural Albertans covering topics such as farm safety, farm water, rural utilities and educational programs.

Alberta Agriculture and Forestry

Home > Business/economy > Agriculture > Information > Coming Events

About the Ministry | Signatures | Forestry | Find Staff | Applications & Tools | Directories | General Store | Maps & Multimedia

Coming Events

All Events

| Date | Event Title | Town |
|-------------------|---|--------------|
| Oct 10, 2019 | Crop and Chick Feed, Forage and Management Showcase | WERNAR |
| Oct 16, 2019 | East Plains Beef Cattle Evening | Valleyview |
| Oct 22 - 25, 2019 | Exhibition: Cheerful Livestock Contest | Levick |
| Oct 23, 2019 | On-Farm Alternative Energy Workshops | High Prairie |
| Oct 24, 2019 | Crop and Chick Feed, Forage and Management Showcase | WERNAR |
| Oct 24, 2019 | On-Farm Alternative Energy Workshops | Gardenton |
| Oct 28, 2019 | Conservation in Truck Stopways | Lacombe |
| Oct 29, 2019 | Conservation in Woodlands Showcase | Lacombe |
| Nov 6, 2019 | Conservation in Greenhouses Workshop | Lacombe |
| Nov 14 - 15, 2019 | Green Industry Show & Conference | Calgary |
| Dec 10 - 12, 2019 | Western Canada Conference on Soil Health & Carbon | Edmonton |
| Dec 11 - 12, 2019 | Forage Showcase: Growing New Ideas - Farmers Showcase Conference & Trade Show | Letbridge |
| Jan 7 - 8, 2020 | Agri-Info Update 2020 | Red Deer |

1 | September, 2019

1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30

Show with Events

To have an event added to this list, contact the [Ag-Info Centre](#)

The Government is not great at advertising their information. However, their websites are generally quite up to date.

The Agriculture Page on the Government of Alberta lists everything they do.

Even just the calendar of events is valuable...make sure to send people to these events. You will always learn something you didn't know before.

Agriculture workshops

Agriculture

Funding programs, business resources, agriculture information, agri-food and local food business resources, and calculators and tools.

Services and information

[Ag-Info Centre](#)

Primary link for producers and the agricultural industry to Ministry resources and information.

[Agriculture calendar of events](#)

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Agriculture and agri-food business, trade and economics, and farm business management programs.

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Services, market updates, trade events and resources for Alberta exporters and international buyers.

[Agriculture environmental stewardship](#)

Programs and resources to help farmers, producers and operators practice sustainable agriculture.

[Agri-food and local food](#)

Information about the agri-food industry, food processing and farmers' markets.

[Livestock](#)

Regulations and resources for farmers, ranchers and operators, including disease and production.

[Rural life](#)

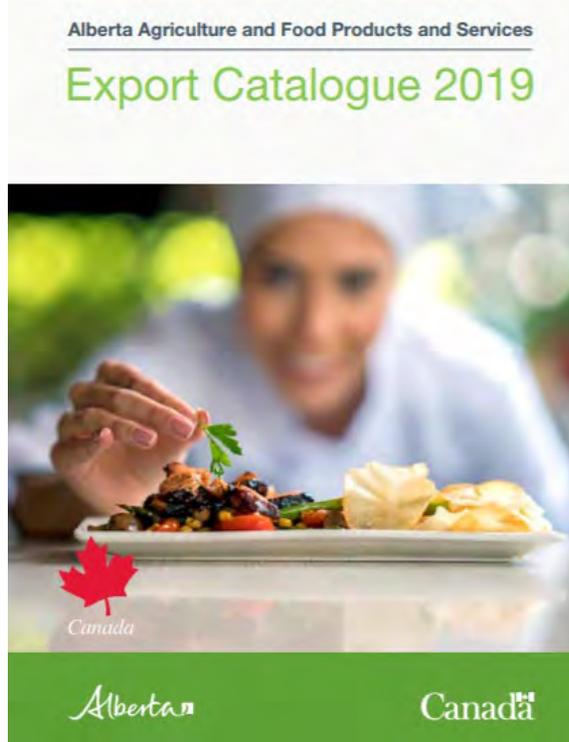
Resources to support rural Albertans covering topics such as farm safety, farm water, rural utilities and educational programs.



A great way to get your agricultural community together is by hosting workshops. Your Economic Development Officer can leverage a number of supporting organizations to come in and facilitate these workshops.

This not serves as a capacity building exercise but also builds community and connection.

Leverage Alberta Government export support



Alberta Agriculture and Forestry provides information and assistance to international buyers and investors in supporting our thriving agriculture and agri-food industries. We support industry by connecting buyers and sellers, while providing information on Alberta's supplier capabilities.

Get as many of the Region's businesses listed and working with this service. Learn how to really leverage their support.

Call Government sections and ask how they help



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| Economic Development, Trade, and Tourism | |
|---|---|
| Economic Development, Trade, and Tourism | Office of the Deputy Minister |
| 1211 Legislative Building 1600 - 97 Avenue Edmonton, T5P 2G6 | 1211 Commerce Place 1015 - 102 Street Edmonton, T5A 6J8 |
| Selective Table of Contents | Human Resources Business Partner |
| 1. Office of the Minister | Edmonton, Alberta |
| 1. Office of the Deputy Minister | 781 641-6262 |
| 1. Policy Coordination | (2nd & 47th Place North Tower) |
| 1. Communications | 1002 Jasper Avenue Edmonton, T5A 1S6 |
| 1. Human Resources | 781 644-1073 |
| 1. Economic Development Branch | 781 427-1272 |
| 1. Access to Capital | 1015 - 102 Street Edmonton, T5A 6J8 |
| 1. Entrepreneurship and Program Development | 781 644-1073 |
| 1. Industry Development Branch | 781 427-1272 |
| 1. Northern Alberta Development Centre | 781 644-1073 |
| 1. Program Delivery and Engagement Branch | 781 644-1073 |
| 1. Research and Innovation Division | 781 644-1073 |
| 1. Innovation System Engagement Branch | 781 644-1073 |
| 1. Research and Innovation Policy and Strategy | 781 644-1073 |
| 1. Strategic Policy and Corporate Services Division | 781 644-1073 |
| 1. Policy and Information | 781 644-1073 |
| 1. Finance and Administration | 781 644-1073 |
| 1. Legal Services | 781 644-1073 |
| 1. Government and Engagement | 781 644-1073 |
| 1. Tourism and Recreation Division | 781 644-1073 |
| 1. Distribution and Research Branch | 781 644-1073 |
| 1. Policy, Research and Business Development Branch | 781 644-1073 |
| 1. Trade and Investment Division | 781 644-1073 |
| 1. Alberta International Offices | 781 644-1073 |
| 1. Europe, Middle East, India and Africa (EMEA) | 781 644-1073 |
| 1. Asia Pacific Branch | 781 644-1073 |
| 1. Trade Policy - Domestic | 781 644-1073 |
| 1. Trade Policy - International | 781 644-1073 |
| 1. Research | 781 644-1073 |
| Minister of Economic Development, Trade and Tourism | Minister of Economic Development, Trade and Tourism |
| Ft. Tarrynville | Edmonton, Alberta |
| 781 644-8004 | 781 644-8004 |
| Fax 781 644-8002 | Fax 781 644-8002 |
| Chief of Staff | Chief of Staff |
| Edmonton, Alberta | Edmonton, Alberta |
| 781 644-8002 | 781 644-8002 |
| Fax 781 644-8002 | Fax 781 644-8002 |
| Press Secretary | Press Secretary |
| Edmonton, Alberta | Edmonton, Alberta |
| 781 644-8004 | 781 644-8004 |
| Fax 781 644-8002 | Fax 781 644-8002 |
| Ministerial Assistant | Ministerial Assistant |
| Edmonton, Alberta | Edmonton, Alberta |
| 781 644-8004 | 781 644-8004 |
| Fax 781 644-8002 | Fax 781 644-8002 |
| Scheduling Assistant | Scheduling Assistant |
| Edmonton, Alberta | Edmonton, Alberta |
| 781 644-8004 | 781 644-8004 |
| Fax 781 644-8002 | Fax 781 644-8002 |
| Administrative Assistant | Administrative Assistant |
| Edmonton, Alberta | Edmonton, Alberta |
| 781 644-8004 | 781 644-8004 |
| Fax 781 644-8002 | Fax 781 644-8002 |
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The Government is not great at broadcasting the support they offer. Given the recent change in government, things are going to change significantly and it takes time for the new programs to develop, and then be communicated.

Consider getting a list of all the Government areas and have a conversation with someone Sr. within the department (Director, or a Senior). See what they can help you with. Even if they can't they likely know of other things that could. Trust me on this one. It is worth the call.

Send key community members to EDAC conferences



Economic Developers Alberta (EDA) is Alberta's leading economic development network. For 45 years, we have been committed to advancing the economic development profession by providing resources, professional development and networking opportunities.

Sending town councillors, administrators and other stakeholders to these conferences and being an active member of the organization helps to seed new ideas and offer insight into best practices for economic development.



Export Development Canada is Canada's export credit agency and a state-owned enterprise wholly owned by the Government of Canada. Its mandate is to support and develop trade between Canada and other countries, and help Canada's competitiveness in the international marketplace.

An agricultural powerhouse, Canada is one of the world's largest food producers, particularly in vegetable products, like wheat and pulses. With several new trade deals, there are considerable opportunities for niche products, including organics, and for exporters to diversify and to increase sales. Read Export Development Canada's latest report on trade and investment trends in this significant sector.

One striking fact about Canada's agri-business sector is the relatively low level of investment linked to international markets, both into and out of Canada. Increased outward investment could help Canadian businesses sell directly into international markets through joint ventures, foreign affiliates and closer direct relations with global wholesalers.



The Canada-European Union Comprehensive Economic and Trade Agreement (CETA) is helping to create jobs, strengthening economic relations and boosting Canada's trade with the world's second-largest market. CETA is a progressive free trade agreement which covers virtually all sectors and aspects of Canada-EU trade in order to eliminate or reduce barriers. For example, prior to CETA's entry into force, only 25 percent of EU tariff lines on Canadian goods were duty-free. With CETA, 98 percent of EU tariff lines are now duty-free for Canadian goods. Once CETA is fully implemented, the EU will have eliminated tariffs on 99 percent of its tariff lines.

Ec Dev Resources



Agri-Food Discovery Place

Research. Collaboration. Innovation.



UNIVERSITY OF ALBERTA
FACULTY OF AGRICULTURAL,
LIFE & ENVIRONMENTAL SCIENCES

This group can help you to research, plan, prototype, and commercialize new technologies and innovations into businesses and agricultural producers in your region.

<https://afdp.ualberta.ca/>



Agri-Food Discovery Place is a University-owned pilot plant facility. It is a world-class innovative research, training, and technology transfer facility and provides education to highly qualified individuals.

View our [brochure](#) for more information. AFDP [secure website login](#) here.



Travel The World

OUTBOUND

Have an adventure, expand your horizons and enhance your career opportunities with an overseas agriculture exchange.



Come to Canada

INBOUND

Come and experience agriculture in Canada. Learn new farming techniques, get to know a family and explore an enormous and beautiful country.



Become a Host

HOST

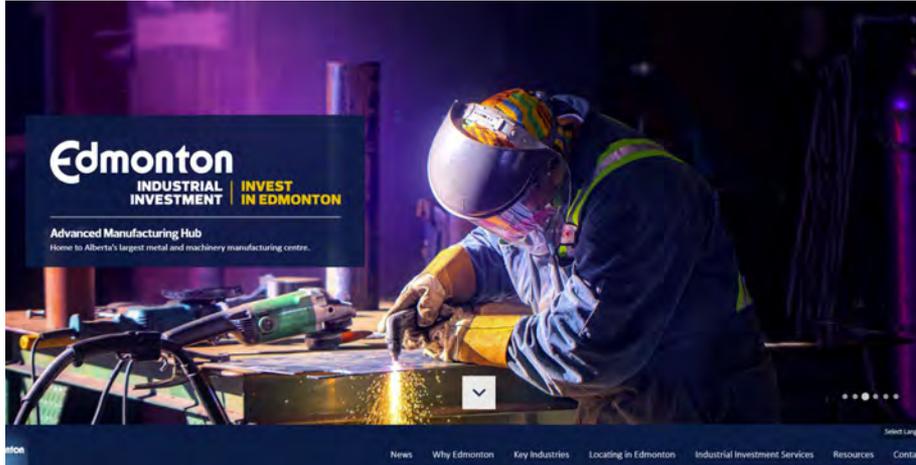
Take the opportunity to work with a young person from another country. Share Canadian culture, and have the benefit of skilled help on your farm.

Youth development is critical to growth. This program allows kids to travel abroad to gain new experiences and ways of doing things that they can bring back to Hanna and the region. Notwithstanding the fact that travel gives youth an important perspective and appreciation for life.

Regional Ec Dev Website

Insert title page and explanation of what it is

Economic development website



In addition to providing new and expanding businesses with information and resources, a dedicated economic development website sends a clear message that a city is "open for business". Ensure an investor can access up to date information on all of the products, services, amenities, and transportation options necessary to conduct business in the region.

Not every business is sophisticated enough to find out this information on their own, yet they all need to be aware of it.



Edmonton Investment Site Locator

Explore the latest multi-functional investment tool and new features that provide Edmonton neighbourhood data, business inventory, consumer expenditures, labour force and demographics and existing industrial land for sale using our upgraded Edmonton Investment Site Locator.

> Find Properties



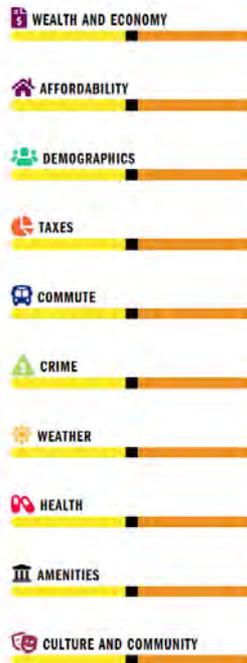
Why Edmonton

We are an entrepreneurial, business-friendly city widely recognized as having one of the world's most diverse, innovative and stable economies. Edmonton is where businesses thrive and citizens enjoy a dynamic and vibrant lifestyle.

Discover why Edmonton is the best choice for your business' future.

> Find out Why Edmonton

What are the ingredients to Quality of Life



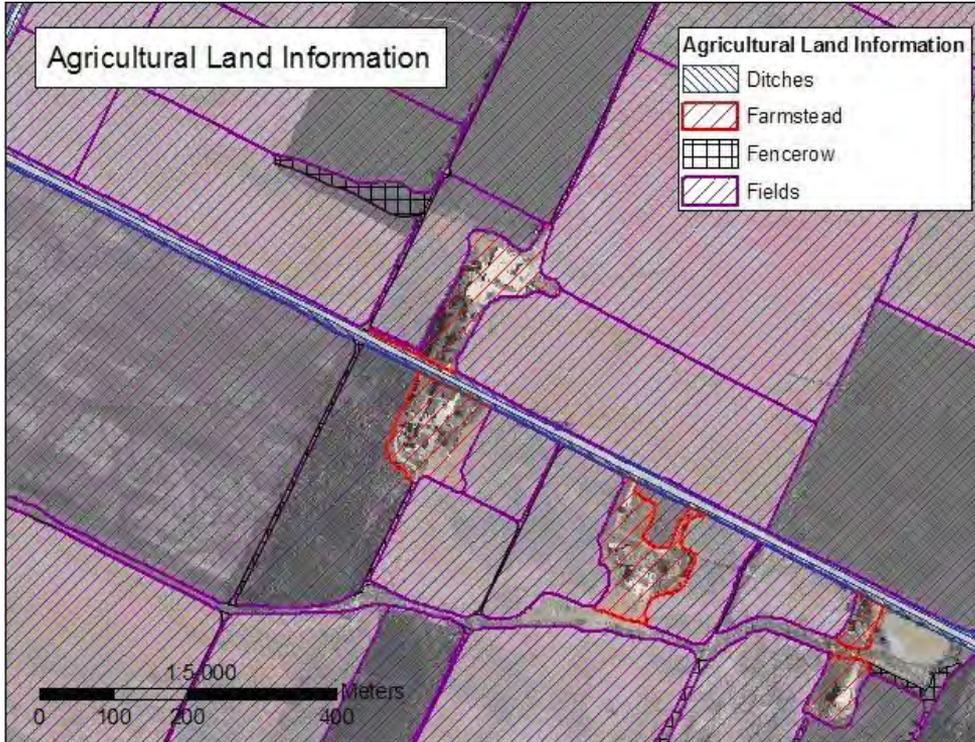
Improving the quality of life raises desirability for a community. But what makes up “Quality of Life”?

Quality of life includes a complex balance of indicators as described to the left. If you want to strengthen your economy, all of these pieces need to be in place and working together in harmony.

The best strategy for improving quality of life is taking it one day, one project at a time. Moving the needle on each part of the equation.

Make sure to poll your community and consistently measure or evaluate your performance in each ingredient for Quality of Life

Agricultural land inventory and availability



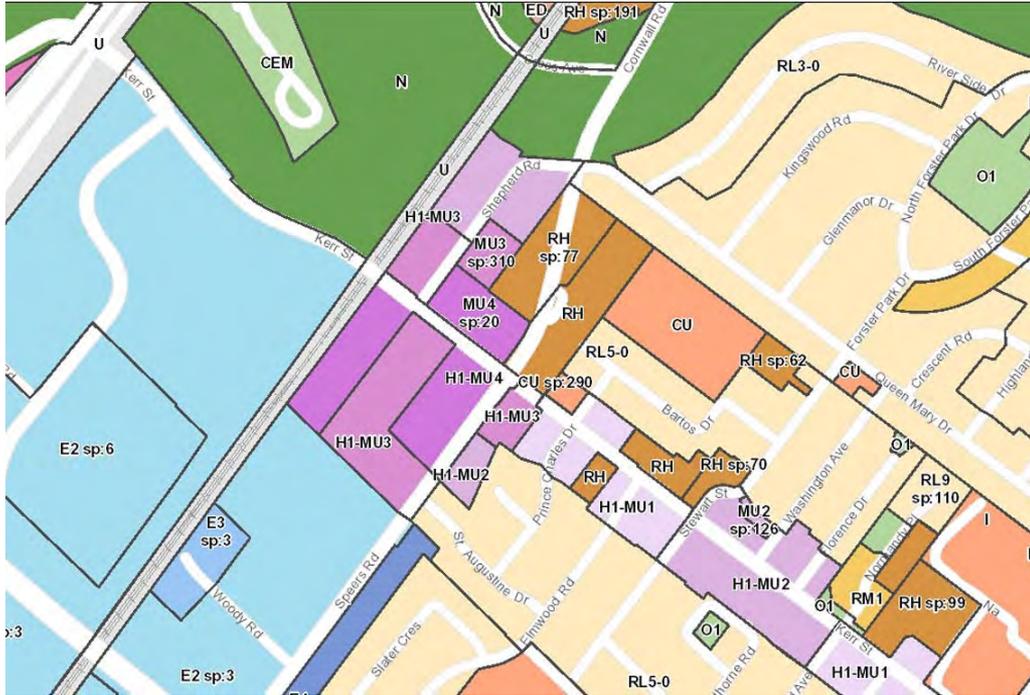
Create an exhaustive list of all the agricultural land in the area along with pertinent information like:

- Ownership
- Size
- What it produces
- If it is for sale
- Etc.

Providing this information will offer businesses looking to locate in the area more context and easier access to data in order to make an informed decision.

Perhaps have a listing of the farmers that are open to partnerships or opportunities for innovation.

Land inventory, zoning, availability



Keep an up to date list of all the land uses in Hanna and the Cactus Corridor Region. This information will be useful for people looking to locate their businesses and residences in Hanna.

Where are the available and existing zones for

- Residential
- Commercial
- Industrial
- Farming
- Direct Control
- Historic
- Etc.

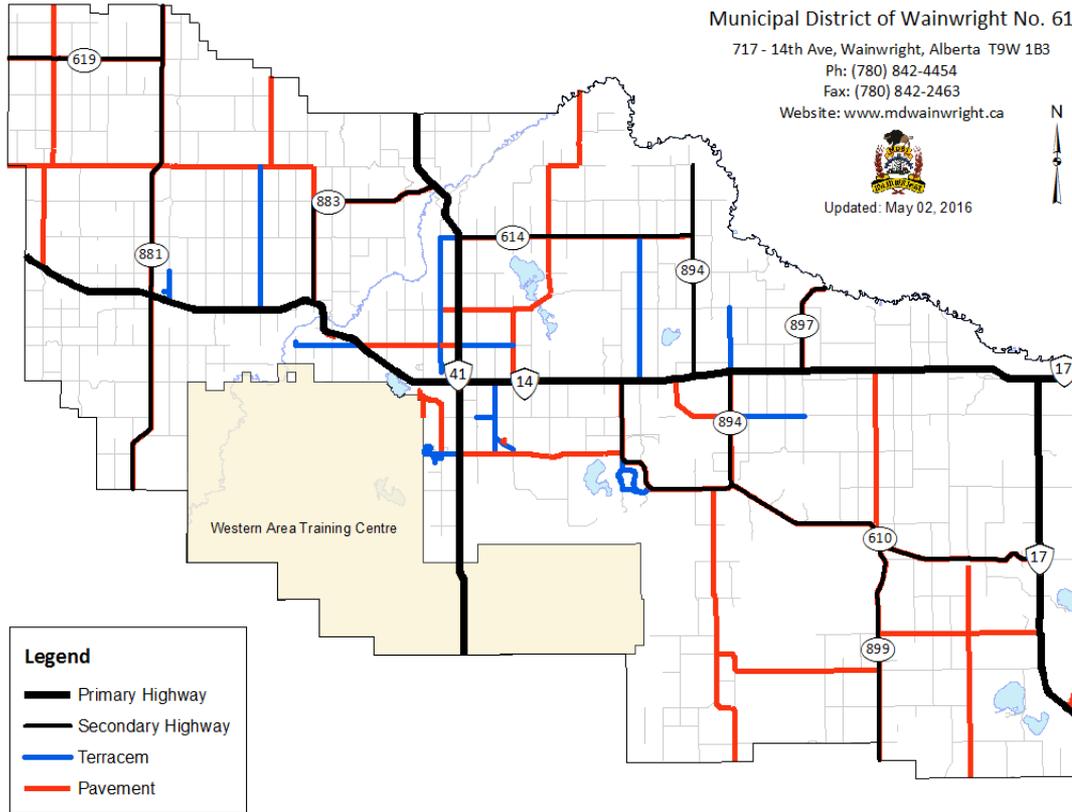
Site location assistance - be open for business



Provide as much information as possible and reasonable so people can research on their own but also make it clear on your website that you offer personalized site location assistance for prospective residents and businesses.

At the very least, your Economic Development Officer should be providing site location assistance for anyone interested in locating to the region.

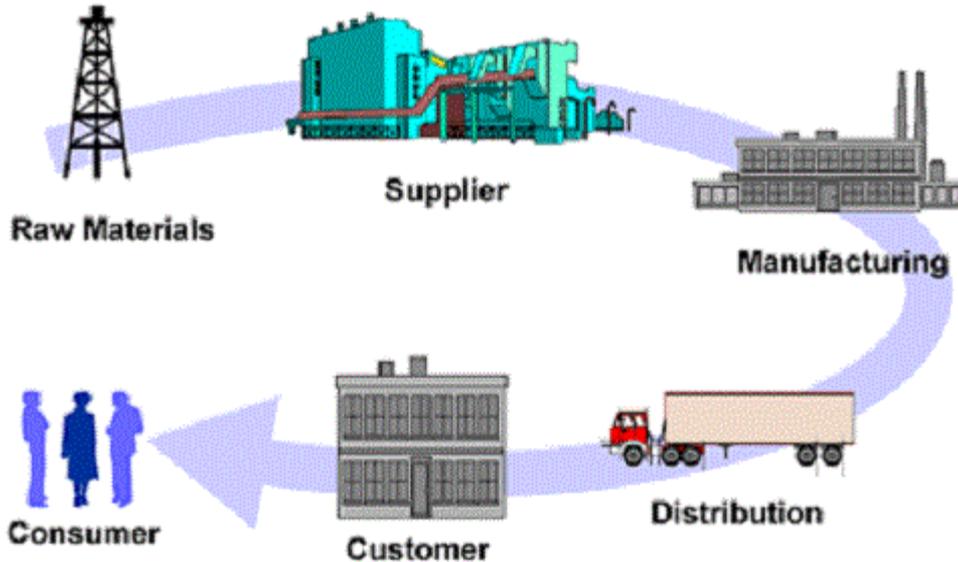
Transportation network



Provide a detailed map and analysis of the transportation network of the Cactus Corridor region and how it connects to the broader provincia, national and international markets.

This is important information for the Economic Development Officer to be aware of as these are the types of questions many businesses will be asking.

Logistical cost analysis



Conduct a logistical analysis. Use this information to inform prospective businesses of the realities of the area.

This will also help identify issues in the logistical network that you can address proactively.

Having this information will make it easier for businesses to make their decision on whether to locate there.



Businesses need to know what types of skilled workers they will be able to attract in the area and municipalities need to be aware of how their education plan is developing these skills.

Access to education and job training



Distance learning is offered by all of the major and secondary education institutions.

Perhaps the HLC can become the conduit for all of these programs if it isn't already.

In any event, adding these institutions to the website will give people confidence that their workers can attain the skills they need within the region.



The cost of living is going to be one of Hanna's main advantages, this should be well communicated on the website.

Perhaps offer comparisons to larger cities like Edmonton and Calgary to really make the point hit home.

This will offset the fact that perhaps the wages will be a bit lower in the area.

Access to healthcare

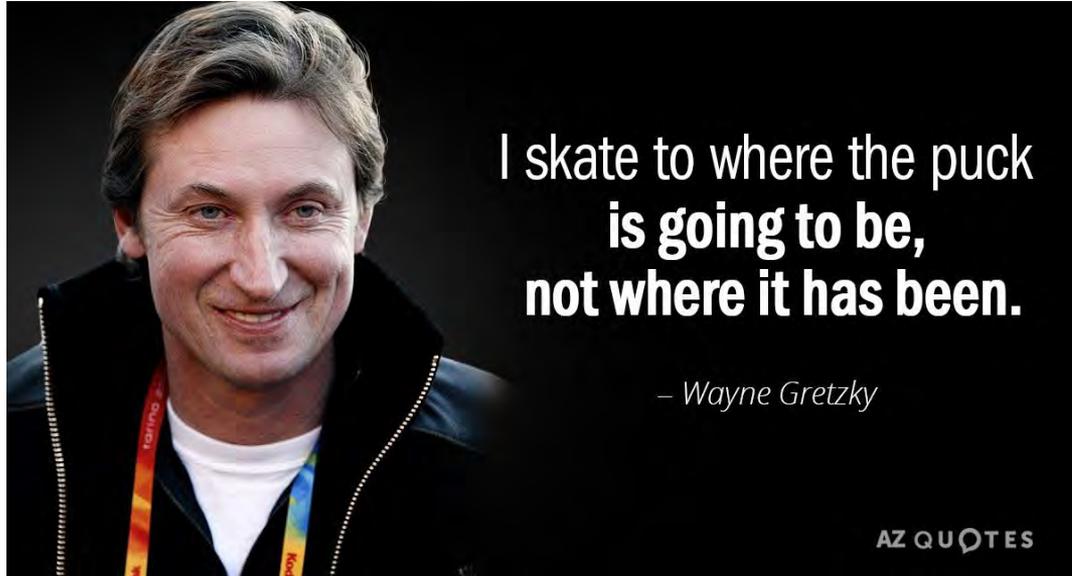


Ensure you properly list all of the medical services that are offered within the community and the region. As well all know, access to healthcare is one of the main factors in deciding where to locate.

New Agri - businesses

Be where the puck is going to be, not where it's been

13WAYS
There's Always A Way



This quote has long been used by business consultants, CEOs, and other visionaries to sum up the importance of looking towards the future at all times. Focus on the present or past—where the puck has been—and you're sure to fall behind.

Do what you can to identify and support people and businesses that are innovative

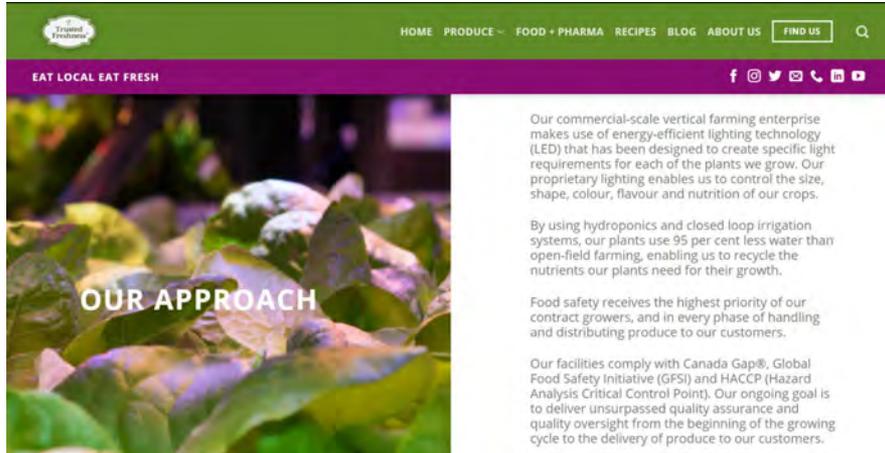
Vertical farming



Indoor vertical farming would be a suitable business model for the dry climate in Hanna because all the growing conditions are controlled inside to compensate for the arid climate. But could still take advantage of the ample sun.

These facilities need much less space than traditional farming, can be grow much faster and much higher quality.

Vertical farming business models



Our commercial-scale vertical farming enterprise makes use of energy-efficient lighting technology (LED) that has been designed to create specific light requirements for each of the plants we grow. Our proprietary lighting enables us to control the size, shape, colour, flavour and nutrition of our crops.

By using hydroponics and closed loop irrigation systems, our plants use 95 per cent less water than open-field farming, enabling us to recycle the nutrients our plants need for their growth.

Food safety receives the highest priority of our contract growers, and in every phase of handling and distributing produce to our customers.

Our facilities comply with Canada Gap®, Global Food Safety Initiative (GFSI) and HACCP (Hazard Analysis Critical Control Point). Our ongoing goal is to deliver unsurpassed quality assurance and quality oversight from the beginning of the growing cycle to the delivery of produce to our customers.

There are a number of ways to get into the vertical farming business without having to have all of the capital investment up front. These two business models are good examples of ways to start small and scale up.

<https://trustedfreshness.com/our-approach/>

GREENERY

The smartest hydroponic farm inside of a shipping container.

Unlike a traditional farm, the Greeneries plants grow vertically indoors without soil, getting their nutrition from water and light energy from powerful LEDs. The result is a system that operates independently from land, climate, and season with the power to bring local food production directly to you, no matter where you are in the world.



CLIMATE CONTROL

365 Perfect Days

Operating in temperatures ranging from -40°F to 130°F, the Greeneries maintains an average internal temperature of 70°F by balancing heat from the strong LED arrays and cold air from the powerful HVAC unit with an integrated dehumidifier and economizer. The environment is then preserved by the container's thickly insulated walls.



THE DEHUMIDIFIER Reclaims 1.88 gal. / hour at 60% relative humidity



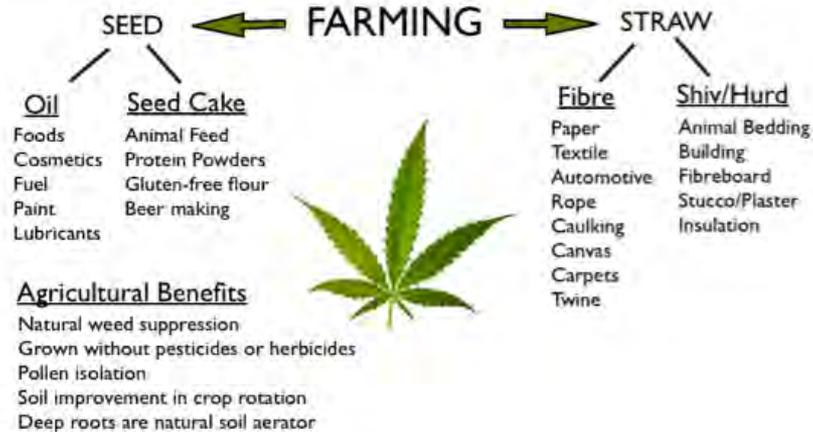
THE ECONOMIZER Intakes cool outside air as a rate of 1,100 CFM



R-28 Department of Energy Insulation-rated container

<https://www.freightfarms.com/greeneries#climate-control>

Hemp growing and processing



The hemp industry is just starting to get off its feet but with over 50,000 uses listed and the increasing pressure to replace oil and trees, it is likely to become even more prominent.

Hemp can be grown effectively in dry conditions provided there is an irrigation system to compensate for lack of rainfall. Hanna and the region have adequate access to water so this should not be as much of an issue.

Find farmers that will grow the hemp so you have consistent supply, then partner with or build your own hemp decortication facility to break down the products and sell.

Cannabis production



In 2019 the legal cannabis market is expected to reach 3.7 billion dollars. That said, the black market will still hold 80% market share.

So there is massive upside to growing cannabis and a market demand that is not expected to diminish anytime soon.

Cannabis can and is grown indoors and Hanna is a perfect place for them to be. Low taxes, less regulation, farming and agricultural mentality, etc.

Attract a brewery



Craft beer has exploded in Alberta and Canada. No longer lauded as “crap beer” small breweries and steadily taking up market share from the large producers.

Increased interest in controlling additives in food, strong support for local products, more creative flavours and social media has made it easier than ever before for the little guy to compete.

A brewery is a perfect business for a small town like Hanna and the region.



Mushroom farming



Most of the mushrooms sold in food stores in Canada are grown on Canadian farms. Unlike most vegetables in the produce section, mushrooms come from Canadian farms every day of the year, even during the winter months.

There are over 100 mushroom farms in Canada. 50% of the production is in Ontario, 35% in British Columbia, 10% on the Prairies and 5% in Quebec and the Maritimes. There are over 200 million pounds (91,000 tonnes) of mushrooms grown in Canada annually. Most are sold fresh, some are canned. Canada exports 80 million lb. (36,300 tonnes) of fresh mushrooms to the USA and imports 45 million lb. (20,600 tonnes) of canned or processed mushrooms, mostly from China. Per capita consumption of fresh mushrooms in Canada is approximately 3.5 lb. (1.6 kg.).

Use the co-op business model where possible

An agricultural cooperative,
is a company ...

That belongs to its farmer members

It is a company created by farmers, who own it and who manage it themselves. Democracy is the rule:

1 person = 1 vote.

That creates value from agricultural products

A cooperative collects and processes the products grown or raised by its farmer-members (milk, meat, cereals, fruit and vegetables, grapes, etc.)

That contributes to the local economy

Located in rural regions, agricultural cooperatives cannot be relocated and so make a lasting difference to local life by creating business activities and jobs.

Cooperative businesses are typically more economically resilient than many other forms of enterprise, with twice the number of co-operatives (80%) surviving their first five years compared with other business ownership models (41%).[4] Cooperatives frequently have social goals which they aim to accomplish by investing a proportion of trading profits back into their communities.

There are many different areas you can deploy the cooperative business model

- Retail Cooperatives
- Work Cooperatives
- Producer Cooperatives
- Service Cooperatives
- Housing Cooperatives

<https://ncdc.unl.edu/typescooperatives.shtml>

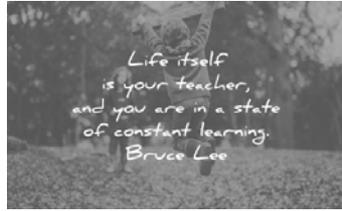
<https://bccacoop.coop/knowledge-centre/co-op-business-model/>

Education

Education and workforce and entrepreneur pipeline brainstorm



Effective youth clubs



Technical Programs



4H Clubs



Coffee shops



Practical education



Technical Programs



Education grants



Work Experience



Entrepreneur hubs



Affordable housing



Practical education



Technical Programs



Mentorship

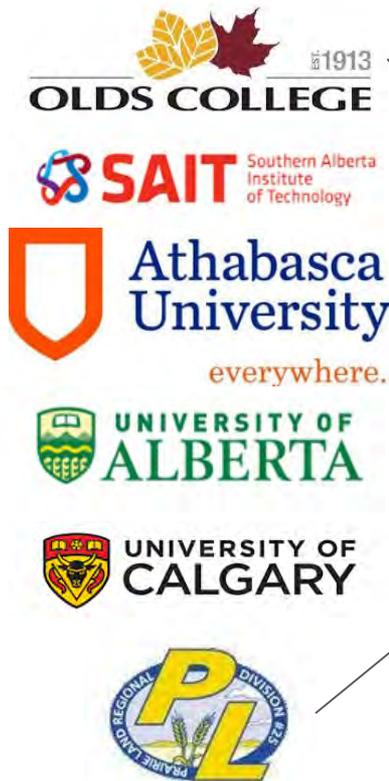


Funding supports



Facilitation

Use HLC to coordinate education / work experience



The HLC could be used as the conduit from several educational institutions and research and connections to real world work experience.



Innovation centre / co -working space (Hanna Hub?)



Innovation strategies will help municipalities around the world to stay economically competitive and attract and retain bright minds.

One way to facilitate this is to create innovation centres in spaces that inspire and foster collaborate.

And then program activities and events to ensure participation and collaboration is happening as it should. A good model to emulate is Startup Edmonton

Attract youth to the area with economic opportunity



One way to keep youth in the area is to develop their entrepreneurial spirit and skills through business clubs or competitions and then encourage them into business opportunities that you know exist in the area.

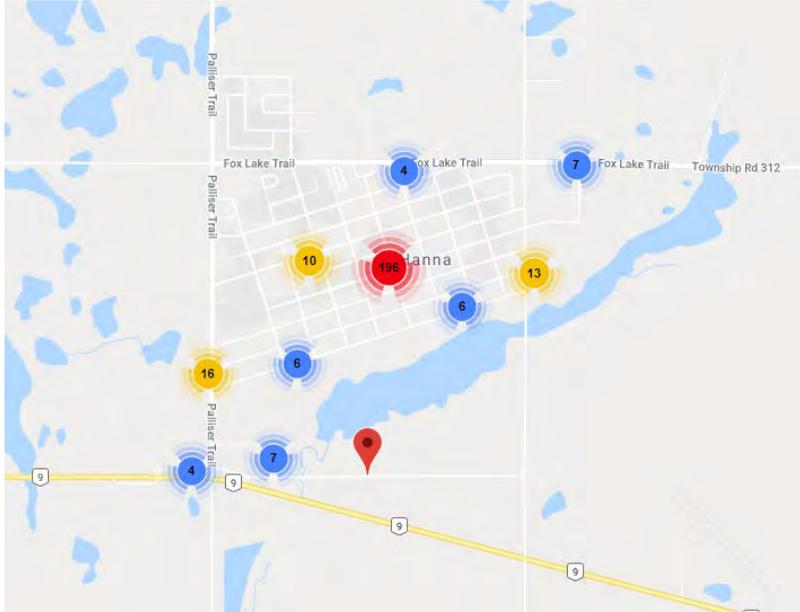
7 Recommended Online Schools with Low Tuition

Obviously, not every student affords education, even online one, which is usually cheaper. For this reason, we've developed top 7 online Canada schools list and unis that have the lowest tuition.

- 1 Royal Roads University.** It's difficult to present fees for this place because everything depends on your specialty, whether you are an international student or a Canadian, and how many credits you're interested in obtaining. The cheapest price for a program ranges between \$780-\$1000.
- 2 Thompson Rivers University.** This place also has relatively low fees. For most programs, price is about \$1,000 for a course. This price is lower than in most online credible unis for the same service.
- 3 Laurentian University Canada.** General online course here cost \$1,234.10, but if you're an international student, it's always better to clarify.
- 4 Canada eSchool.** This place provides students all over the world with knowledge that help them enter any Canadian uni. Price is \$1,300.00 for 4-month course.
- 5 Athabasca University.** Price for courses here depends on a number of credits taken. For example, a standard 3-credit course of this highly respected uni costs \$1,683.
- 6 University of Fredericton.** This centre is also known for its great programs with rather cheap fee. For one 3-credit course, for the price \$1,966.68.
- 7 Queen's University Canada.** For international students, education received in this respectable centre online costs \$4,629.13 per standard 3-credit course. Price is much cheaper for Canadians, reaching only \$618.31.

Entrepreneur support

Get all of your businesses online



There are 270 businesses listed in Hanna and a quick scan online shows that very few have any online presence to speak of.

Get all of Hanna's businesses online



Make a concerted effort to get Hanna and regional businesses an online presence.

Digital Mainstreet is a program that assists businesses with their adoption of technology.

They accomplish this in three ways....

- 1) The most effective was is the digital transformation team which goes to each business and actually does the work. They create websites, social media sites, e commerce platforms, and then teaches them how to maintain it.
- 2) Workshops and seminars.
- 3) Knowledge library

Connect entrepreneurs to ecommerce

Digital E-Commerce Entrepreneur

Learn to Sell Products via Online Marketing... Clickbank Youtube Selling & Shopify Store Marketing



Warren Geisler

New E-Commerce Entrepreneur

How to Start Your Own E-Commerce Business Even Without Huge Capital...One Hour Ecom System & Ebay Starter's Guide

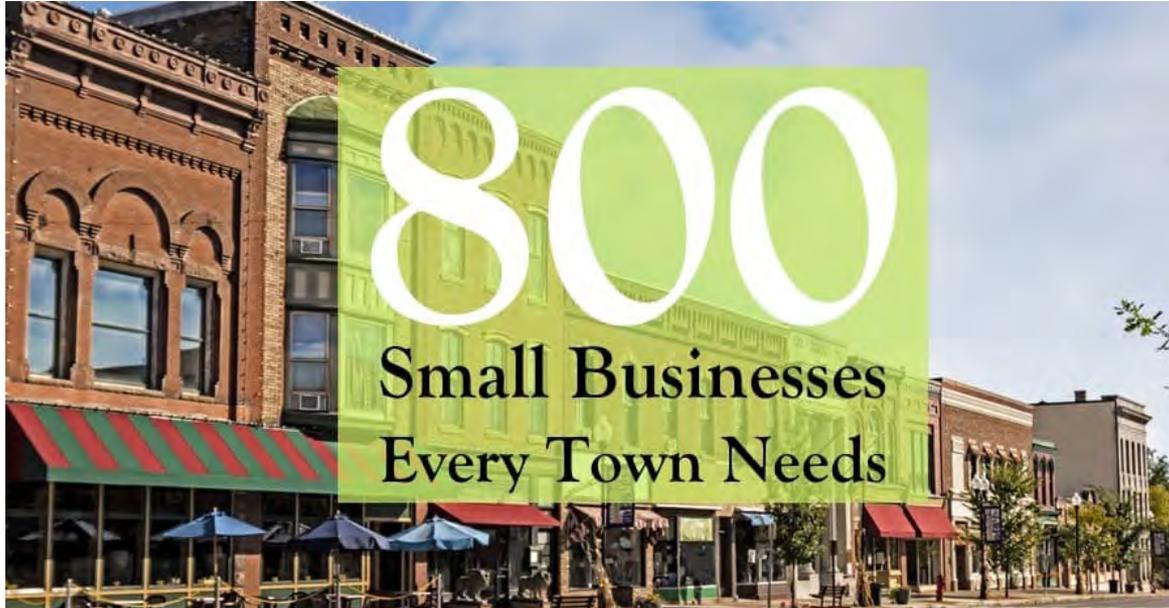


Lexi Grey



E-commerce is a great way to bring money into your economy from all over the world. Support and encourage people and businesses to engage in e-commerce. Bricks and mortar stores that have products that can be shipped, or home based businesses that need access to markets.

800 small businesses every small town needs



Just a list of businesses that someone has thoughtfully curated for small towns.

If any of these businesses are missing or needed in your community, try to match them up with existing or aspiring entrepreneurs.

Find some way to support people who decide to start one of them.

<https://www.business-opportunities.biz/2014/11/10/802-most-common-small-businesses-in-the-united-states/>

Leverage and improve the Chamber of Commerce



Office (403) 854-4004 Email [Hanna Chamber](#)

Hanna & District Chamber of Commerce is dedicated to promoting, supporting, strengthening and preserving our local business community.

[Home](#) [News](#) [Members](#) [Benefits](#) [Calendar](#) [Contact](#)

[Chambers of Commerce Group Insurance Plan](#) - Canada's #1 benefits plan for small firms can provide your business with a comprehensive and competitive health, dental, and disability program customized to meet the needs of your employees! Regardless of the size of your firm we can find a plan that's right for you! Visit our website today to find out why [Chambers Plan](#) is Canada's #1 health care benefit plans plan for small businesses and the self-employed!

2018 Hanna Chamber Business Awards click [HERE](#) to nominate

Chambers of commerce are first and foremost educational and training centres for businesses in the community and secondly, the facilitate connection and cooperation within the business community.

Improve the Chamber of Commerce website and make it more clear the value it provides.



Programs

Start-up

Performance Learning Series

Digitally Solid

Business Beyond Borders

Alberta Women Entrepreneurs (AWE) is a not-for-profit organization dedicated to enabling women to build successful businesses. AWE provides unique programs and services to women at all stages of business through advising, financing, mentoring, and network development.

Develop a relationship with the AWE and use the HLC or other organizations as a conduit for Women Entrepreneurs to access the AWE.

Mentorship is a must for entrepreneurs



Mentors are an absolute must for a vibrant and thriving entrepreneurship ecosystem.

- Provide experience and knowledge not shared in books
- Can see where you need to improve where you can't
- Find ways to stimulate professional and personal growth
- Offer encouragement and help to keep you going
- Disciplinarians that create necessary boundaries that we cannot set for ourselves.
- Sound boards you can bounce ideas off for an unfiltered opinion
- Trusted advisors
- Make connections
- Learn from their mistakes and experiences
- They are free.

Entrepreneurship toolkit for the bootstrapper



Many aspiring entrepreneurs are starting from a point where they don't necessarily have the tools or technical skills required.

They are also likely starting from a position where money is scarce and time is limited.

These are four affordable or free tools that will get a business off the ground.

- Wave accounting to manage the finances and accounting.
- Squarespace to create a beautiful and functional website.
- Canva for creative marketing material
- Google tools to communicate and store all the information and tools.



SQUARESPACE



Buy local campaign and education

WHEN YOU SPEND HERE
your money stays here



For every **\$100** spent at a locally owned business, **\$43** remains in

LOCAL
— vs. —
NON-LOCAL



For every **\$100** spent at a non-locally owned business, **only \$13** remains

This is the effort to bolster the internal economy of a community by combating buying patterns where residents purchase goods and services outside the community such as in urban malls or through the internet. This may include downtown revitalization programs such as walkable down towns, historic districts, and similar efforts to rebuild down town cores. Customer service training may be a part of stopping leakage.

Create a well crafted and long lasting marketing campaign that reminds local residents that making purchases in the community, helps the community thrive and grow.

Increase business hours of downtown



70% of retail spending happens after 6pm

Be open during the best retail times

1. Saturday 11am - 1pm
2. Saturday 3pm - 5pm
3. Sunday 3pm - 5pm
4. Sunday 11am - 1pm

Be open during evening sales, strolls or art walks.

Anchor your open hours with other hours of businesses.

Develop a shared employee program to alleviate the risk of opening late.

Support and encourage the microbusinesses



Don't forget about micro businesses which are characterized by having 1-4 employees. Do what you can to identify them and facilitate their growth.

These types of businesses are the most likely to be operating from a home to be part time, and are the most likely to be transitioned into a physical location.

These groups can benefit from co-working spaces and even coffee shops as working from home is often isolating.

Get a really nice coffee shop with friendly service



A great coffee shop becomes a hub for social interaction, and all kinds of great things can happen as a result of these interactions. People feel more connected and less stressed, friendships are formed and strengthened, community problems are solved, and business deals are struck.

Remove red tape from regulatory environment



Remove as many barriers to growth as possible. Remove or reduce bylaws or regulations that are burdensome on businesses locating or expanding within the region.

An effective band aid solution to rigid bylaws is an Economic Development Officer that will act as a concierge for businesses. Navigating the regulatory framework for them.

Ask your business community what regulations can be eliminated to change for the long term.

Places to live / stay

Conduct a housing study



Based on the 250 new people you want to attract to Hanna and the region, where are they all going to live. What houses need to be built, which houses can be repurposed, what areas need to be developed, what retirement communities need to be created, and what additional services will be required by all these people.

Know the stages of old age living situations



Independent
Living



Independent
Supportive
Living



Assisted Living



Memory Living



Long Term
Care

Support existing developers



There are already developers who are building Seniors or Adult Living residential units. Create relationships with them and do what you can to encourage and support their activity.

Help them align their efforts with the overall strategic goals of Hanna.

Expand Acadia Seniors Lodge



Hanna Senior's Lodge
54 single suites, 6 double suites.
Supportive living with:

- Weekly house keeping and full menu service included
- Contains kitchenette, sitting room & bedroom



603 Palliser Trail,
Hanna, AB
For more information
call (403) 854-3288
www.acadiafoundation.com

ACADIA FOUNDATION
SENIORS HOUSING
HANNA LODGE · CONROY LODGE · OPEN LODGE



A logical place to start on expanding the amount of living spaces for retirees is the existing seniors lodge. Can they add another wing to the existing facility. Can they build a satellite facility somewhere else in the town?

Purchase and repurpose housing



The existing residences in Hanna and the region may be dated and therefore less desirable to a Calgarian or Edmontonian locating there. The EDC or local developers can purchase older houses, upgrade them and market them for either sale or lease. Nicer, more modern homes will be more attractive.

Take advantage of the camping trend

Record year for Alberta campgrounds, says province

EDMONTON JOURNAL Updated: December 26, 2018

This year saw the Alberta Parks' online campsite reservation system process its highest annual bookings in a decade, with nearly 171,000 reservations.

The website was introduced in 2009 to bolster tourism and help more people enjoy provincial parks.

In 2018, the Reserve.AlbertaParks.ca (RAP) system processed bookings for 164,101 regular campsites, 3,251 group sites and 3,638 comfort camping units. The 2018 total exceeded the previous year's online reservation tally of 163,780.

<https://edmontonjournal.com/news/local-news/record-year-for-alberta-campgrounds-says-province>



Expand Fox Lake Campground



Add new campgrounds

RV sales in Edmonton are some of the highest per capita in the world which leads to a huge demand for campgrounds all over Alberta.

Increasing the amount of people staying in the area means more people will be visiting the town and shopping at the businesses.

Alberta has one of the highest rates of RV ownership in North America, with 18% of households owning an RV. In 2007, more than \$380 million dollars was spent in the province on camping trip expenditures alone.

Permanent RV Campgrounds



A Quick and easy way to add residential capacity to Hanna and the region is to create Permanent RV Campgrounds and have people bring their own houses. There is a growing trend towards RV living.

Upgrade housing designs in Cul-desac



The current designs for homes in this area are not inspiring. Can they be made more attractive with a bit more creativity without having to spend a lot more money on finishes?

Can the renderings and marketing material be more inspiring.

Make a concerted effort to sell these spaces through realtors, financial planners, retirement workshops in larger cities, social media, websites and other.

Embrace tiny home culture



"The benefits of tiny homes are obvious," says George Chmael, the CEO of Council Fire, an Annapolis, Maryland-based consultancy that advises nonprofits, corporations, governments and communities on sustainable building practices. "There's reduced maintenance, a reduced financial burden and added movability and mobility for a change of circumstances."

While each of those benefits is helpful to any homeowner, they're especially valuable for an older adult who isn't up to taking on major home maintenance work, is on a fixed budget and both wants and may need the flexibility to adapt to whatever the future brings.

Try Hanna before you buy / move

13WAYS
There's Always A Way



Moving to a small town is a big commitment so you could offer prospective residents a “free trial” of sorts. They can bring their camper up, stay in a hotel, or stay in one of the rental homes that the EDC purchases.

While they are there, the Hanna welcoming committee could provide them with a welcome kit and introduce them to the community and the amenities.

Hanna welcome kit and guide for new people



Any new resident coming to Hanna could get a welcome kit complete with a guide to everything they need to know about Hanna, a long with some “swag” and some passes to places like the gym, the golf course and other amenities that may be of interest.

This welcome kit could be delivered by the welcoming committee and could also be used in the “try before you buy” promotion.

Promote Hanna's hotels

Canalta Hanna

Hotel in Hanna
Open 24 hours

GET QUOTE



Hanna actually has some nice hotels but you wouldn't necessarily know that by looking at them from the outside.

Wherever Hanna is marketed, these hotels should be promoted so people are aware that there are some nice places to stay in Hanna.

75574115415

★★★★★ 5 months ago

"From the moment I walked in to the front lobby to check in, I felt comfortable. Dina was on the front desk and she made sure that my room was ready and I was able to check in earlier than I had expected. The room attendants are amazing just ask them if you need anything. They were all so good to me. I travel sometimes with my husband when he is on business and he me just say that this has probably the best experience that I have had in all my travels so far. Kudos to management and staff for making this a VERY pleasant experience. The room was very clean and I enjoyed my stay."

★★★★★ a week ago

"Awesome service, great rooms, excellent breakfast"

★★★★★ 4 months ago

"I love this hotel, wonderful beds and pillows, hot, delicious breakfast, interesting and fun things in the dining lounge, friendly staff. They could save a lot of money on energy if they would keep the A/C temperature set closer to 20° C instead of 18°. Our room was freezing. The temp had been set to 16°F. We were so cold that we had to turn the heat on. It wasn't just our room. My sister's room temp was 17° and they turned their heat on too. This hotel is working hard to conserve energy by offering to not wash sheets daily, yet gassing up a lot of excess energy. We had called the morning to say we needed a late 10 pm check-in so our room. A/C's would have been working overtime for over 10 hours, and then the cost for fuel to heat the rooms up to room temperature."

Canalta Hanna, 111 Palliser Trail, Hanna, AB T0J 1P0

Search filters: All, Maps, Images, Shopping, News, More, Settings, Tools

About 140 reviews (107 accounts)

Canalta Hanna - Canalta Hotels
<https://icanalathotels.com> • explore-hotels - hanna-canalta •
Reserve a room at Canalta Hanna, AB T0J 1P0. Enjoy a complimentary hot breakfast and legendary hospitality that our guests have come to expect from.

Canalta Hanna | Check prices for your dates
Photos on Google for 4.1 (149 reviews) from \$103
VIEW PRICES

Canalta Hanna - UPDATED 2019 Prices, Reviews & Photos ...
4.1 ★★★★★ 112 Google reviews
2,148 photos
BOOK A ROOM

Address: 111 Palliser Trail, Hanna, AB T0J 1P0
Phone: (403) 854-2400

Check availability

Hotels.com \$181 247 Customer Reviews

Target Demographic

Starting a business as an immigrant to Canada



These groups have not ties to any place in Canada, are often coming from somewhere with poor living conditions and anything is an improvement, they live together in groups so affordability is less of an issue, they are highly entrepreneurial out of necessity, and they are supported by government programs.

Contact Canadian Immigration staff to discuss the possibility of putting Hanna on a list for potential location of new immigrants.

Use the HLC to facilitate immigration for new Canadians.

Identify and attract consultants that can work anywhere



Many people still conceptualize a move to a rural community as something only suitable for artists and writers, believing that other work requires a communal office and proximity to major commercial centers. The digital transformation has made it easy to collaborate successfully from afar.

As more and more companies offer remote work, the possibility of knowledge workers moving to forgotten communities becomes more plausible. Knowledge workers can find more land, bigger houses, and experience a slower pace of life. Rural towns can experience an influx of spending that can uplift their community.