

Alberta HUB

Where opportunity comes to Life



Northeast Alberta Information HUB (Alberta HUB)

Regional Economic Development Alliance

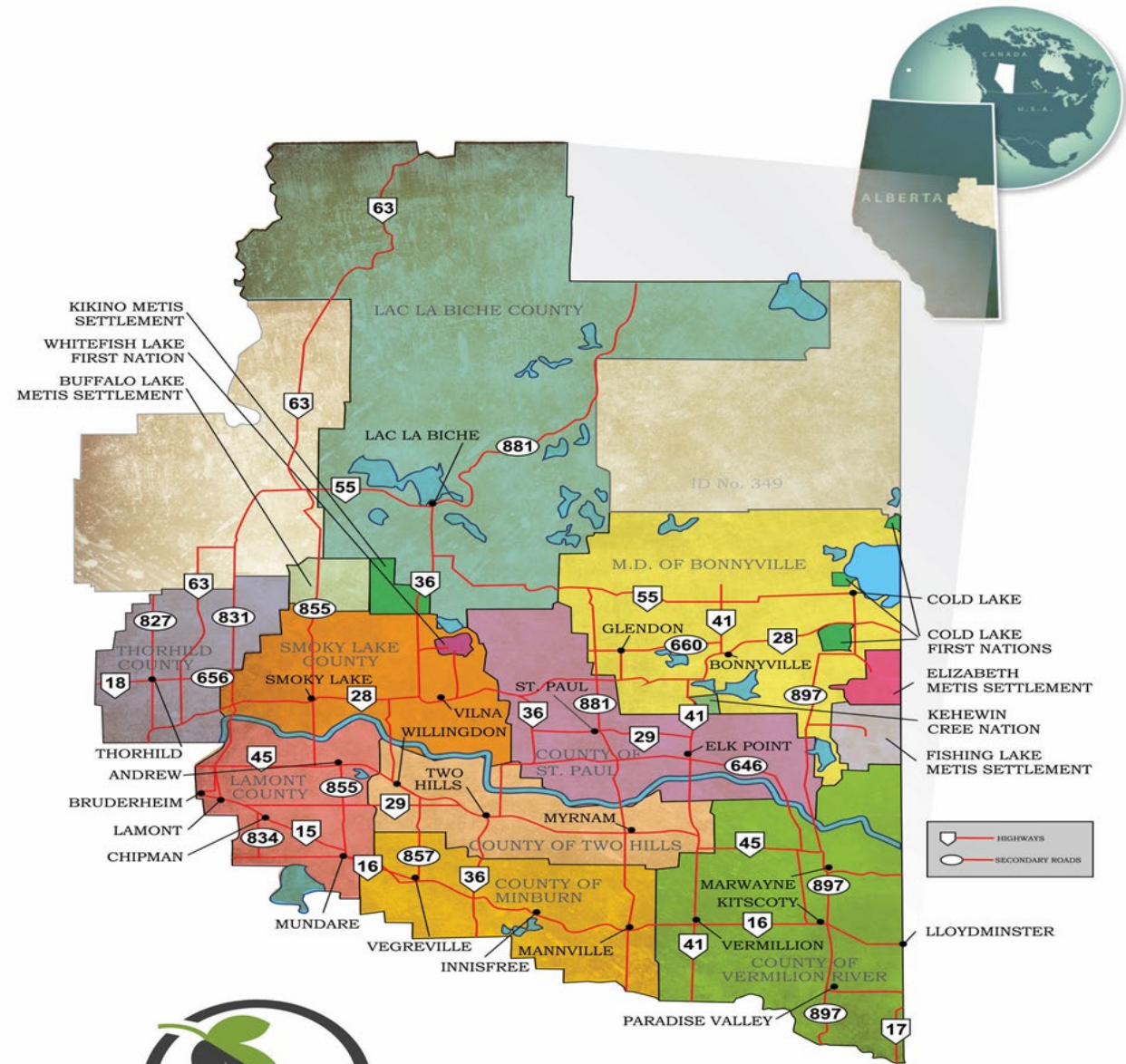
42 members

(38 communities, 3 colleges, 1 business/industry)

Working Together, Leveraging Resources
to

Increase Wealth in our communities

Thru a Regional Approach



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Regional Economic Development

In the past communities relied on their “local” economy.

Today, communities rely on the “regional, provincial, national and international economy”.

Community ↔ ***Regional*** ↔ ***Provincial***

Community Economic Development (source Larry Burkhardt Ec/dev consultant)

- 1. Communities cannot reasonably hope to achieve success without first establishing/championing a vision that defines what that community strives to become.*
- 2. Focus on primary jobs. Primary job growth drives economic development and generates disposable income that sustains economic activity (retail).*
- 3. Economic development must be a regional activity. Decisions are made based on an evaluation of a geographic area where a company can find, attract/retain a workforce. It will cross several jurisdictional lines--which are meaningless to a company.*



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Alberta HUB's Strategic Goals:

- ***Investment Attraction / Expansion / Retention***
- ***Business Support / Entrepreneurship***
- ***Enhance Community Readiness For Investment***
- ***Marketing***

Align with the Government of Alberta Strategy

Economic Development Trade & Tourism

Alberta Agriculture / Invest Alberta / Alberta Innovates / Innotech Alberta

Alberta Transportation / Alberta Labour

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➤ ***Investment Attraction / Expansion / Retention***
(Market Investment Opportunities)

- ***Expansion / Retention strategy (Chambers)***
Diversification Opportunities / Supply Chain Opportunities
Start-ups “Grow from within”
- ***Attraction Strategy (Research Based)***

“Market Pull vs Producer Push”

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➤ ***Business Support / Entrepreneurship***

Increase awareness of Business Support Services

- *Rural Alberta Business Center (RABC)*
- *Community Futures / Chambers of Commerce*
- *Regional Innovation Network (RIN)*

Enhance/Support Entrepreneurship

Alberta HUB provides industry information for business start-ups/existing business to diversify, increase market share. Global Trends





➤ **Regional Capacity Building/
Enhance Community Readiness**

- *Provide regional industry development*
- *Provide marketing support/best practices*

➤ **Marketing**

Development of marketing materials (community/regional)

- *Investment Fact Sheet / Quality of Life Fact Sheet*
- *Community on-line profile / On-line platform (website)*
- *Transportation profile / Agriculture profile*

Site Selection criteria – *Labour, Land/Buildings, utilities, Transportation, etc.*

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Industry Sectors:

- *Oil/Gas*
- *Agriculture / Value Add*
(Alternative crops/Cannabis/Ag Plastics)

Renewable Energy

Tourism

Aerospace Tech/Defense, UAV (Drone)

Biomass (Waste Technology)

Manufacturing/Fabrication

Disruptive Technologies

Smart Ag, Artificial Intelligence, 3D printing, additive manufacturing

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➤ **Oil/Gas**

- *Focus has been on servicing the up-stream side of oil production
There is still (Appr) \$28 billion (Alberta HUB region) worth of investment on the books
Labour/Services demand has dropped off.....Advance of technology, companies doing more with less.....*

***Diversification Opportunities: Environmental services.....
Monitoring***



➤ **Agriculture Sector** Source: Federal Census

Gross Farm Cash Receipts

	2011	2016
Alberta HUB region <i>(9 counties)</i>	\$1,035,015,798	\$1,472,162,304
Lamont County	\$ 116,937,707	\$ 181,264,477 (55% increase)

- **Market Value of Livestock/Poultry close to \$1.1 billion**
(2016 fed census) (2011 showed just over \$400 million)

Over 3 million cultivated acres over 9 counties..... rotation

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Agriculture

“Market Pull vs Producer Push”

“What does the world want / What can we provide”

*Strategic / Research Based
Attract Investment*

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➤ **Alberta HUB Crop Diversification Project**

- *Focus remains (for the most part) on growing a raw commodity and shipping it away for Value add processing*
Although this is important for our region, opportunities exist for value add investment:

Industrial Hemp has the potential to attract investment

- *Primary Processing (decortication facilities)*
- *Manufacturers: end products (Automotive/Green building products)*
- *Full Crop Utilization (**Seed/Fibre/CBD**)*

*The Alberta HUB region has The Northern Advantage for growing
Hemp fibre*

**Lamont County Hemp workshop: Feb/19 180 people attended*



- ***Cannabis*** - Investment in growing Recreational / Medical, CBD.....
- ***Protein demand: Faba Beans, Peas, Oats****
- ***Agri-Food*** - Demand for “Local Food”
 - *Increased interest for producing/expanding (Theil’s Greenhouse, Bruderheim)*
 - *Development of “Food HUBs”*
 - *Portage College - Commercial Kitchen*

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Alberta HUB report....investment opportunities

➤ ***Aerospace Technology & Defense***

- *Future Fighter Program (\$14B) will see significant construction activity at CFB Cold Lake (cleaning/greening)*
- *Approximately \$10MM/year is spent on local procurement by the four Alberta military bases inclusive of CFB Cold Lake*

➤ ***UAV opportunities (Drone/terrestrial)***

- *Unmanned systems are used extensively within the region, particularly with Agriculture/Oil & Gas*
- *Beyond Visual Line of Sight (BVLOS) testing – leverage activity at Foremost*

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- **Ag Plastics recycling:** *Ag Plastics (Grain/Silage)*
GOA funding for a 3year pilot project:
(Business opportunity?)
- **Tourism:** *Culinary Tours, Motorcycle Tourism*
“Elk Island National Park” “Ukrainian Cultural Village”
(360,000 visitors 2017)
(reliant on the service industry: restaurants, campsites)

Create a long-term plan.. Focused.....

Collaborate.....Be prepared to pivot.....

Global Trends

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Marketing

- *On-line platform – website*
- *Investment Fact Sheet/Quality of Life Fact Sheet*
- *Regional profiles*
Agriculture, Valu-add, Industrial Hemp, Oil/Gas, Tourism

- *97% of site selectors start on-line when seeking a new property*
- *91% rated property info & inventory as most important on a website*

Top Site selection criteria:

Labour, Infrastructure/Utilities/Taxes/Regulations

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Regional Projects:

- *Broadband – “Connectivity”*
(GOA, Fed Gov, CRTC)
- *Transportation –*
High Load Corridor Study
Highway 28 study
Commercial Safety Rest Areas
- *Eastern Alberta Trade Corridor*
“Connected to Global Markets”



**Direct Access
to the U.S.
and Mexican
Markets**



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*Providing information in a user friendly
way!*

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Thank You!