



## Message from the Chairperson



Bud James

BRAED has been a key player in working with the film industry, the defence industry, and site locators. BRAED has been an active participant in economic development training, regional marketing campaigns, labour force development and sustaining water resources in the Battle River Watershed. We continue to see unprecedented growth in commercial, service, and residential development sectors. We look forward to the challenges the future presents.

Bud James, Mayor  
Town of Killam

## Battle River Alliance for Economic Development Ltd.

### Purpose

The Battle River Alliance for Economic Development Ltd. (BRAED) was established to enhance regional economic development activities of our members through advocacy, promotion, information sharing, and service delivery.

### Successes

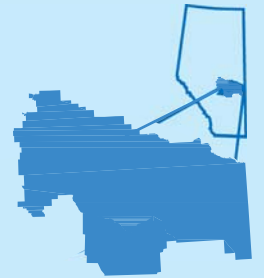
The activities of BRAED are those our membership identifies. Our Board of Directors meetings and round table discussions continue to guide our activities. The feedback received helps steer us in the right direction.

### Initiatives

BRAED is implementing its new 3-year marketing and community strategy. BRAED is doing much of its work through task teams. The task teams engage more of our members to actively participate in BRAED's projects.

### Opportunities

We are very much aware that our needs are the same as our opportunities. BRAED is addressing the opportunities around labour force development and trades training. There are opportunities in procurement through all levels of government and more specifically the defence industry. As more economic opportunities begin to unfold in the region, BRAED will be there to support their development.



BRAED region

Alliance membership  
population: 64,407

Communities: 36

Progress moves  
us on

*"If you can't  
describe what  
you are doing as  
a process, you  
don't know  
what you're  
doing."*

W. Edwards  
Deming

## Battle River Alliance for Economic Development Ltd.

### mission

We use our expert knowledge of the Battle River Region, our extensive network of contacts and our strong governance model to enhance regional economic development activities of our members through advocacy, promotion, information sharing and service delivery.

### member population base

64,407

### website

www.braedalberta.ca

### organizational structure

Non-profit corporation established August 2002

### chairperson

Bud James, Mayor  
Town of Killam

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### AFE contact

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Regional Development Branch  
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Camrose, Alberta T4V 1N5

### priorities and accomplishments

Business Plan – new 3-year plan 2007 – 2010

Marketing and Communication Strategy – updated for 2007 – 2009

Defense Industry Development – ongoing support to Tri-REDA Project

Alberta Film Industry – “The Week the Women Went” – CBC series filmed in Hardisty, Alberta

### member communities (36)

Cities	Towns	Villages		Counties/MDs
Camrose	Bashaw Castor** Coronation** Daysland Hardisty Killam Provost Sedgewick Tofield Viking Wainwright	Alliance Bawlf Chauvin Consort Edberg Edgerton Ferintosh Forestburg Galahad Halkirk** Heisler Holden Hughenden Irma Lougheed	Rosalind Ryley Strome	Beaver County County of Camrose No. 22 Flagstaff County County of Paintearth No.18** MD of Provost No. 52 MD of Wainwright No. 61

\* 1 associate member - Mirror and District Community Development Association

\*\* Also a member of Central Alberta Economic Partnership (CAEP)