

FOR IMMEDIATE RELEASE

April 27 2022, BATTLE RIVER REGION: VIKING/CAMROSE/WAINWRIGHT/CASTOR

***Invest Alberta and the Battle River Alliance for Economic Development Launch Pilot Project for Community Investor Attraction***

In the global pursuit of value-added agriculture and rural investment opportunities the Battle River Alliance for Economic Development (BRAED) and Invest Alberta are partnering to build investment attraction skills capacity for BRAED's stakeholder communities. ([View map](#))

This is the first program of its kind developed in the province. It is designed as a learning partnership with key outcomes necessary for communities to host investors and effectively communicate the value they bring to the table.

Stan Schulmeister, Board Chair of BRAED (and Reeve of Paintearth County a BRAED stakeholder organization) welcomed the pilot project, "This is practical step in building our member communities' capacity to work with Invest Alberta, host investors and capitalize on the growing global investor market that sees value in rural business opportunities. BRAED has the infrastructure, assets, people and skills to compete, and this step boosts our capacity to share that knowledge with the right people."

Lynette Tremblay, VP, Investor Services at Invest Alberta views the pilot project and partnership as a way to help partners attract new high-impact investments in Alberta communities.

"The Investor Readiness Pilot Project is an informative and interactive way for Invest Alberta to help partners tell their unique investment story to the world. There are exciting projects happening in every corner of Alberta, and we look forward to engaging with BRAED as we continue to position Alberta as a destination of choice for high-value investment."

The project will roll out over the summer with a lessons learned session planned for mid-September. Activities include:

- Dedicated workshops and community staff training
- Investment prospectus development
- Mock investor tours inside participating communities, with supportive feedback from Invest Alberta. And,
- Participating communities will be featured on the Invest Alberta website

"In terms of economic development and investor attraction, this program is designed for BRAED member communities to make the most of what they have," said Cathy Goulet, Executive Director for BRAED. "We know that global investment attraction requires skills and readiness. Our goal is to equip and empower member communities' staff to confidently move into this space."

The opening workshop, led by Tremblay and Invest Alberta is at the **Camrose County Office on April 28.**

## **BACKGROUND**

### **BRAED**

The Battle River Alliance for Economic Development (BRAED) is the Regional Economic Development Association (REDA) for 22 community stakeholders in and around the Battle River in East Central Alberta. REDA's are funded by the Government of Alberta and the stakeholder communities. The purpose of the Battle of reliance for economic development is to serve member communities in their efforts to develop the regional economy and the growth of member communities. [www.braedalberta.ca](http://www.braedalberta.ca)

### **BRAED's Member Communities and Counties**

<b>Tofield</b>	<b>Edgerton</b>	<b>Camrose County</b>
<b>Ryley</b>	<b>Chauvin</b>	<b>Flagstaff County</b>
<b>Holden</b>	<b>Forestburg</b>	<b>Paintearth County</b>
<b>Viking</b>	<b>Alliance</b>	<b>Beaver County</b>
<b>Camrose</b>	<b>Halkirk</b>	<b>MD of Wainwright</b>
<b>Bittern Lake</b>	<b>Lougheed</b>	<b>Castor</b>
<b>Daysland</b>	<b>Irma</b>	<b>Coronation</b>
<b>Sedgewick</b>	<b>Wainwright</b>	

### **Invest Alberta**

Invest Alberta Corporation (IAC) works directly with investors globally to start up or scale up in Alberta, Canada. With offices in Calgary, Edmonton, along with 11 international offices located in key markets around the world, we connect industry, government partners, and economic development organizations and offer seamless services that make it easy for investment to flow into the province. With a strong entrepreneurial culture, we are taking new and innovative approaches to expediate the process of doing new business in Alberta. <https://investalberta.ca/about/>

### **Stan Schulmeister**

Stan Schulmeister is the Board Chair of BRAED and has been Reeve of Paintearth County since 2017. <https://countypaintearth.ca/council/council-member/43-stan-schulmeister-division-3>

### **Lynette Tremblay**

Lynette Tremblay , Vice President of Investor Services , a division that is dedicated to providing high-end tailored support to companies, investors and major new projects. The Investor Services Team includes marketing and communications, external relations, research & market intelligence, investor experience and human resources. The team provides various concierge services to investors including navigating regulatory, policy and permitting requirements, connecting with government and stakeholders, communications and public relations support, site visits and selection, data and research for business case development and more. [lynette.tremblay@investalberta.ca](mailto:lynette.tremblay@investalberta.ca)

### **Cathy Goulet**

Cathy Goulet is Executive Director (ED) of BRAED. Cathy has a long and varied history working in rural economic development across Alberta. As ED Cathy is responsible for implementing programming and developing new approaches for economic development and success in the BRAED region.

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