



BRAED

BATTLE RIVER ALLIANCE
FOR ECONOMIC DEVELOPMENT

Visit our Website

Dear BRAED members and stakeholders,

The need to restart the tourism industry safely, effectively and efficiently is real.

Relaunch programs to support rural tourism are taking shape.

Support for the regional tourism sector is one of the strategic objectives of the Board's [2020 operational plan](#). Our aim is to assist in building opportunity for businesses, communities and local governments.

This Email contains links to some of the most recent Government of Alberta Announcements about supports for the Tourism Industry. It also links to Industry Groups seeking to support operators.

We hope you will find the links beneficial and encourage you to share them widely in your networks.



Stay safe,

Brain Ducherer
Board Chair

June 25 Webinar for Tourism Businesses with Alberta Health

Hosted by Alberta Tourism this webinar is designed for tourism operators to ask questions of Alberta Health about safely reopening. Operators can register for this one-hour Q&A session [here](#).

Date and Time: Thursday, Jun 25, 2020 10:00 AM - 11:00 AM MDT

Alberta Tourism Investments in COVID Response

On June 22, Alberta Tourism announced three federally and provincially funded programs designed to address key areas of need. These areas were determined via the Travel Alberta industry COVID-19 impact survey.

The three key areas are:

1. \$4 million – Alberta Destination Management Organization (DMO) COVID-19 Operational Relief Program
2. \$4 million – Destination Canada Domestic Funding Program
3. \$5 million – Travel Alberta Cooperative Investment Program

[Click here to view program details for operators and communities.](#)

Tourism HR Canada

[Tourism HR Canada](#) receives funding from the Government of Canada. They are a national organization that, "works to identify and address labour market issues in the Canadian tourism sector."

Their website contains a wealth of information on HR issues facing the tourism industry - including wage studies and regional research.

Their webinar series on HR in the tourism industry, post-COVID launches tomorrow June 24, at 1 pm EST.

The fastest way to register for the webinar is to click on the link found in their Tweet (it will take you directly to a Zoom meeting registration).

<https://twitter.com/TourismHRCanada/status/1275082887432491008>

Innovation Canada & the "One Door"

Innovation Canada has worked extensively with Federal programs and Provincial governments to create the One Door approach for business. This initiative means to cut down on the confusion many business owners face when trying to evaluate available government programs of all types.

If your business is not sure where to turn next for financial support from government - this website is designed to help you see what is available. Launched in mid-June, business owners answer a series of survey style questions to be matched with possible funding sources.

[Access the tool here.](#)
