



Alberta HUB

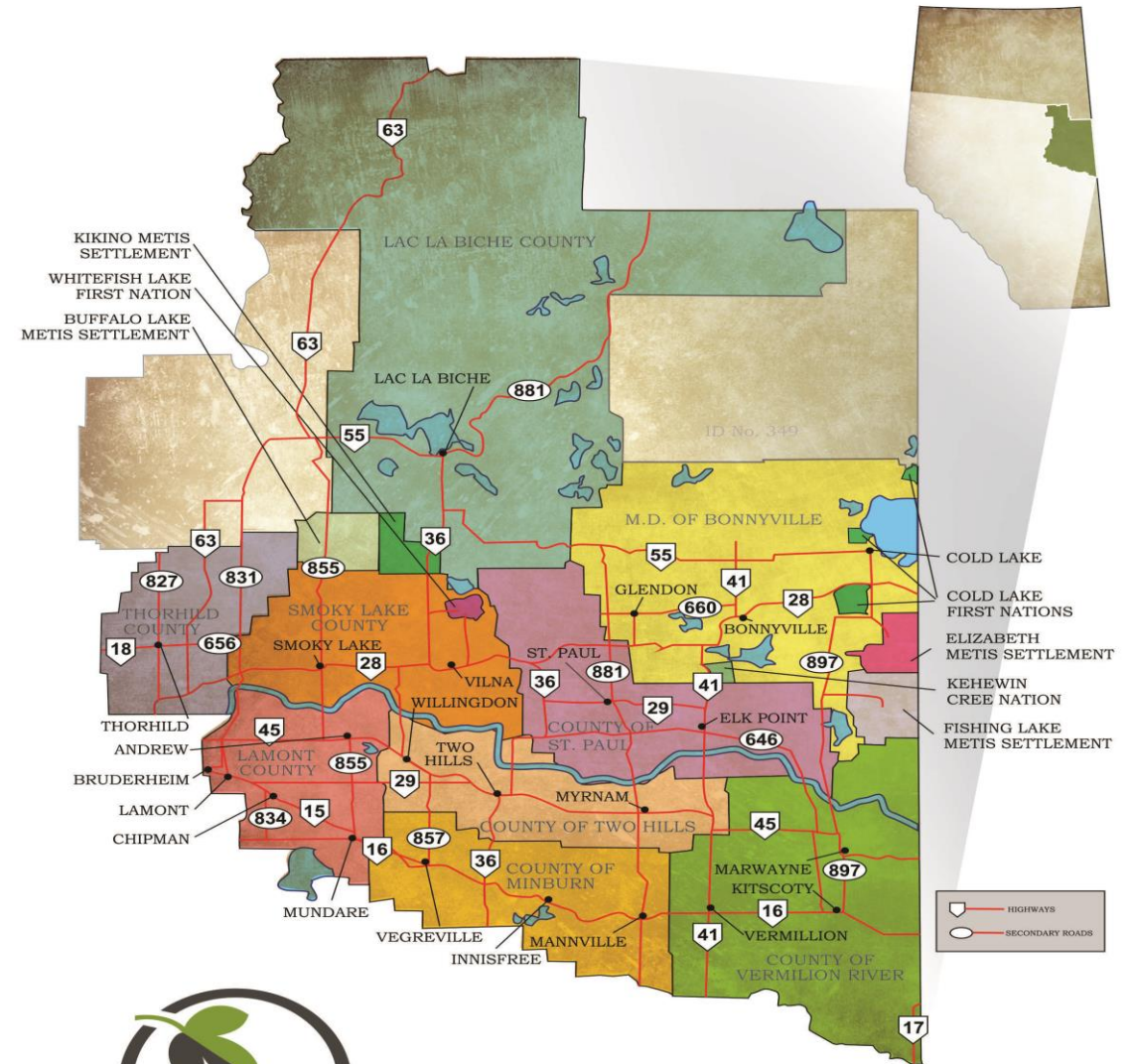
Where opportunity comes to Life

**Mission Statement:**

**“To Promote and facilitate economic development that Supports business and enhances the quality of life and environment of it’s member communities”**

**Vision Statement:**

**“Alberta HUB is recognized as a partnership of Northeast Alberta Communities, post-secondary educational institutions, business and Industry committed to developing a strong competitive diversified economy throughout the entire region”**



Alberta HUB Members



**Alberta HUB**  
Where opportunity comes to life



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42 members

- 37 communities
- 2 Colleges / 1 University
- 2 Business/Industry
- Work closely with GOA/Federal Ministries



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## Economic Development: What is it? Creating Wealth within a community/region

*“Economic development is first an ongoing process and second a professional practice whereby economic developers influence the process. The practice of economic development is not just marketing harder, but it is a companion to product development.”*

*The plan addresses a primary economic development mission, which is, “to attract and retain an appropriate mix of businesses for the purpose of increasing the tax base and Improving employment opportunities.*

*Changing to include quality of life, education, health.....*





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Economic Development: How is it done?

Networking/Engaging/Collaborating

*“The best economic developers are leveraging private sector principals to help solve public sector problems. These relationships, and the process of mutually solving problems, allow EDOs to find the answers they need while simultaneously providing private sector individuals transparency into the initiatives driving a community/region forward - sometimes the very initiatives these folks are funding. A true win-win.”*



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## Alberta HUB's Strategic Goals

- Investment Attraction / Expansion / Retention
- Business Support / Entrepreneurship
- Regional Capacity Building  
Enhance Community Readiness



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## Investment Attraction / Expansion / Retention

### Market Investment Opportunities

- **Expansion / Retention strategy**
  - Communicate Investment opportunities
  - Diversification / Supply Chain Opportunities
- **Attraction Strategy**
  - Development of Industry Profiles
    - ( I.e. Energy, Forestry, Agriculture/value added, Tourism)



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## Business Support / Entrepreneurship

- **Increase awareness of Business Support Services**  
Rural Alberta Business Center (RABC)  
Chambers of Commerce, Community Futures,  
Business Link.

### **Enhance/Support Entrepreneurship**

- Provide market information for business start-ups
- Awareness Free business support services





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## Regional Capacity Building/ Enhance Community Readiness

- Work with elected councils/administration/business
- Provide regional industry development information
- Provide marketing support/best practices
- Increased awareness of the Alberta HUB region  
To Live, Work and Play





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## The Role of Post-Secondary Educational Institutions in Regional Economic Development Portage College

- Provide a Skilled Workforce
- An Economic Driver for the Community/Region
- Address specific needs:
  - Food Sciences Program / Incubator
  - Pipeline Training Center
  - Broadband “Connectivity”
  - Support for Business



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## Food Sciences Program:

- Diversification of the Regional Economy
- Provides a specific skilled workforce
- Support for existing businesses
- Support for start-ups

Incubator space/Entrepreneurship

Collaboration: Portage College/RABC/Chamber

Research: Create value added product

Commercialization



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## Pipeline Training Program:

- Meets a specific need in the World Economy
- Provides a specific skilled workforce
- Connects Industry to Educational Support
- Supply Chain opportunities/engagement for Regional/local businesses





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Infrastructure Needed for Economic Growth  
Community Development

Broadband “Connectivity”



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## Background:

Improving accessibility and affordability of high-speed Broadband in rural Alberta.....

The provision of high-speed Broadband services, at affordable prices, is viewed as a foundation for economic development and competitiveness.

- Supporting the efficient provision of educational, health and social services to those living in rural environments, contributing to their quality of life and well-being



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## The Digital Age

- The ability to provide “education” virtually
- Removing Barriers
  - College Courses provided with no need to travel
  - Don't have to leave “home”
  - Community grows.....

Tech based businesses..... Knowledge Economy

