

Trade and Tourism Missions

Tale of Two Provinces and Municipality's

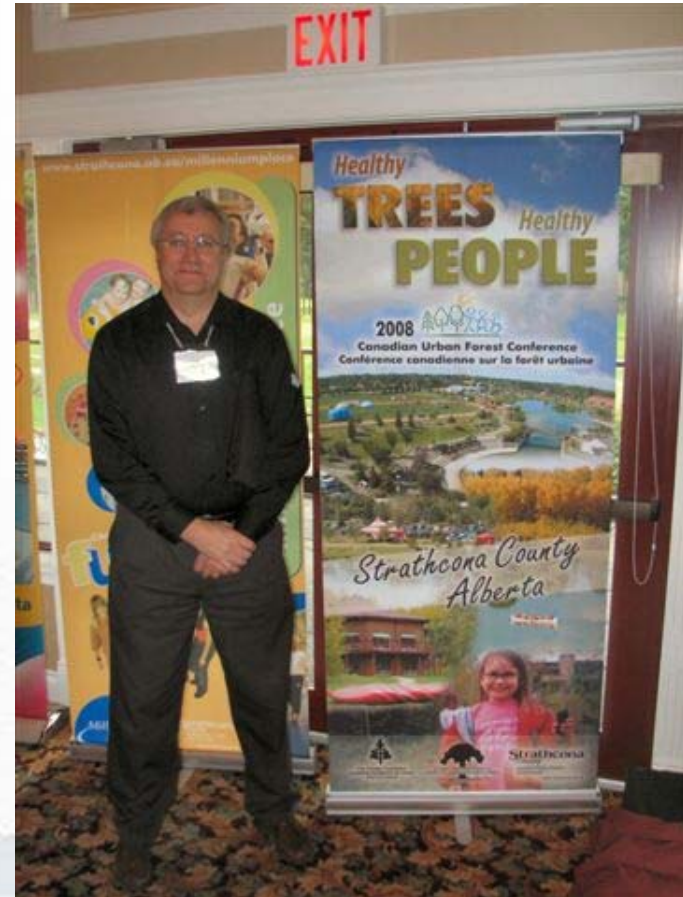
see Strathcona
County.com
ECONOMIC DEVELOPMENT
and TOURISM

social - environmental economic

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Agenda

1. Background
2. Planning
3. Funding
4. Actual Trade Missions
5. Follow Up
6. What did we learn?
7. Conclusion



Alberta and British Columbia

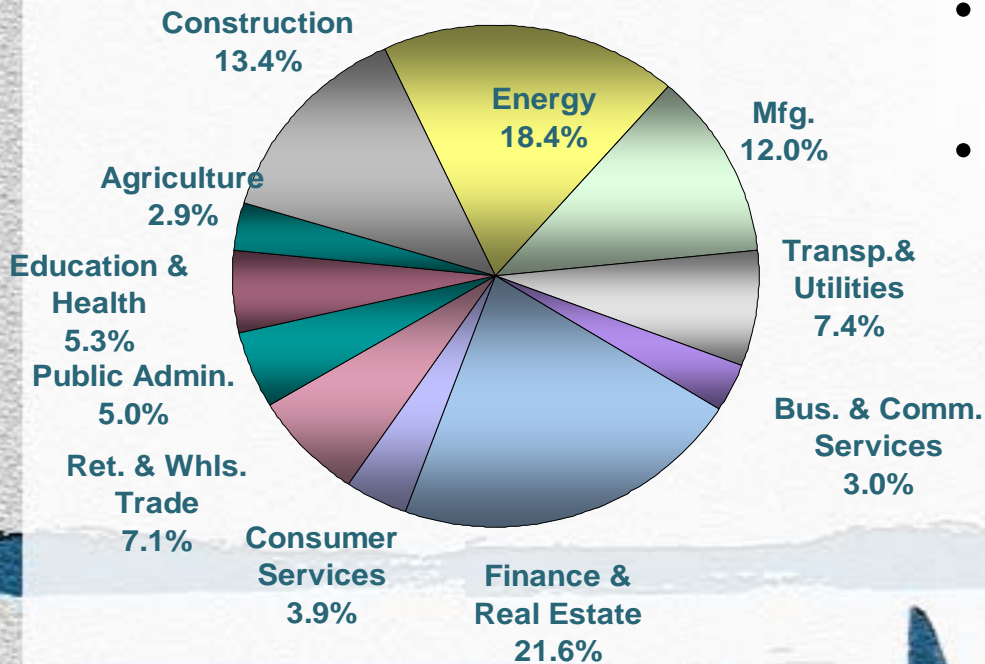
1. Quick overview – Alberta, Strathcona County
2. Quick overview – British Columbia, Comox Valley
3. Relationships- EDAC, EDA, B.C. Economic Developers Association, Edmonton Tourism, BC Tourism, Travel Alberta

Alberta Overview

Increasing Economic Diversity: 2006

Percentage Distribution of GDP

Total GDP: \$235.6 Billion



Strathcona County

- Population: 83,241
- Major Industry
- Major Project List to 2023
\$64 Billion

Challenges

- Socio economic
- Regional impact
- Pace of change
- Labour
- Housing prices
- Environmental
- Risk for projects

B.C. Overview



Comox Valley:

- Population: 62,326
- Major Sector – Public, Agrifood, Tourism
- **Challenges**
 - Remoteness
 - Transportation
 - Resources
 - Environmental

Planning

1. The Big Idea
2. Planning
3. Objectives
4. Partnerships
5. Media Plan
6. Funding for the missions





The Mis

The Good
The bad
The ugly



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Join us for a WestFeast!

WESTJET NOW FLIES DIRECT TO COMOX.

This December, fly WESTJET's new direct service to the Comox Valley on Vancouver Island and enjoy everything our **wildly sophisticated** Valley has to offer!

WESTJET AND THE COMOX VALLEY INVITE YOU TO A SPECIAL WEST COAST SEAFOOD EXTRAVAGANZA!

To celebrate the connection between our two regions we are bringing the West Coast direct to you for a special seafood networking reception where you will have the opportunity to meet with leading Island businesses, community leaders and the WESTJET team.

Please join us at this special event sponsored by Trilogy Properties, the BC Salmon Farmers Association and the BC Shellfish Growers Association and find out why so many Albertans are choosing the Island as their second home.

GUEST SPEAKER: DALE TINEVEZ
VP AIRPORTS, WESTJET



DATE Thursday, December 7
from 5:00 to 7:00 PM

LOCATION Executive Royal Inn
Hotel & Conference Centre
Leduc-Nisku, Edmonton Airport, Alberta
8450 Sparrow Drive, Leduc, AB T9E 7G4

RSVP Leduc-Nisku Economic Development Authority
Email: eda@internationalregion.com
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or call toll free to 1 877 848 2427.



Thanks to our Greater Edmonton Partners and supporters



Linking Communities

- Westjet service to Alberta started in 2001
- Three major missions to Albt – 1 Calgary 2 Edmonton
- B@B meetings, media, investment seminars
- Receptions held – over 700 attendance
- West Jet as lead - Key sponsor, guest speaker etc.



What did we learn? What can you copy?

- Communities are only as successful as their companies
- Westjet supports Community Trade and Tourism's mission to assist in building economic ties and relationships that will in turn support their own objectives
- Business are lead – over 50 delegates from Comox – over 30 from Strathcona participating

Conclusion

1. Stay true to your vision
2. Relationships are extremely important.
3. Funding and reporting follow up.
4. Buy-in from the politicians.
5. Value proposition

“A rising tide lifts all boats in the harbor”

Gregg Christenson