



brand blueprint

Introduction

This blueprint sets the foundation for the business attraction strategy for the Palliser Alberta Southeast regional place brand. It reflects the position, promise and personality that we want to project both inside and outside of our region. It also provides us with the direction and clarity of purpose to realize our vision and goals for one, strong region.

Vision

Creative and diverse communities growing together in southeast Alberta.

Mission

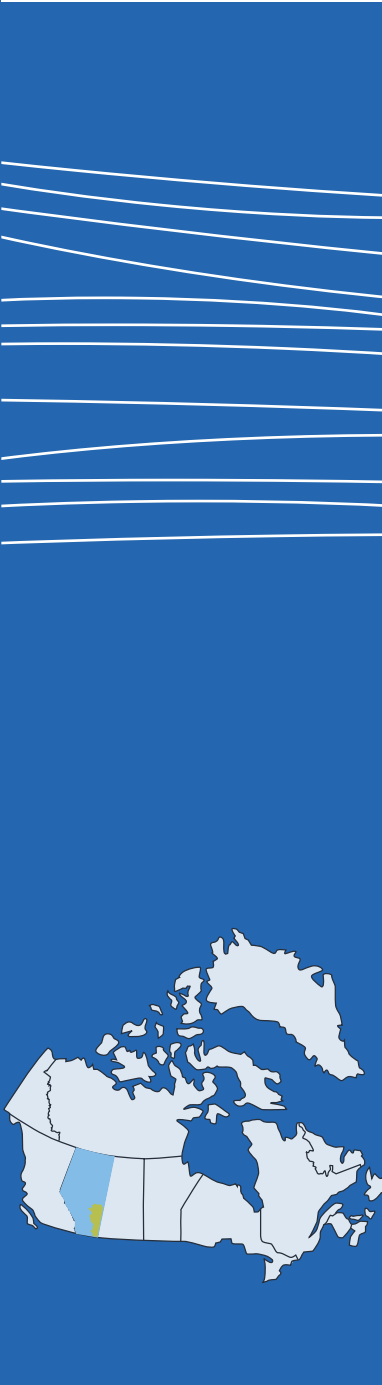
To create an environment that encourages regional cooperation and business investment and empowers citizens to achieve their full potential.

Strategic Priorities

1. Make the region globally competitive by marketing it as one entity rather than as competing individual communities.
2. Promote initiatives to attract investment.
3. Encourage sustainable economic growth by supporting business retention, entrepreneurship, economic diversity, investment attraction, industry innovation, and technology adoption and commercialization.
4. Grow and build communities through capacity building and collaboration, ensuring strong, vibrant communities throughout the region.

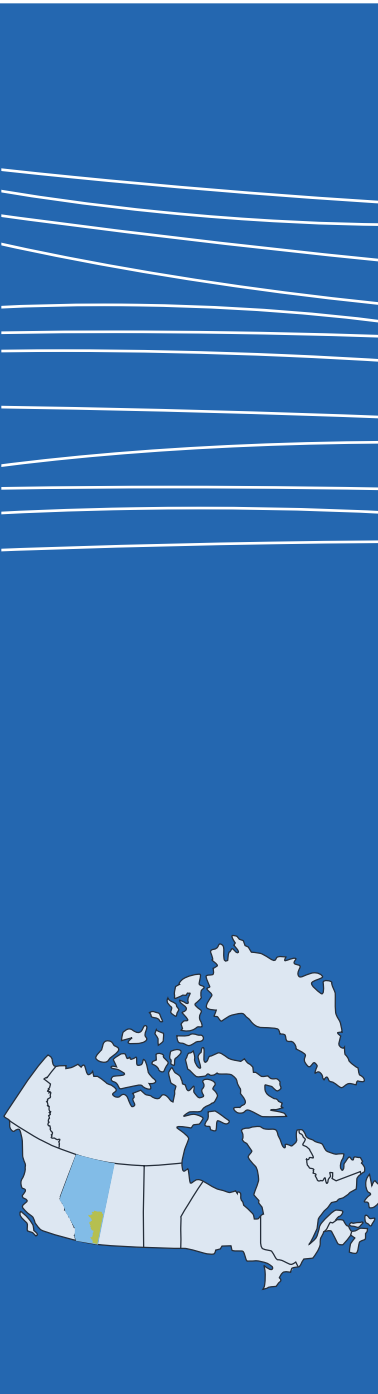
Goals:

- Promote the region and its businesses
- Strengthen communication amongst members
- Enhance entrepreneurship in the region
- Maintain the viability of smaller communities within the region
- Facilitate economic and community capacity building



PALLISER
ALBERTA SOUTHEAST

BIG SKY. ENDLESS OPPORTUNITIES.



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- Encourage growth by supporting intellectual, technological and physical infrastructure in priority sectors
- Partner with other jurisdictions, economic regions, ministries and stakeholders in order to promote regional and rural development
- Support informed industry decision-making by generating business and economic intelligence and developing industry partnerships, networks and alliances

Core Values:

- We believe in building mutually beneficial partnerships forged in the spirit of trust and cooperation
- We believe that our whole is greater than the sum of our parts
- We believe that the answers to rural diversification lie here in our communities, built on the strength and resilience of our people
- We believe that our path to a vibrant and sustainable future will be powered by education, innovation and technology
- We believe that economic development cannot come at the expense of the unique quality of life we enjoy
- We believe in promoting respect and tolerance for the many new people and new ideas that will shape the future of our region
- We believe in being good neighbours

Heritage:

The settlement and development of the Palliser region is a story of overcoming adversity and hardship with hard work, vision and ingenuity.

The area is named after Captain John Palliser, who studied and mapped the agricultural potential of this part of western Canada, virtually unknown to European settlers, in the late 1850s. Captain Palliser concluded that the region's dry climate, sandy soils and vast, grassy plains were too harsh for agricultural production and therefore virtually uninhabitable.

Early settlers were quickly able to disprove Palliser's assessment of the area. The region provided exceptional conditions for raising livestock and grain, and is now home to some of the most productive agricultural operations in western Canada. Using the same ingenuity as the original settlers, Palliser farmers skilfully manage the region's desert-like and drought-prone climate with precision dryland farming and irrigation.

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Today, Palliser entrepreneurs are using this same rugged frontier spirit and vision to grow thriving businesses in a wide range of sectors including alternative energy, information technology, oilfield equipment, unmanned vehicle systems and value-added agriculture. Contrary to Captain Palliser's predictions, the region's plentiful resources (natural gas, coal, clay, arable land, water and sun) and unique environment (wide open spaces, small safe communities, lower cost of living) offer ideal growing conditions for modern pioneers.

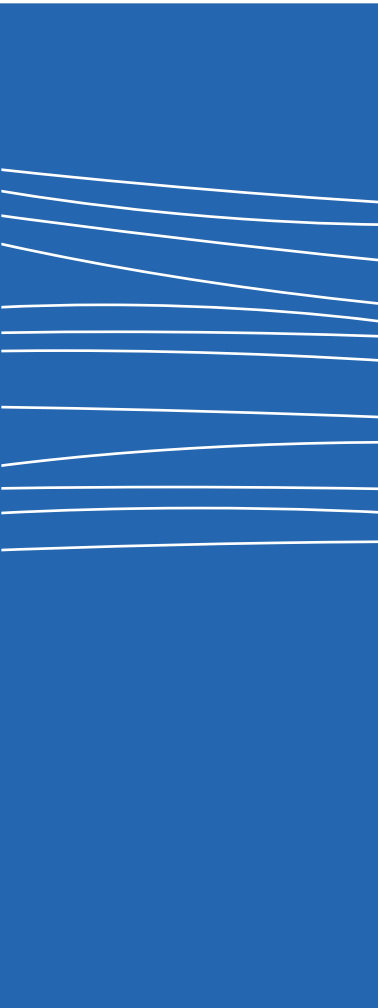
Target Audiences

It is critical that the region target businesses that will be sustainable and stay for the long term. Some factors that support this are:

- The need to attract people who appreciate the lifestyle attributes afforded by the region (i.e.: they are good Palliser fit)
- The need to concentrate on smaller enterprises versus reliance on single, large employers
- The need to build on the current strengths and knowledge bases of the area (e.g.: oil & gas, agriculture, Suffield, etc.) by strengthening cluster development
- The need for businesses that can leverage technology to access markets outside the region (e.g.: the use of high speed internet for businesses not reliant on location)
- The need to protect the survival of communities by creating opportunities to keep people who are here and bring back those who have left (because they are already a good Palliser fit)
- The need to promote diversity, innovation and creativity for economic development
- The need to capitalize on the emerging opportunities in the energy sector (solar, wind, etc.)

The Palliser region currently targets the following groups:

- Current residents who can be a source of new entrepreneurial energy
- Former residents looking for a place to come home to
- Young people who have left to complete university / college or "see the world" but are ready to settle down
- Skilled, experienced people, ready to commit loyalties and put down roots:
 - > Technical professionals or knowledge workers who join clusters and connect globally
 - > Health care professionals with young families to raise
 - > Artisans and creative workers looking for affordability and inspiration
 - > Service and labour pool workers looking for a better life
- Early retirees looking for a beautiful, affordable place to live:
 - > Retired military from Canadian or British forces who served at CFB Suffield
 - > People from elsewhere, especially other Prairie communities, wanting to shift lifestyles but still interested in being entrepreneurial



- Footloose companies frustrated with their current locale, especially:
 - > R&D, knowledge or tech companies looking for clustering
 - > Manufacturers looking for low taxes, skilled labour and access to markets
 - > Value-added processors (especially food processors) looking for land, a good growing climate and an readily available labour pool
 - > Green energy companies which can capitalize on the region's abundance of wind, sunshine, clean coal and natural gas

Competitive Analysis

Palliser competes for residents and businesses with communities throughout Alberta and Saskatchewan but also in northern Montana and Idaho. The recurring messages in competitors' brands include:

- Geographic location, access to markets
- Low cost of living and operations
- Great place to live (not defined)
- Available workforce
- Diverse opportunities

Overall themes focus on:

- Growth
- Opportunities

Visual branding themes include lots of combinations of:

- Sun
- Mountains
- Crops



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The Palliser Difference

- Room to breathe and space to grow
- Plentiful resources like natural gas, coal, clay, arable land, water and sun
- Readiness to move the economy in new directions
- Proximity to markets in Alberta, Saskatchewan, Idaho and Montana
- Super-wired, with some of the most sophisticated high speed internet access in North America, especially in rural areas
- Lower cost for manufacturing and trade-based industries
- Emerging clusters including high tech, research and agri-food businesses
- Huge potential to develop a base of green industry (especially wind, sun, geo-thermal, and clean coal)
- Quality of life offered by
 - > Safe, small, clean and friendly communities
 - > Relatively low cost of living – and some exceptional values
 - > Fresh, clean air and the most sunshine in Canada
 - > Access to a lifetime of outdoor adventure
 - > Genuine community spirit
- Opportunity to make your mark in an area characterized by steady, sustainable growth

The Palliser Promise

We promise to always:

- Build quality relationships
- Work hard and push the limits of ingenuity
- Keep our region's pioneering spirit alive
- Make it easy to live, work and grow here

The Palliser Personality

- Pioneering spirit
- Good neighbours
- Can turn adversity into opportunity
- Unpretentious
- Resilient and determined
- Industrious and resourceful
- Deep roots and strong networks





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Positioning Message

The Palliser region of southeast Alberta is all about wide-open spaces and vast opportunities. Our resource-rich landscape offers untapped earning potential, and our affordable communities are infinitely welcoming. You won't find a better business climate or a friendlier, safer, place to live. Did we mention we're the sunniest place in Canada? In fact, we may well be Alberta's best-kept secret. In Palliser Alberta Southeast, we're forging a new economic landscape.

Name

- Palliser Alberta Southeast

Tagline

- Big sky. Endless Possibility.

Call to action

- Write your own story here.

