EATC Work Plan Attachment for 2013 RCP Application

The following document is an addendum to 3.4 Project Description for our RCP application. The scope of the project can best be described in these 4 activities:

1. REGIONAL MARKETING PLAN:

The EATC collaboration has developed a number of business cases, company profiles, promotional items, a website, and many other items. EATC members from many of the municipalities have also attended a variety of conferences across North America for the purpose of investment attraction, and even hosted a major international meeting - the 2012 Ports to Plains annual conference held in Medicine Hat. As this municipal collaboration grows, and more investment contacts are made abroad, it has become clear that a well-defined Marketing Plan needs to be developed. All of the data and marketing materials developed to this point must be harnessed into a focused plan that will help facilitate the investment attraction objective of this municipal collaboration.

2. MULTI LEVEL MAP/ DATA MAINTENANCE PLAN FOR WEBSITE:

The primary value proposition of the EATC for investors is location - namely our underutilized high load corridor transportation routes that extends from Mexico through the United States to Eastern Alberta and the Athabasca / Cold Lake Oil Sands in the northern Alberta. EATC must be able accurately display this Corridor on our website in order to market the region to investors. In addition, all the data that is gathered in the Regional Data Collection component will need a home. We also wish to display this data on a multilayered mapping system. Consultants will required to research and develop a sustainable mapping solution for the EATC website.

The mapping solution may be a custom build, or could be a specially adapted plug in. EATC is eager to address concerns about data maintenance for our vast regional data set, and will therefor search for a solution that includes as many automatic updates as possible. We are seeking a mapping solution that can be multi-layered, so investors can easily view regional assets, businesses, and infrastructure in relation to their location in the Corridor. We anticipate that this mapping system will also include an internal database component, in any event all data storage methods will be thoroughly researched and evaluated.

On that note, with a collaborative dataset of this scope (over 70 communities), a Data Maintenance Plan is of paramount importance. We will consult with the 70 plus communities in the EATC, focusing on key local personnel that will be the gatekeepers of community data. Local EDOs, municipal officials, and business leaders will be most in touch with their data and how /when it tends to change over time. The intention is to combine this ground level primary research with the experience of our consulting team regarding mass secondary data updates from sources such as Statistics Canada, business databases, and other sources. All of this research regarding data updates will be considered in relation to the proposed mapping and database technology, in order to arrive at a long term maintenance plan that addresses data quality, cost, ease of work, and shared responsibility amongst the collaborating municipalities.

3. REGIONAL DATA COLLECTION

EATC will conduct a community-by-community data collection process utilizing local EDOs, chambers of commerce, municipal offices, custom Statistics Canada data, Government of Alberta data, local businesses, and other sources. This data collection will feed a mapping program and other areas of the EATC website. This will significantly augment the ability of the EATC partners to court both foreign

and Canadian investors and also allow all investors regardless of location to independently research EATC communities, companies, and sectors.

4. REDA-EATC DATA MAPPING INTEGRATION/PROJECT MANAGEMENT

The core of the EATC Initiative is the collaboration of the 70-plus Eastern Alberta Communities through the three REDAs. The three REDAs are the organizations that their member municipalities look to first for economic development assistance. Therefore the data sets and mapping platforms developed for the EATC Initiative must be reflected in the architecture of the 3 REDA websites. Part of this project will be integrating the data sets and mapping systems with the 3 REDA websites. This activity (and parts of the other 3 activates) will also require Project Management from each of the 3 REDAs, so one half of the budget for this activity will be assigned for management purposes.