

Regional Development Branch North Unit

The Government of Alberta supports the development of strong and vibrant communities. Since the economic impact of new investment often extends beyond local boundaries, the province also encourages regional partnerships as an effective means to create synergies to achieve economic development success.



The [Regional Development Branch – North Unit](#) supports local and regional economic growth by providing strategic information to economic development stakeholders and clients.

Government of Alberta ■ Treasury Board and Enterprise

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Community Investment Readiness

*Are you ready to
attract, retain and
grow investment?*



A northern Alberta pilot project supported by Alberta Treasury Board and Enterprise.



What is Community Investment Readiness (CIR)?

A community's readiness to attract, retain and grow business investment, and their ability to respond to investors and their needs.



Why is CIR important?

Timing is critical when responding to investment opportunities. Investors make complex decisions in tight timeframes. Communities must be ready for investment before an investor knocks at the door.

Ask yourself, “Is your community ready for investment?”

Tell me more about the Pilot Project

The Community Investment Readiness (CIR) Pilot Project will help participating northern Alberta communities enhance their investment attraction efforts and address investment readiness gaps.

Your community's economic development office will be better equipped to attract, retain and grow investment.

Who should participate?

Community EDOs and/or Economic Development Organizations

How long is the pilot project?

March 2012 – December 2013

What will be provided?

- Self assessment of current readiness
- Leading practice information and tips to improve knowledge and local competitiveness
- A facilitated action plan workshop to address gaps and enhance strengths
- At least two learning events
- A facilitated discussion on building lead generation and response networks

Frequently Asked Questions

Q: Why should our community participate?

A: Your community will receive training, tools and leading practice information to advance business development and investment attraction efforts.

Q: What will be expected if our community participates?

A: Your community's economic development officer will have to complete a CIR Assessment (130 questions) and be able to participate in training and workshops over the two year pilot project.

Q: How can my community get involved or get more information on this exciting initiative?

A: If your community has a full time economic development practitioner, and would like to participate in the pilot project, please contact the Regional Economic Development Branch manager servicing your *area*. <see reverse>