



RURAL BUSINESS RETENTION AND EXPANSION PROJECT

**WANT TO HELP RURAL ALBERTA?
ARE YOU A RURAL FOCUSED BUSINESS?
DO YOU NEED HELP WITH MARKETING?**

The Alberta Rural Development Network (ARDN), in collaboration with Medicine Hat College (MHC), are launching a pilot project known as Business Retention and Expansion (BRE) in the new year. We are seeking communities and businesses that are invested in becoming more strategic and more successful with their business and economy.

Many small business and communities need help becoming more strategic. They are often so caught up in their day-to-day operations that they are not able to create a plan of action for long-term growth. Studies have shown that communities and businesses often lack the capital, the resources and the networks needed to reach their full potential. Our proposed project intends to place supervised business students with business owners or community organizations and volunteers to help plan and execute marketing and communications strategies. This will help businesses and communities develop the marketing and communications systems that they need to be more successful.

Currently ARDN is searching for communities and businesses that are willing to commit and invest in this project. We are seeking funding opportunities through the CARES program and looking to get the business/community involved through their application to the Canada-Alberta Jobs Grant (CAJG).

The end goal of this project is to help rural-based businesses and communities reach a higher potential than they were currently working at. This will be crucial for the sustained viability of rural communities and businesses.

If you are interested in this project,
please contact Tylor Murray at
780.740.3746 or
coordinator@ardn.ca



Goals and Objectives

This project will accomplish the following objectives:

- Design and complete specific business-enhancing marketing projects
- Increase support of existing businesses and attract new businesses
- Improve marketing and communications for small businesses and communities
- Increase business sales and community awareness of the businesses
- Increase local community economic activity
- Encourage youth to work in (and ultimately live in) rural communities by giving them rural-based, meaningful, career-related, “real world” work experience

What We Are Looking For:

As a business or community, the commitment to this project would include financial contributions (minimum \$500), filling out a CAJG application, a letter of support and your time/willingness to the learning opportunity.

As an organization, ARDN is seeking collaboration and support towards this project.

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