

COMMUNITY PROFILE

OVERVIEW

Brazeau County is located in west central Alberta, 90 minutes southwest of the City of Edmonton. The Rocky Mountain Resorts of Jasper National Park and Banff National Park are located three hours to the west. Brazeau County is also situated halfway between Grande Prairie in the north and Calgary in the south. Major transportation arteries in Brazeau County include Highways 22 and 39.

The largest municipality within Brazeau County is the Town of Drayton Valley. Drayton Valley and Brazeau County have a combined population of 13,933.

The tourism trading area for the County covers communities within a two hour drive. This includes Edmonton, Red Deer and the surrounding areas resulting in a potential tourism market of an estimated 1,000,000 people.

The primary economic drivers of Brazeau County are oil and gas, forestry, and agriculture. Tourism activity is growing in Brazeau County with more people coming from surrounding metro areas for wilderness getaways.

HOSPITALITY

There are a variety of accommodation facilities in Brazeau County, including 21 hotels, motels and inns. There are also 15 campgrounds/guest ranches ranging from full service to limited service. Additionally, there are 10 full service restaurants, six coffee shops/cafes and eight fast food outlets.

EXISTING ATTRACTIONS

Brazeau County, with its extensive boreal forest and Crown land, offers visitors a wilderness experience with numerous opportunities to fish, swim, quad, camp, hike or bird watch. The North Saskatchewan River and Pembina River flow through this area and, in combination with the Brazeau Reservoir and Recreation area, offer a range of water-based recreational opportunities. Brazeau County is home to Alberta's newest provincial park and recreation area, Eagle Point Provincial Park and Blue Rapids Recreation Area, which encompasses 56 square kilometres along both sides of the North Saskatchewan River Valley.

ANNUAL EVENTS

- Drayton Valley Indoor Rodeo
- Thunder in the Valley Drag Races
- Numerous provincial sporting events
- Rapid Fire Mud Bogs
- Brazeau County Fair

BRAZEAU COUNTY

TOURISM STATISTICS

Drayton Valley Visitor Information Center 2008 visitor origin statistics:

Edmonton	31%
Calgary	12%
Red Deer	5%
Other Alberta	33%
United States	11%
Other Countries	8%

COMMUNITY WEBSITE

To learn more about Brazeau County, please visit www.brazeau.ab.ca

www.town.draytonvalley.ab.ca

www.brazeautourism.ca

TOURISM INVESTMENT OPPORTUNITY – LODGE AND CABIN DEVELOPMENT

OVERVIEW

Brazeau County is seeking parties interested in undertaking a lodge and cabin development adjacent to the Brazeau Reservoir. This is an area that is welcoming an increasing number of visitors seeking an eco-tourism and/or outdoor recreational vacation. An Area Structure Plan (ASP) has been undertaken in the area, along with a detailed investment opportunity analysis, both of which can be provided to interested investors.

INVESTMENT, REVENUE AND MARKET ANALYSIS

Alberta Tourism, Parks and Recreation commissioned an investment opportunities study in 2008, and it indicated that the total project investment for a lodge and cabin development at the Crown land node adjacent to the Brazeau Reservoir to be an estimated \$13.5 million.

The report also indicates that there is sufficient demand in the Edmonton area and Alberta to support the lodge and cabins as conceived, assuming proper marketing. If the destination concept is fully developed, branded and aggressively marketed, the report suggests that visitors from further origins might be interested in the attraction. The report is available to investors for additional information.

SITE

Ownership of this land rests with the Province of Alberta. However, through the development of an ASP in partnership with the Province, this area is one of the very few that holds the status of a Commercial Tourism Development Node, meaning that commercial tourism enterprises will be considered within the area. Located adjacent to a large body of water, the Brazeau Reservoir, the site encompasses 203 acres. Access to the area is from Highway 620 and Sunchild Road. The ASP allows for cabin and resort development, campground and ecotourism/outdoor recreation opportunities. Developers will need to apply for a lease from Alberta Sustainable Resource Development under the Alberta Tourism Recreational Leasing Program. Municipal development permits will also need to be applied for, however with the ASP in place this will help expedite the process.

CONTACT INFORMATION

For more information regarding this opportunity, please contact Scott Martin.
Phone: (780) 415-8827 or Email: scott.martin@gov.ab.ca

TOURISM INVESTMENT OPPORTUNITY – SERVICED RV CAMPGROUND

OVERVIEW

Brazeau County is seeking parties interested in developing a serviced RV campground adjacent to the Brazeau Reservoir to meet the increased demand from visitors seeking an eco-tourism and/or outdoor recreational vacation. An Area Structure Plan (ASP) has been completed in the area, along with a detailed investment opportunity analysis, which can be provided to interested investors.

INVESTMENT, REVENUE AND MARKET ANALYSIS

Alberta Tourism, Parks and Recreation commissioned an investment opportunities study in 2008 that indicated the total project investment for a 150 site serviced RV campground at the Crown land node adjacent to the Brazeau Reservoir to be an estimated \$9.7 million. The report is available to investors for additional information.

SITE

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*In 2009, the Tourism Division from Alberta Tourism, Parks and Recreation commissioned a study to assess the provincial RV campground sector. The study included a review of print and web literature, expert interviews and a public telephone survey of those who camp with RVs who reside in British Columbia, Alberta and Saskatchewan. Using these primary and secondary sources, the study provides an assessment of both the supply and demand side of the RV campground sector in Alberta. This report is available to interested developers and investors.