



**Brooks
Newell
Region**



REGIONAL PROFILE



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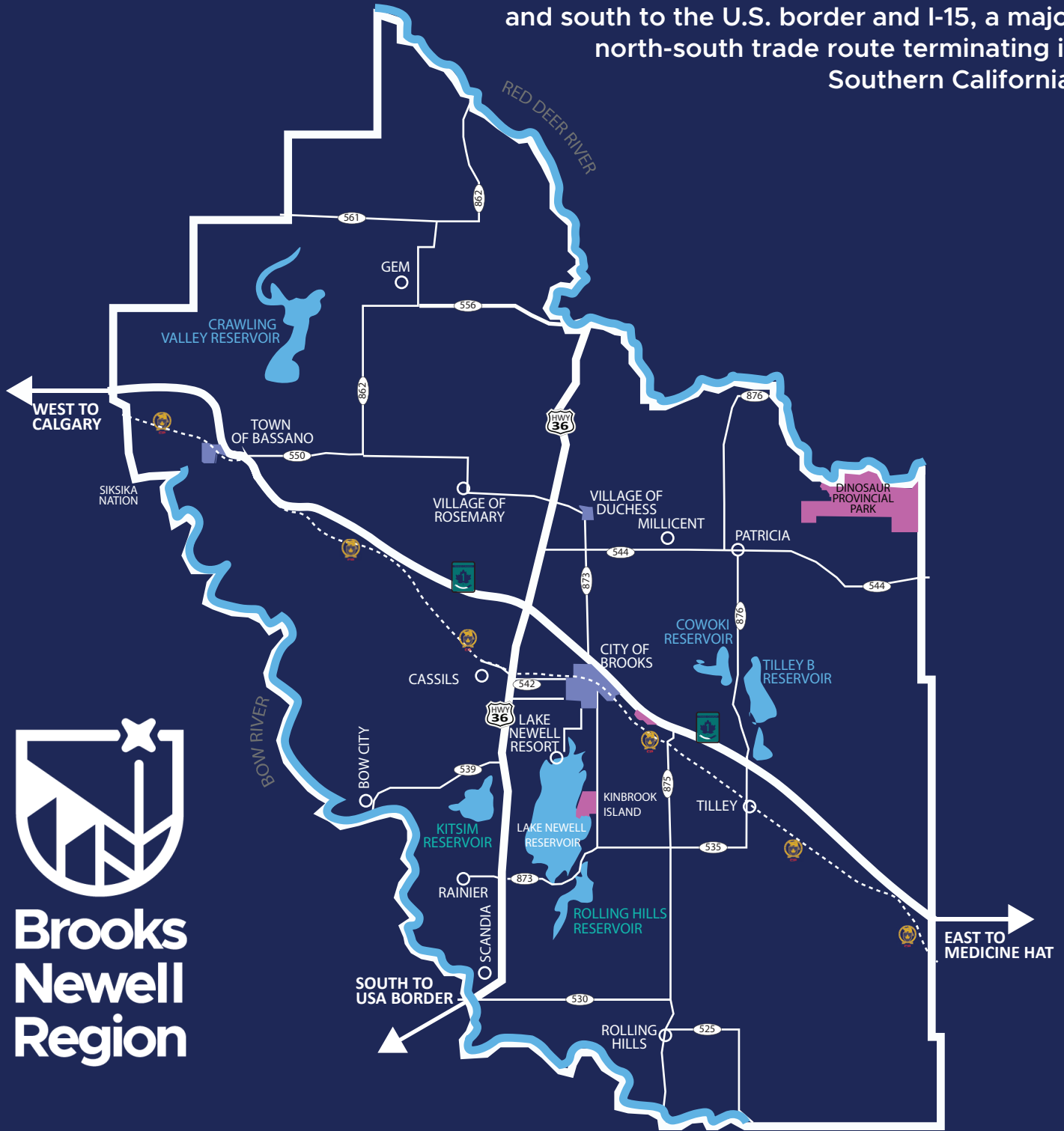
Brooks
Newell
Region

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The Brooks Newell Region is located on Canada's major east-west transportation route (Trans-Canada Highway 1), and the intersection of the north-south Highway 36.

This strategic location easily connects the Region to all of Canada, from the ports of the Pacific west coast to the industrial centres of central Canada, the northern Alberta oilsands, and south to the U.S. border and I-15, a major north-south trade route terminating in Southern California.



Location & Distance

The Brooks Newell Region covers a large rural area in southeastern Alberta and includes eight hamlets within the County of Newell. Municipalities within the Region include the City of Brooks, the Town of Bassano and the Villages of Duchess and Rosemary.

The Region is well positioned to access markets across Canada and beyond. Centrally located to Calgary, Medicine Hat and Lethbridge with less than 190 kilometers of separation between each city. The Region is a growing transportation hub thanks to the Trans-Canada Highway and secondary Highway 36 intersecting in the County of Newell. Both highways are major routes for commercial traffic, connecting the Region to the oil sands in the north, the United States to the south, the Pacific Coast to the west and east to the manufacturing sector of central Canada.

CP Rail's main line, running from Montreal to Vancouver, intersects the Brooks Newell Region. There are numerous rail yards, grain elevators, and commercial lines within the City of Brooks, Town of Bassano and the rural areas.

The Brooks Airport has a 2,800 foot paved runway and has a 24-hour AVGAS fuel system. It primarily services agricultural applications, flight training and air charters in the area. The Bassano Airport is located 1 km north of the Town of Bassano and has a 2,950 foot paved runway. Less than 1 hour east is the Medicine Hat Regional airport with scheduled flights within western Canada. For longer flights, the Calgary International Airport is 1.5 hours west of the Brooks Newell Region and is a hub for a number of airlines, with direct international connections around the globe.

Did you know?

The City of Brooks gets
330 sunshine days per year.
That's 40 more annually
than Vancouver.

Environment Canada

CITY	KM	MILES
Medicine Hat, AB	107	67
Lethbridge, AB	155	96
Calgary, AB	187	117
Edmonton, AB	454	294
Regina, SK	569	356
Saskatoon, SK	489	306
Vancouver, BC	1,174	717
Coutts, AB	198	123
Great Falls, MT USA	394	245
Winnipeg, MB	1,140	708

Demographics



 JBS Canada Centre

Located in the heart of the Brooks Newell Region, the City of Brooks ranked #9 in Macleans Magazine's - 2021 Canada's Best Communities. With an overall ranking placing it #2 in all of Alberta.

Brooks has a very young population with a median age of 36 compared to Canada's 41.6. With over 50% of the population between the ages of 15 and 49, we have a young and vibrant workforce.

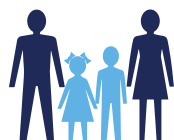
**Brooks
Population
14,924**

**Newell
Population
7,465**

**Bassano
Population
1,216**

**Duchess
Population
1,053**

**Rosemary
Population
370**



=

**Brooks
Region
25,028**

Known as the **City of 100 Hellos**, Brooks is a community that is a leader when it comes to Cultural Events, Inclusion, and Diversity.

The City of Brooks is one of the most diverse small communities in Canada. With an average age 4 years below the national average, our youthful energy has been welcoming the world for decades.

CULTURAL DIVERSITY

Visible Minorities	48%
Immigrants to Canada	35%
Non-official mother tongue	33%

Quality of Life



 Dinosaur Provincial Park

People love living here

People have been flocking to Alberta for years to capitalize on incredible job opportunities, the natural beauty, the attractive pace of life and the opportunities and resources for families. The Brooks Newell Region is no different - we've seen rapid population influxes throughout the years and periods of accelerated growth. And guess what? People that come to our Region stay in our Region; over 56% of residents in Brooks have lived here for longer than five years. They come, they love it, and they stay. The Brooks Newell Region will surprise you. Whether it's our blend of cultural diversity with traditional western hospitality or the abundance of lakes and rivers in the Canadian prairies, you're going to find some amazing things here.

Quality of Life

Quality of Life assessments were performed in 2013 and 2017 to track resident satisfaction. Although the results are what we would expect (we already know how great it is here) they're worth bragging about.

A Safe Place for Families

Crime is down - 21% over the past five years. Personal well-being and personal safety are some of the most important aspects of building a viable community, and our Region has been working hard with the RCMP to tackle this issue. The Region's Safe Communities Coordinator works with residents and police in crime reduction, prevention and proactive programming. And it's working! From 2012-2016, Domestic Violence was down 30%, Sexual Assaults were down 43%, Criminal Harassment was down 60% and personal crime was down 38%.

Quality of Life Factor	Overall Satisfaction Level
Health	80%
Education	74.5%
Personal Well Being	79.7%
Social Programs and Social Conditions	67.3%
Sense of Community	70.5%
Economy and Employment	57.9%
Physical Environment	76%
Government	69%
Political Rights and General Values	68%
OVERALL COMMUNITY SATISFACTION	73.6%

*Quality of Life #1, City of Brooks #2, Produced by Grasslands Regional FCSS



Community Safety

 Downtown Brooks

The City of Brooks is the largest urban center between Calgary, Lethbridge and Medicine Hat and acts as a service center for the entire Region. Police Services, Fire Services, Medical Services and Ambulance Services are all provided locally.

Police Services

The Royal Canadian Mounted Police (RCMP), oversees the Brooks Newell Region. It is comprised of members who provide community policing, highway patrol, and general investigation units. The Brooks and Bassano Detachments work closely with community organizations to promote safety, prevent crime, investigate domestic violence and respond to community concerns.

Fire Services

Fire protection in the City of Brooks is provided by a volunteer fire department which consists of a Fire Chief, Deputy Fire Chief and 32 volunteer firefighters. There are 10 fire departments within the County of Newell each supported by a shared Manager of Fire and Emergency Services. The departments are equipped to handle fire fighting and suppression, motor vehicle collisions, ice/water rescue, high angle rescue and chemical spill contamination and clean up.

Ambulance Services

Alberta Health Services (AHS) EMS Brooks provides Advanced Life Support services to the City of Brooks, surrounding towns, villages, hamlets and rural areas. 24-hour coverage is provided to all communities within the County of Newell. A number of services are provided such as emergency response, inter-facility transfers and community event standbys. Staff also provide first aid training and instruction in the community.

Education

Educational opportunities are important to the Brooks Newell Region. We are proudly home to the Medicine Hat College's Brooks Campus as well as five school districts which gives residents the opportunity to choose the best options for their families. Whatever your family's goals, the education options can be found here.

Early Childhood

In Brooks alone, there are over five registered childcare facilities and preschools, making the Brooks Newell Region a great place to raise a family. Childcare facilities in the Region include Lion King Daycare, Little Children Day Homes Ltd., Nuture by Nature Early Learning Academy, Dynamite Brooks, Dynamite Bassano, and Newell Integrated Child Care Society.

School Divisions K-12

There are five school Divisions in the Brooks Newell Region: Christ the Redeemer, École Le Ruisseau, Grasslands Public School District, Brooks Immanuel, and Newell Christian School. The Grasslands Public School system is the largest public school system in the Region with schools in both the County of Newell as well as the municipalities of Bassano, Brooks, Duchess, and Rosemary. Christ the Redeemer Catholic School Division is in seven communities throughout the province providing Catholic education to students in 15 traditional schools, four outreach schools and a distance education school. École Le Ruisseau is a primary and secondary school offering Francophone education from K-12. The Brooks Immanuel school (K-9) and the Newell Christian School (K-9) provide a Christian educational environment for students.

Medicine Hat College Brooks Campus

The Medicine Hat College Brooks Campus has almost 300 full and part-time students each semester enrolled in courses ranging from the Adult Basic Literacy Education Program, to ESL training, to the two-year Practical Nurse Diploma Program.

In the fall of 2022, new program options offered at the campus were a Sustainable Innovation Program and Sport & Event Marketing and Management.



Adult Learning

The Newell Further Education Council is one of 83 Adult Learning Councils in Alberta funded, in part, by Alberta Advanced Education - Community Programs. Brooks Community Adult Learning Centre (BCALC) is part of a network of over 100 Community Adult Learning Programs which operate within Alberta. They provide part-time, non-credit opportunities to adult learners that develop skills needed to enhance their everyday lives. BCALC is mandated to provide programming in the areas of Adult Basic Literacy, English Language Learning, Numeracy, Basic Digital Skills and Foundational Life Skills. The Newell Further Education Council is the sister organization to BCALC and is located in Bassano.

Arts & Culture

The Brooks Newell Region is rich with art, music, culture and diversity!

Art

The Sage Brush Arts club is dedicated to serving the Brooks Newell Region's arts community. The organization promotes awareness and appreciation of visual art in the Region by presenting exhibits of members' original work. Sage Brush Arts endeavours to balance the artist's right to freedom of expression with commitment to membership, patrons, and to the local community.

The Brooks & District Handicraft Guild was formed in 1954 as a club where like-minded crafters could get together to share ideas. Pottery is their main craft/art.

The City of Brooks Arts, Culture and Heritage (ACH) Board strategic plan identifies four areas of focus: Policy, Partnerships, Programs, and Promotions. The ACH operates a facility known as The Medium and is focused on serving the interests of existing arts, culture, and heritage organizations while encouraging and supporting the development of new programs within the Region.

Recreation



JBS Canada Centre

The JBS Canada Centre is the destination for recreation and aquatics. It boasts an aquatics centre that features a wave pool, water slides, lap pool, lazy river and more! In addition there is a state of the art fitness centre, lockers and shower room, combatants room, flexhall / gymnasium, concession, meeting rooms, curling rink, childcare drop-in centre, skating arena, field house, an indoor play place, a full service restaurant and the Brooks Public library.

Centennial Regional Arena (CRA)

Home of the three-time National Champions Brooks Bandits, the 74,000 sq. ft. arena has a unique bowl shape design with seating for over 2,200 (and an additional 1,300 on the ice pad). The facility also acts as a multi-purpose space for events such as concerts, tradeshow and conferences, taking advantage of the board room, full service concession, liquor sales and open-concept concourse areas.

Brooks Regional Ball Park

Home to the Brooks Bombers Baseball team, the Brooks Regional Ball Park has three softball diamonds, and a full size hardball diamond, with athletic lighting. The central building has a concession, washrooms, change rooms, media box and a general purpose meeting room with equipment storage space. There is a playground structure for kids, a liquor sales area and a rooftop deck for spectators.

Duke of Sutherland Park

The “Duke” has so much to offer! If you live in the Region, or are just traveling through, the park is located in Brooks just off the Trans Canada Highway and is easily accessible. It's a great place to take the kids to cool off at the splash park, or play at the accessible play structures or even get in your daily dose of exercise at the outdoor fitness park. It also has two ball diamonds for the baseball/softball enthusiast, soccer pitch, basketball court as well as paved walking trails for biking or strolling.

Duchess Recreation Centre

The Village of Duchess recently built a Recreation Centre with an indoor running track, fitness room, weight room, indoor soccer field, concession and much more!

Bassano Outdoor Swimming Pool

The Bassano Outdoor Swimming Pool and beach entry spray park features a 25m-lane pool with a diving board and a two story water slide, and a 10 person hot tub. They offer swimming lessons for participants of all ages and abilities. With a large lawn area, full service concession and reclining deck chairs, the Bassano Swimming Pool is a great place to bring the family for a day out!

Recreation Statistics

5	Public Tennis Courts
7	Ice Surfaces/Arenas
12	Baseball Diamonds
5	Golf Courses
1	Skate Park
3	Recreation Centres
1	Aquatic Centre
1	Outdoor Pool
2	Splash Parks
2	Community Gardens
5	Curling Clubs
1	Rugby Fields
3	Disc Golf Courses
3	Provincial Parks



Labour Force

 **Armor Building Systems**

The Brooks Newell Region's young and educated population offers a valuable and highly skilled workforce to the major economic sectors in the Region including agriculture, oil and gas, manufacturing and retail services.

Occupation (Age 25-64) National Occupational Classification	City of Brooks	Brooks Newell Region
Manufacturing and utilities	26.5%	18.0%
Trades, transport & equipment operators	16.4%	18.5%
Agriculture and natural resources	6.7%	14.4%
Legislative and senior management	0.3%	0.6%
Business, finance and administration	9.2%	9.9%
Natural and applied sciences	2.7%	2.6%
Healthcare	5.0%	5.1%
Education, law, community services	8.8%	8.2%
Art, culture, recreation and sport	0.8%	1.0%
Sales and service	20.9%	19.1%

Stats Canada 2021 Census Profile

Highest Level of Education (Age 25-64)	Population Percentage
High School Certificate or equivalent	35%
Apprenticeship or trades certificate or diploma	10%
College or other certificate or diploma	20%
University Bachelor's degree or higher	13%

Did you know?

A Nurse Practitioner in Alberta makes, on average, 22% more than one in British Columbia.

Government of Alberta

High Standard, Low Costs

Families in the Brooks Newell Region enjoy a pleasant lifestyle as they earn a median income in line with the Canadian average. Those who choose to live and operate a business in the Region are at an advantage compared to those who choose to live in larger cities.

In general, Albertans typically enjoy a higher family income than other parts of Canada.

Average Total Income	City of Brooks	County of Newell	Canada
Household	\$103,400	\$98,600	\$106,000
One-per household	\$53,100	\$52,260	\$53,350
Two-or-more-per household	\$117,800	\$112,740	\$128,200

Statistics Canada, 2021 Census Profile

The Brooks Newell Region offers many cost-of-living advantages, such as:

- Lower housing costs
- Lower affordable living wage threshold
- No provincial health-care premiums
- No provincial sales tax (PST)
- Provincial tax rebates and credits for families

Did you know?
Alberta's median after-tax income is the highest in Canada. It is over 15% higher than in Saskatchewan.

Government of Alberta

With incomes aligned with the rest of Canada and housing prices 65% below the national average, Brooks is an affordable place to call home.

**Average Home Price
 Detached Single Family \$299,950**

**Average Rent
 2 bedroom suite \$979/mo**

 Main Street Duchess

Low Tax, High Benefits

Each municipality within the Region sets their own tax rates via bylaw. Though service levels may differ, whether you're choosing to locate your business within the City of Brooks or live in the Village of Duchess, all tax rates are set competitively.

The Brooks Newell Region truly offers competitive taxes rates!

The Region is an attractive place to build or expand a business. Alberta already has a distinctive advantage over other provinces in Canada. Albertans pay less in overall taxes with no PST, no payroll tax or health premium, as well as a low provincial income tax that 40% of Alberta tax filers don't pay.

We also don't have a land transfer tax which makes owning a home in the Region more affordable.

Did you know?
A couple earning \$75,000 with two children would pay \$3,900 more in taxes per year in Ontario.

Government of Alberta

Municipality	Residential & Farmland Rate	Education & Newell Foundation (RESIDENTIAL)	Non-Residential Tax Rate	Education & Newell Foundation (NON-RESIDENTIAL)
City of Brooks	8.59988	2.73465	12.37209	3.99262
Town of Bassano	10.27301	2.63375	16.82215	3.82725
Village of Duchess	6.8828	2.6484	8.8567	3.8907
Village of Rosemary	10.2856	2.8444	12.4052	3.9348



Bassano Swimming Pool

Available Land



 Brooks - Southeast Sector

The Brooks Newell Region has an abundance of affordable, available land for sale to be developed. Visit brooksregion.ca for further information on land sales in the Region and speak with a member of our economic development team.

The Region is home to over five industrial areas - all in different stages of development. Although the County of Newell is known for its robust farm and agriculture land, they also offer industrial lots and buildings for sale.

Looking to build your business or settle within the City of Brooks? Brooks has fully serviced residential, commercial and industrial land for sale. Average prices are \$9.50/per sq. ft. for residential, \$190,000/per acre for commercial and \$148,000/per acre for industrial. Visit brooks.ca for a full listing.

The Village of Rosemary has residential subdivision lots as low as \$1,000 per lot, plus GST (regular price ranges between \$25,000-\$30,000). Rosemary also offers fully serviced industrial lots (50'x120' up to 146'x134') from \$10,000 to \$35,000. The Village of Duchess, as well as the Town of Bassano, both offer great prices for residential and commercial property. These are all great communities to call home if you're wanting an escape from the pressures and rising costs of the large urban centres.

Can't find what you're looking for? The Brooks Newell Region is home to a number of professional real estate agencies that would be thrilled to assist you. Visit realtor.ca for a full list of agencies.



Did you know?
Dinosaur Provincial Park is the site of the most important fossil discoveries ever made from the 'Age of Reptiles'

UNESCO - World Heritage

 Dinosaur Provincial Park

Each municipality in the Brooks Newell Region will have different access to utilities. Below is a breakdown of each service and location depending on where you choose to reside or start your business.

Utility Providers

Organization	Description	Contact
ATCO Gas	Natural Gas Provider	General Inquiries: 1-888-511-7550 Emergency: 1-800-511-3447
Fortis Alberta	Electricity Provider	General Inquiries: 1-866-717-3113 Emergency: 1-866-310-9473
Direct Energy	Electricity & Natural Gas Provider	General Inquiries: 1-866-374-6299 www.directenergy.ca

Electricity & Natural Gas

Alberta's electricity and natural gas systems are owned and operated by a mix of investor and municipally owned companies. The price paid by consumers is determined by market pricing and varies depending on the contract consumers choose to sign.

Water Services

The Newell Regional Services Corp. (NRSC) is a partnership of all municipalities in the County of Newell that operates regional water transmission system throughout the Region. The City of Brooks, Town of Bassano, Villages of Duchess, Rosemary and the hamlets of the County of Newell have equal access to water for residences and businesses.



The County of Newell Water Project (CNWP) is an initiative to provide potable water services to rural homes and businesses in the County of Newell outside of the urban municipalities and hamlets. Water is supplied via a trickle type system at a rate of 300 gallons per day.

Waste Management

The regional landfill site is owned and operated by the Newell Regional Solid Waste Management Authority (NRSWMA). It is a partnership of all municipalities in the County of Newell that operate a central regional landfill facility. The facility is responsible for the safe and environmentally responsible collection of wastes for recycling or disposal, and charges may apply.

Telecommunications

The Brooks Newell Region is served by numerous wireless and wire line providers. Service includes high-speed digital network Internet speeds of up to 10 Gbps along with competitive local telephone services to ensure that businesses have access to the communications services they need.

The City of Brooks in partnership with Community Network Partners has built a municipally owned fibre-optic network called BrooksNET. The network is expanding to provide services to residents of Brooks with speeds up to 10 Gbps delivered by various Retail Service Providers. With network capabilities typically available only in much larger centres, BrooksNET places Brooks at the forefront of connectivity. Learn more at BrooksNet.ca

The EIDNet was the first provider of internet in the Region in 1995. Owned and operated by the Eastern Irrigation District, the EIDNet's goal of offering fast reliable internet service to rural users, provides our residents a unique opportunity. With wireless download speeds of 50 Mbps across the Region, and depending on location, speeds up to 1 Gbps, EIDNet is one of Canada's leading rural internet providers.

City of Brooks Utility Rates

Water Rates

Residential, Commercial, Industrial, Institutional	
Water - first 13.65 m ³ or less - bi-monthly	\$56.82
Water – for every m ³ in excess of first 13.65 m ³	\$ 1.27

Bulk Water Rates	
Residential/Domestic	\$4.00 per m ³
Non-residential/Commercial	\$5.32 per m ³
Privately Owned Standpipes	\$1.76 per m ³ min. charge of \$30

Food Processing Industries	
Water - first 13.65 m ³ or less - bi-monthly	\$56.82
Water – for every m ³ in excess of first 13.65 m ³	\$ 1.27
Water - Over 3,409 m ³	\$0.53

Sewer Rates

Residential	
Bi-Monthly Charge	\$39.79
Commercial	
Bi-Monthly Charge	\$39.79
For every m ³ in excess of 41 m ³	\$0.92

Garbage Rates

Residential	
Bi-Monthly Charge	\$28.90
Seniors 65 and over (bi-monthly)	\$19.90

Commercial	
Bi-Monthly Charge Base Rate	\$41.25
Collection Charge	\$18.11

***Please refer to City of Brooks Utility Rates Bylaw for exact pricing.*



Brooks Newell Region Utility Rates

	County of Newell	Bassano	Duchess	Rosemary
Water Residential Rate	\$37.98 Base + \$2.49/m ³	\$10 Base + \$2.65/m ³ (single family)	\$45 Base + \$1.15/m ³ (single family) bi-monthly	\$39 (first 20 m ³)
Water Commercial	\$37.98 Base + \$2.49/m ³	\$10 Base + \$2.65/m ³	\$75 Base + \$1.15/m ³ bi-monthly	\$44 (first 15 m ³)
Sewer Residential Rate	\$30.00/mo	\$15.75 Basic Rate (single family)	\$30 Basic Rate (single family) bi-monthly	\$14.75/mo
Sewer Commercial	\$30.00/mo	\$15.75 Basic Rate	\$54-225 Basic Rate bi-monthly	\$18.25/mo
Garbage Residential	\$10.55/mo (Tilley)	\$11.07 Basic Rate \$3.70 Recycling	\$32.75 Basic Rate (single family) bi-monthly	\$14.25/mo
Garbage Commercial	\$31.65/mo (Tilley)	\$11.07 Basic Rate \$3.70 Recycling	\$32.75 Basic Rate \$3.55 Recycling <30m ³	\$14.25/mo

***Please refer to each municipality's individual utility bylaws for more accurate and exact pricing.*

Industry



The Brooks Newell Region has grown on the strength of the agricultural, energy and food processing industries that have driven our economy for over a century. Today, this same entrepreneurial spirit is finding new and innovative ways to grow in a global economy.

Manufacturing

The manufacturing sector in the Brooks Newell Region is a very productive and a highly specialized market. One of the larger productivity centers in Alberta, the manufacturing cluster provides employment for a great many labourers and is the largest single sector of the regional economy.

Energy

The Brooks Newell Region is welcoming emerging industries - new and evolving industrial sectors and value chains are growing at a faster rate than the overall economy. Transition to renewable energy is a growth area working alongside the more traditional oil and gas sector. The Region continues to profit from the wealth of oil and gas resources in the area. As a regional service hub, Brooks and area is home to many major oil and gas companies. Local businesses have also diversified through the downturn and have found innovative ways to operate and even grow.

Tourism

Annually, approximately 100,000 tourists visit the Brooks Newell Region to camp and experience the naturally occurring beauty of the Canadian Badlands. The City of Brooks is in the heart of the County of Newell where three provincial parks exist. The towns and villages, as well as the City, offer an abundance of shopping, services, and recreational opportunities.

Farmland & Growth.

The Region has some of the most profitable farms in Alberta. Opportunities exist in organic foods, horticulture (flowers, bulbs, berry crops, nurseries, speciality crops and processing), food processing and food production.

The Region has an agricultural economy with 309,000 irrigated farmland acres, 290,000 of cultivated dry land farming and 600,000 acres of native and improved rangeland. This sector is fully supported by a number of research and development facilities and the food processing industry is a significant contributor.

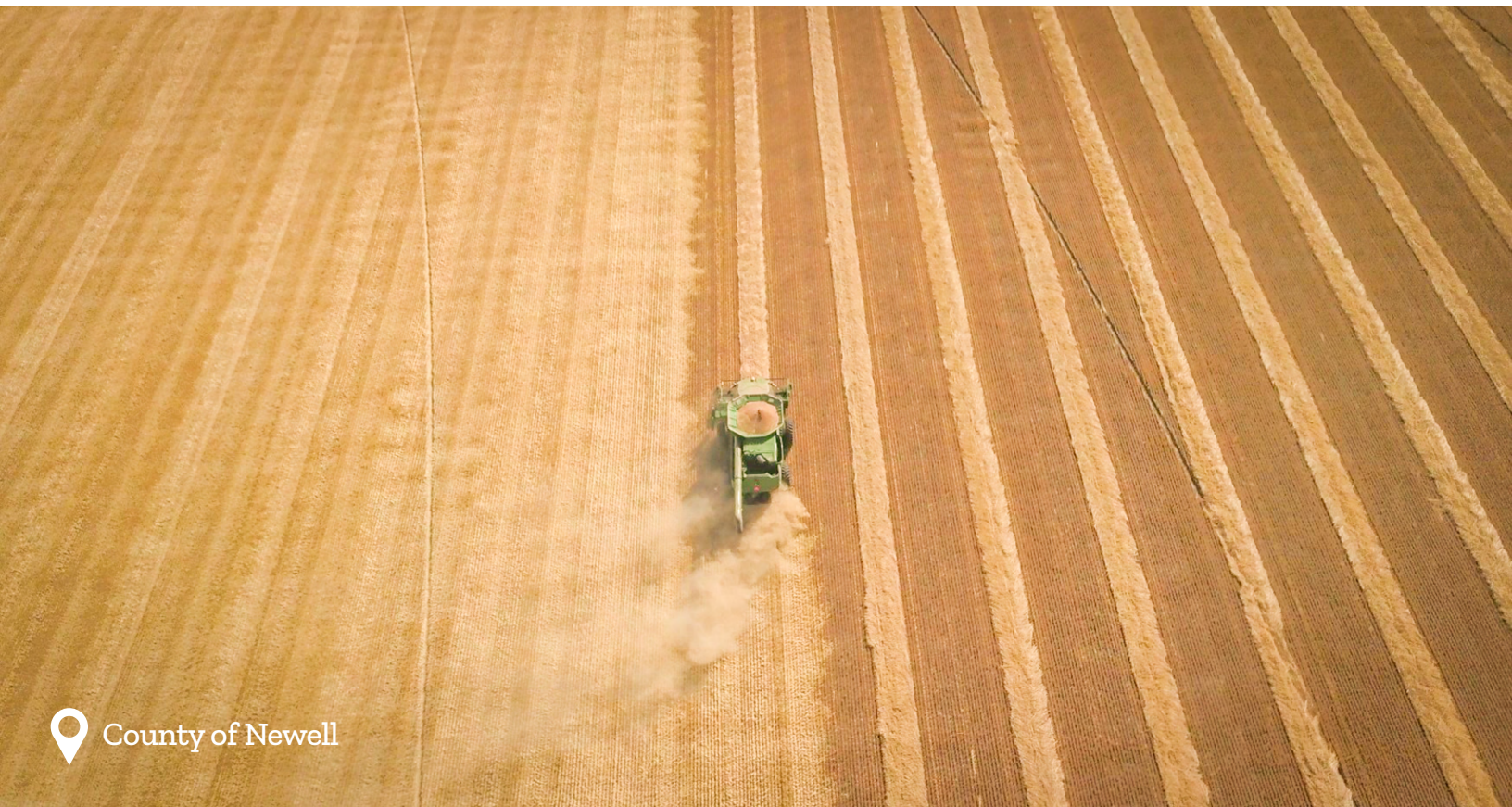
The County of Newell had 727 farms comprising over 1.39 million acres, worth \$5.49 billion in total farm capital in 2021, which is up from \$4.11 billion in 2016. Total operating revenues were almost \$713 million and the total value of livestock and poultry was over \$358 million.

Our producers feed the world and here in the Brooks Newell Region, agriculture is a big deal.

Field Crop Overview	Acres
Wheat, all varieties	223,894
Canola	73,887
Barley and mixed grains	54,888
Flaxseed	8,089
Oats	5,149
Dry Field Peas	25,611
Lentils and beans	18,889
Corn	33,209
Potatoes	4,023
Alfalfa and Alfalfa Mixtures	49,732
Forage Seed, harvested as seed	10,162
Other tame hay and fodder crops	24,235

StatsCanada Census of Agriculture - 2021

Livestock Overview	# Animals
Total Cattle	235,200
Calves	46,915
Steers	100,297
Heifers (Beef)	9,126
Heifers (Dairy)	775
Cows (Beef)	56,518
Cows (Dairy)	1,845
Bulls	3,285
Pigs	39,648
Hens & Chickens	284,900
Ducks	3,604
Honeybee Colonies	25,239



Programs & Support

The Region is dedicated to assisting businesses and entrepreneurs while offering competitive advantages and incentives to make the Brooks Newell Region a place businesses want to operate. More information, documents and funding opportunities can be found at brooksregion.ca

Alberta Advantage Immigration Program (AAIP)

The AAIP is a program that allows rural communities in Alberta to endorse foreign workers to fill labour gaps and allow investors to purchase or start a new business in the Region. Under the program, individuals and their families can be nominated for Permanent Residency in Canada.

The Brooks Newell Region was the first community in Alberta to be designated under both streams of the program and we have been fortunate enough to welcome many new residents to Canada through the AAIP. Our long history of attracting an international workforce means we have a strong network of immigration and social service providers. They have established a framework that allows us to be one of the most diverse and welcoming communities in Canada.

Workforce Development

The Brooks Newell Region has completed a Workforce Development Study that provides valuable insight into the needs of the labour market in the area. It gives the businesses, investors and service providers in our area information on how the goals of competing in a global labour market on a local level can be achieved.

Our dedicated Workforce Development Officer is able to work with employers, educators and employees to meet the high demands of the challenging labour market in the Region. We have the ability to support the hiring, training and the human resource needs of businesses in our area.



Did you know?
That 80% of the businesses supported by NewGrow 2022 were start-ups with brand new storefronts.

Investment Readiness and Attraction

That old real estate adage, “Location, location, location,” rings true for business site selection.

Finding the right place for your business can mean the difference between success and failure. We work with entrepreneurs, developers and site selectors to identify and prioritize potential business locations in the Brooks Newell Region. We have created an Investment Readiness Study that highlights the various opportunities in the Region. More information on the study can be found by visiting brooksregion.ca



NewGrow

NewGrow is an award winning program aimed at supporting new and existing businesses in the Brooks Newell Region. Providing funding will break down barriers and stimulate business growth in our Region, leading towards better business retention and expansion.

The NewGrow program gives community entrepreneurs and innovators the opportunity to start up or expand a business or create a new product, service or invention through a business plan and public pitch competition. All participants who take part in NewGrow will have a chance to receive an award package including up to \$10,000 in funding plus valuable business services, promotions and mentorship.

Business Beautification

The Business Beautification program is designed to encourage and provide Brooks Newell Region businesses the opportunity to improve the appearance of their premises, utilizing grant dollars and interest free loans, to a maximum of \$10,000.00 (maximum \$2,000 grant and \$8,000 interest-free loan per applicant). The Brooks Newell Region will provide the grant funds and pay the interest on the loan and the loan will be provided by Community Futures Chinook.

Blade Signs

Businesses in the Brooks Newell Region can apply to receive a custom blade sign to hang outside of their business, free of cost! These signs promote your business to local foot traffic in the area, attract customers, and make the area look better in general.

Tourism Operator Business Plans

Entrepreneurs and investors interested in starting a tourism business in the Brooks Newell Region have access to “shovel ready” business cases. The cases include a variety of investment opportunities and are all desired businesses in the Region.

Businesses range in scale from as small as watersport rentals to as extravagant as a Nordic Spa. “Shovel ready” means they have been professionally written and are ready to be put into action. Logistics, required resources, break even points and many other economic factors have all been evaluated.

The business cases, as well as information on programs and funding assistance, can be found by visiting brooksregion.ca



Business Support

The Brooks Newell Region partners with various economic development organizations to attract and retain businesses. Our partners are essential as they each bring unique opportunities and services to the business community.

Community Futures Entre-Corp.

Community Futures Entre-Corp is a community driven, non-profit organization staffed by business professionals and guided by a volunteer Board of Directors. They provide a wide range of small business services and management tools for people wanting to start-up, expand, franchise or sell a business.

They also run a number of specialized business programs, organize exciting business events and actively work with community and business leaders to foster rural economic growth.

entre-corp.albertacf.com



Brooks Region Tourism

Brooks Region Tourism is the destination for visitors and residents alike when it comes to discovering all of the events, activities and outdoor experiences the Brooks Newell Region has to offer.

Working with industry operators, partners and stakeholders, Brooks Region Tourism works to create opportunity, advocacy and information about the Region for tourists and residents. Their website promotes regional events as well as "things to do," "places to stay" and tips on planning a visit to the Region. **brooksregiontourism.com**

Brooks & District Chamber of Commerce

The Brooks & District Chamber of Commerce provides leadership for regional business members providing education, advocacy, networking and marketing opportunities for growth and sustainability in our business community. The Chamber of Commerce represents over 300 community businesses and organizations and provides networking and marketing opportunities through activities such as their Annual Trade Show, Small Business Week & Small Business Awards Banquet, partnership with economic development stakeholders, Membership Business Directory, website links, referral services and a variety of seminars and luncheons. The Chamber's aim is to help their members grow their businesses and increase visibility. **brooksdistrictchamber.ca**

Downtown Brooks (BRZ)

Downtown Brooks (BRZ) is the largest shopping area in the City of Brooks and encompasses the downtown core. Offering over 80 unique stores and professional services, Downtown Brooks is a non-profit, membership funded organization dedicated to improving the physical, economic and social environment of the Brooks Town Centre. Activities are funded from a special levy on businesses within the service area. The Board of Directors develop strategies to achieve goals and these are implemented by the member businesses who volunteer time and expertise to committees.



Brooks
Newell
Region



Kinbrook Island Provincial Park



City of Brooks
Box 879
201-1st Ave. W.
Brooks, AB T1R 1B7
Phone: 403.362.3333

County of Newell
Box 130
183037 Range Road 145
Brooks, AB T1R 1B2
Phone: 403.362.3266

Town of Bassano
Box 299
502-2nd Avenue
Bassano, AB TOJ 0B0
Phone: 403.641.3788

Village of Duchess
Box 158
103-2nd Ave. E.
Duchess, AB TOJ 0Z0
Phone: 403.378.4452

Village of Rosemary
Box 128
103 Railway Ave.
Rosemary, AB TOJ 2W0
Phone: 403.378.4246



www.brooksregion.ca