

Rural Community Adaptation Grant Program

Project Proposal Requirements For

Peace River Airport Business Plan Project

1. *What is the transition your community or region is experiencing, and how are you being impacted?*

The Town of Peace River and its surrounding municipalities have relied upon three main industry sectors – forestry, agriculture and oil and gas. The recent downturn in all three of these sectors is presenting significant challenges for Peace River and other municipalities in the region.

2. *Provide a summary of your project*

See attached Project Summary

3. *Who are your partners on this project? How are they involved?*

Five area municipalities have agreed to provide partial funding towards the development of an Airport Business Plan. These municipalities include:

- Town of Peace River
- Town of Grimshaw
- Northern Sunrise County
- Municipal District of Northern Lights
- Municipal District of Peace River

4. *What are your project's expected benefits and outcomes? How do you think they can be measured? In other words, what does success look like?*

The project will see the development of a comprehensive Business Plan for the airport that will have the support of all relevant stakeholders. This Business Plan will be the blueprint for the governance, revenue generation, and operations of the airport allowing it to grow as a critical part of the economic development infrastructure for the region. Without this Business Plan, the sustainability of the airport is in question.

Coming out this business plan will be a long term governance structure and marketing strategy that will enable the existing Peace River airport to become an integral part of the economic diversification of the region. The airport has readily available serviced industrial land along with good access to northwest Alberta's highway infrastructure. Therefore, success for this project will be the development of a long term business plan

with an appropriate governance plan allowing for the airport becoming an integral part of the regions economic development.

(N.B. This section would benefit from additional info)

5. *What is your ability to successfully complete this project? Who is responsible for project management?*

A Peace River Airport Review Committee has been established to manage the project. This committee consists of:

- 1 member from the Town of Peace River Council
- 1 member from the Northern Sunrise County
- 1 member from the Northern Lights Council
- 1 member from the Town of Grimshaw Council
- 1 member from the MD of Peace Council
- 1 airport staff member
- 3 airport tenant members
- 2 public members
- 2 administrative staff

6. *Provide a schedule of major project activities and milestones*

See attached Project Summary

7. *Provide a project budget including major project costs and major sources of project funding*

See attached Project Summary

8. *Provide most recent financial statements/reports for your organization*

See attached Town of Peace River Financial Statement

9. *Provide any other support documentation as applicable*

Please find attached:

- A copy of the Request for Proposals for the Peace River Airport Review Committee Business Plan
- Terms of Reference for the Airport Review Committee
- Letters of support from the other four municipalities

Peace River Airport Review Committee
P.O. Box 6600
Peace River, AB
T8S 1S4
(780) 624-2574

July 14, 2010

Mr. Gene Zwozdesky
Minister of Health and Wellness
Alberta Health Services
P.O. Box 1360, Station Main
EDMONTON, AB
T5J 2N3

Dear Minister Zwozdesky:

The intent of this letter is to request a meeting between Alberta Health Services and the Peace River Airport Review Committee. The Town of Peace River, in cooperation with surrounding municipalities, has formed the Peace River Airport Review Committee to provide direction on regional governance, business planning and marketing of the Peace River Airport.

The Peace River Airport Review Committee consists of:

- 1 member from the Town of Peace River Council
- 1 member from the Northern Sunrise County Council
- 1 member from the County of Northern Lights Council
- 1 member from the Town of Grimshaw Council
- 1 member from the MD of Peace Council
- 1 airport staff member
- 3 airport tenant members
- 2 public members

The purpose of the meeting will be to jointly discuss the possibilities on how we may work together to keep both the Alberta Health Services Northern Communication Centre and the Operation Centre at the Peace River Airport. The Review committee is most willing to work toward providing you with all necessary physical infrastructure and operating requirements.

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Mr. Gene Zwozdesky
Minister of Health and Wellness
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The first phase of governance review, which culminated in a preferred governance model and business plan, was undertaken with the assistance of an external consultant. Subsequent to completing the business plan, it was noticeable that a marketing plan was required to accomplish the business plan objectives.

The marketing plan will define a strategy with clear timelines and outcomes that enable the Airport Society to enhance and grow this newly formed regional facility. RFP for a marketing plan is underway and the town will soon be selecting a consultant to recommend marketing implementation strategies that support the business plan and to identify operational forecasts, strategic initiatives, and consumer markets supported to develop an attraction package. Focus would be given to the significance of the regional geographical location as well as the positioning opportunity i.e. branding the airport as a regional facility when developing the marketing plan.

Another recent accomplishment to report is about the approval of a million dollar funds from ACAP funds for the airport enhancement which will help achieve the infrastructure and to implement the proposed marketing plan effectively.

I look forward to confirming a meeting at your earliest convenience.

Thank you,

Sincerely,

Berry Heinen
Peace River Airport Review Committee

Carolyn Kolebaba
Peace River Airport Review Committee

c.c.: Hector Goudreau, MLA and Minister of Municipal Affairs
Frank Oberle, MLA and Solicitor General and Minister of Public Security
Ray Danyluk, Minister of Infrastructure



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