



## PROJECTS REPORT

March 2010

### **AROUNDSAMDA.COM**

The community/events portal site is continuing to grow in use and functionality. Many new community groups are using the portal and creating their own mini-sites. Andrea Thornton remains in the position of portal administrator. A new print and e-newsletter has been created, first edition Winter 2010.

#### New portal highlights:

- Oyen: Oyen School Band run by: Parent Band Committee
- MD of Acadia No. 34: Photo Gallery
- Cereal: Cereal Community run by: Tami Olds
- Empress: What's happening in Empress run by: Sandra Sinclair & Tracey Kornelson
- Special Areas: Buffalo Community

### **ALBERTA'S SPECIAL AREA (tourism marketing)**

2010 Marketing Plan is in place- Brochures/Lure cards will be distributed to all Alberta Visitor Information Centre's and other distribution routes. An ad will be placed in the Trail of the Buffalo Guide Book. The [www.travelspecialareas.com](http://www.travelspecialareas.com) website will be promoted on all marketing. In partnership with Travel Alberta our tourism site will undergo SEO (search engine optimization). The site will also get an upgrade from the current software system and will maintain its original look. In partnership with CBL Marketing Committee under Travel Alberta, a number of marketing strategies are under development for 2010.

### **BUSINESS SUCCESS STORIES**

The following Business Success Stories will be complete in April 2010. We hope that these stories provide testimonial about the positive business climate in the region. This completes our goal of 2 success stories/SAMDA community.

#### Newest Editions:

- Special Areas - Preston Hagens Auto body
- Village of Cereal - Leslee's Therapeutic Massage
- MD of Acadia No.34 - Michelle's Salon & Skappak's Farm Supply

### **CANADIAN BADLANDS LTD**

The CBL AGM will be held March 25, 2010. I will be attending Product Development meetings this year and will sit on the sub-committee for the Landowner Tourism Development project.

### **ICCAN PROJECT- Videoconferencing**

The VC network is under construction. We have received a desktop unit for Special Areas No.3 Office and Oyen FCSS office. The Big Country Adult Learning Council has the Regional Site and a desktop unit. Over the next 18 months this network will benefit each SAMDA municipal

partner and will grow significantly with funding from the CIP Grant and the RCAP (Return to Rural).

### **GEOCACHE MARKETING**

The Geocaching Project will get a makeover for 2010. We will provide templates, instruction and materials for community groups to create and manage their own caches.

### **GRANT FUNDING FOR SAMDA**

There is no new funding to report this quarter.

### **RETURN TO RURAL**

Project is well underway. See separate report.

### **SENIORS HOUSING - Oyen Life Lease**

The Oyen Life Lease is moving forward and will be connected to the current Oyen Lodge Build. The Acadia Foundation passed a motion to build 12 Life Lease Suites. There are 10 signed contracts in place. As part of the "technical committee", staff member will continue to attend Acadia Foundation Board meetings, consultant and contractor meetings as required. The technical committee role in the project will end soon as the project has reached the stage where AF will implement. The construction is underway and the foundation of the building is complete.

### **SIGNAGE**

Regional Theme - The artwork for the regional theme is under construction. This project will provide signage options for all SAMDA member communities in the following topics:

- Tourism/Business (within urban or place of business limits)
- Events
- Community Hall Signs

Billboards - The billboard campaign will expand to include: Municipal Advertising, Non-Profit Advertising and Return to Rural Advertising

### **WEBSITES**

Keeping our websites up to date is always a priority. Attention will be given to SEO (search engine optimization for the economic development and tourism sites in 2010.

[www.samda.ca](http://www.samda.ca)

[www.travelspecialareas.com](http://www.travelspecialareas.com)

[www.aroundsamda.com](http://www.aroundsamda.com)

### **WEBSITES FOR SAMDA PARTNERS**

The communities of Cereal, Empress, MD of Acadia No.34 and Special Areas have expressed interest in partnering for funding under the CISP program to develop or enhance their websites. A group application can be submitted via SAMDA.

Christie Dick

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