

PACKAGING LOCAL RESOURCES PROMOTES ECONOMIC ACTIVITIES IN THE NORTH

By compiling a web resource and supporting a brochure of available facilities, service providers, and activities, a northern community has supported and promoted local businesses, industry, and tourism opportunities in their region.

With the Conference Ready Community Project, partner organizations worked together to create the resource enabling local businesses, groups, and organizations to attract small to mid-size trade shows, conferences, and sporting events and host these events locally in St. Paul.



780.624.6274
nadc.council@gov.ab.ca

Northern Trailblazers highlights stories of innovation and development in northern Alberta by showcasing initiatives, programs, and approaches undertaken by communities and businesses across the region.

Photo source: St. Paul & District Chamber of Commerce

PROJECT:

CONFERENCE READY COMMUNITY PROJECT

In 2018, the St. Paul and District Chamber of Commerce, in partnership with Town of St. Paul, County of St. Paul, Community Futures, and Portage College, Canalta Hotel, and Hampton Inn by Hilton in St. Paul, initiated the Conference Ready Community Project. The initiative used existing resources and packaged them together to create a portfolio that promotes local businesses, services, facilities, and activities to raise awareness of the opportunities and attract investment.



The goal of the Conference Ready Community Project is to attract small to medium-sized conferences, shows, and sporting events to the community. This project contributes to increased visitations resulting in local economic development opportunities, workforce development, retention, and expansion of business and the promotion of tourism, recreation, and culture.