

## Rocky View: A community of communities!

Winter 2005

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The Springbank area, south of the Bow River.

### Watch for:

LGAA  
2006 Conference:  
March 15 & 16, 2006  
Red Deer, AB

AAMD&C Spring 2006  
Convention  
March 27 - 29, 2006  
Edmonton, AB

The Municipal District of Rocky View is a large and diverse municipality with over one million acres of beautiful and fertile land. The M.D. surrounds the city of Calgary creating the longest shared boundary with a major city in Canada.

Rocky View considers itself a dynamic “community of communities”, made up of hamlets and rural communities such as Balzac, Bearspaw, Bragg Creek, Langdon and Springbank to name just a few. All of these communities benefit from the close proximity to Calgary and the amenities that it offers.

Community spirit, combined with a rural lifestyle, gives Rocky View communities their “homey” feel.

The fifth largest tax base in Alberta, Rocky View’s growing economic success is being

fueled by growth and development in the Shepard area east of Calgary, Langdon and Bragg Creek and north along Highway 2. According to David Kalinchuk, Economic Development Manager for Rocky View, “Highway 2, the Calgary – Edmonton Corridor, is a tremendous asset for investment and growth in Rocky View”.



Canola field in the Kathryn area.

Rocky View has been very successful in communicating and marketing, both nationally and internationally. Print materials and investment reports have been routinely garnering national awards each year. Most recently, Rocky View’s Agricultural Profile was recognized by the

International Economic Development Council with an award for Excellence

in Economic Development. Mr. Kalinchuk states that, “The Province of Alberta is being recognized as a major economic force in North America and we want Rocky View to share in that”.



Photo credit: Travel Alberta

**Membership Renewals**

As the end of the year draws near, it is time for membership renewals. Invoices for member renewals will be forwarded in the first two weeks of December, allowing for payment out of 2005 budgets if members prefer to do so.

As announced at our recent AGM, the renewal notices for 2006 show a 10% increase. The increase is simply a reflection of the rising cost of doing business. As a not-for-profit organization, membership fees are used for the ongoing operation of AlbertaFirst.com, including items such as webhosting and maintaining the BAIS database and purchasing statistics.

**Early bird incentive**

For those early bird members renewing by February 15th, we will draw one community name at random and feature that community in our newsletter and on the website for one month. With more than 10,000 website visitors per week, that's a whole lot of additional exposure! If you have not received your renewal notice by December 15th please contact Doug at the AlbertaFirst office at 427-5374, toll free at 866-209-5959 or email to [info@albertafirst.com](mailto:info@albertafirst.com).

**Annual general meeting recap**

AlbertaFirst.com held its annual general meeting on October 1st, in conjunction with the Economic Developers Association of Canada's (EDAC) annual conference. The event was held in Edmonton and attendance for the three day conference was the highest ever for an EDAC conference. Congratulations to the Greater Edmonton Growth Team for organizing this terrific event!

Highlights of our AGM included an election that saw two new additions to the AlbertaFirst.com board of directors. The two new directors are Michael Roy of High Level and Louise Kidney representing the Town of Three Hills. Board Chair Keith Crush presented gifts of appreciation to outgoing board members Larry Horncastle and Dan Dibbelt for their invaluable contributions to AlbertaFirst.com. We wish Larry and Dan all the best. They will be missed.



Board Chair Keith Crush presents outgoing board member Larry Horncastle with a token of appreciation



Board Chair Keith Crush presents outgoing board member Dan Dibbelt with a token of appreciation

The Alberta Real Estate Association (AREA) was presented with the first ever President's Award for past contributions and ongoing support of AlbertaFirst. AREA Past-President Wayne Moen was on hand to receive the award. AREA has been a longstanding industry partner of AlbertaFirst.com, providing the commercial real estate information on the website. They continue to support and promote AlbertaFirst throughout the year in their advertising and at industry events.

The recognition of excellence did not stop with board members as winners of the third annual Community Profile Contest were also announced (see page 4 for more details on the winners).

AlbertaFirst.com would like to thank all members that attended this year's AGM and made it a successful event.

**Season's Greetings:**

In warm appreciairon of our association during the past year, the board and staff of AlbertaFirst.com would like to extend our very best wishes to all of our members and stakeholders for a happy holiday season and a prosperous New Year!



# Ask the expert: Functional table of contents

**NOTE:** For this issue of the newsletter we asked Scott Kelly, (Economic Development Officer for the Manning & Area Economic Development Society), if he would share his knowledge of creating a functional table of contents for community profiles. By implementing a functional TOC, you eliminate the need to scroll to find the information you are looking for. The following are Scott's directions:

When creating or updating online profiles I have always looked for ways to make them more functional to complement the visual appeal and content. This past summer I stumbled upon such an idea that has garnered favourable feedback. Now I will attempt to assist you in creating your own directory/ table of contents should you so wish.

Below, I am employing two graphics that I will use to explain not only the technical aspects of implementing Links and Anchors within a profile (same page), but also provide a couple of hints in making the most of them.



The anchor consists of <a name=...>, for example: <a name=directory> The text does not show on the screen, unlike the link, it is just telling the computer where the link is anchored. You must have the same term for the anchor as you do for the link otherwise it will not work because the computer will not know where to look.

A couple of hints when implementing a directory/table of contents - the first is easy, and you may have latched onto it already: always give the user the option of returning to the directory (again, circled on the second graphic).

The second one, and this takes a bit more thinking...but not much: always put the anchor in the section preceding the one that the user is seeking. For example, I have the anchor for 'Location' in the 'Area Overview' section, but when it gets clicked it produces the screen you see in the second graphic. If you put the anchor in the 'Location' section, you would not get the title on the screen. It is a small thing, but quite relevant.

Now, if you have made it this far, I think it is time for a reward. Below is the code for the directory/table of contents. The <li> tag is a bullet. By looking at the order, you can see where you should put your anchors (remember, in the preceding section...except in the 'Welcome' section which is not possible). Now, I realize that I could have started with this but I thought of it later, and by then I had spent too much time on the graphics.

Table of contents code:

```
<li><a href="#areaoverview">Area Overview</a>
<li><a href="#location">Location</a>
<li><a href="#economicbase">Economic Base</a>
<li><a href="#economicfacts">Economic Facts</a>
<li><a href="#utilities">Utilities</a>
<li><a href="#taxation">Taxation</a>
<li><a href="#transportation">Transportation</a>
<li><a href="#communitylifestyle">Community Lifestyle</a>
<li><a href="#education">Education</a>
<li><a href="#postsecondaryeducation">Post Secondary Education</a>
<li><a href="#healthcare">Health Care</a>
<li><a href="#emergencyservices">Emergency Services</a>
<li><a href="#communityservices">Community Services</a>
<li><a href="#climate">Climate</a>
<li><a href="#keycontacts">Key Contacts</a>
<li><a href="#demographics">Demographics</a>
```

As mentioned you need a link and an anchor. Links contain <a href=#...>...</a>. In my example it is:

<a href=#directory>Directory</a> (example of what that text looks like is circled at the bottom of the second graphic).

**Ask the expert continued on page 4...**

# Community profiles recognized!

## Web Stats

### Visitor Sessions

Sept 2005	47,496
Oct 2005	50,953
Nov 2005	50,307

### Average Number of Daily Visitor Sessions

1645

### Community Profile Downloads

Sept 2005	18,343
Sept 2004	13,007
Oct 2005	19,205
Oct 2004	11,051
Nov 2005	17,555
Nov 2004	14,048

### Business & Commercial Property Downloads

Sept	44,489
Oct	46,666
Nov	42,767

The third annual Community Profile Contest has wrapped up with winners being announced at the annual general meeting on October 1st. The winning entries were the Town of High Prairie, Woodlands County and the M.D. of Rocky View in the respective categories of small, medium and large communities.

Judges for this year's contest were suitably impressed at the level of sophistication in the profiles. One winning entry featured a functional table of contents that eliminates the need to scroll through sections to locate specific information. Another entrant used a video message in their profile while others used streaming text and animation. Overall content has improved in most profiles with the information being much more relevant and concise than in previous years. Clearly, members are finding new and innovative ways to showcase their communities on AlbertaFirst.com.

Coincidentally, one of the sessions during the fall EDAC conference was on community profiles presented by Glen Mair of MMK Consulting. MMK had been commissioned

by the federal government to prepare a report on community profiles in relation to their site, [www.investinCanada.gc.ca](http://www.investinCanada.gc.ca) and what constitutes a good community profile. In his presentation, Glen outlined some best practices for compiling community profiles. Glen pointed out some website best practices characteristics as being:

- intuitive and easy to find,
- relevant data,
- data requirements allow for one-stop shopping,
- site specific real estate data and relevant links.

AlbertaFirst.com is striving to ensure that we are using these best practices.

AlbertaFirst.com will be featuring each of the contest winners in upcoming issues of the newsletter with Rocky View being covered in this issue.

## Ask the expert continued...

I would encourage anybody working on profiles to check out the many HTML sites on the internet. This is one of my favourites: <http://www.htmlcodetutorial.com/> It is quite simple and I am relatively sure that they are not infecting my computer with viruses. I realize this

has been a whirlwind tour of this topic and if you have questions please feel free to contact me at: [maeds1@telus.net](mailto:maeds1@telus.net), or at 780-836-3340. I am always willing to do what I can to assist with the enhancement of community profiles on AlbertaFirst.com.

Scott Kelly

## Did you know?

There are currently over 3500 businesses, municipal and commercial property listings on AlbertaFirst.com.

## Our Mission

To provide and manage a superior set of information products and tools to support and enhance the economic development efforts of member municipalities, regional alliances and partners.



Photo credit: Travel Alberta