



Canadian Badlands Ltd.

Fact Sheet

What is Canadian Badlands Ltd.?

It is a not-for-profit-company formed by a group of municipal government leaders to develop the Canadian Badlands.

Specifically, it is a group of municipalities from southeastern Alberta who decided that unity and partnership would result in strength-in-numbers benefits for all of them. In 2003, they formed a Canadian Badlands Municipal Steering Committee to explore opportunities for developing and promoting the greater Canadian Badlands Region. In the fall of 2005, and working on behalf of the steering committee, His Worship Doug Jones, Mayor of Oyen, met with mayors and reeves throughout the Canadian Badlands to gain their support for creating a not-for-profit company. That company was officially created on August 15, 2006.

What will the company do?

Its goal is to make the Canadian Badlands a highly-recognizable tourism destination, to make people want to visit and explore the region.

It plans to focus on four key themes:

- Natural history and dinosaurs;
- Aboriginal history and current culture;
- Settlement and industrial development and the arts; and
- Recreation opportunities available in the region.

How will this company be funded?

An annual levy of \$0.10 per capita, to a maximum of \$5000, will be collected from each participating municipality. Alberta Economic Development has committed \$70,000 to support administration of the company in its founding year. Alberta Economic Development will also provide an additional \$250,000 in support for the 2007-08 fiscal year.

What has been achieved to date?

A Web site, www.CanadianBadlands.com, has been developed and six self-guided driving tours have been created. Six more tours are being developed.

Four committees have been set up and are already at work – Research, Product Development, Marketing, and Finance.

What is the structure of the company?

On October 20, 2006 the company held its first annual general meeting, appointed the board of directors, and elected its first officers. The board is made up of 11

representatives of the region and three ex-officio members, one each from Travel Alberta, Alberta Economic Development, and Alberta Community Development. Nine of the 11 board members of the Canadian Badlands Ltd. are:

- President Doug Jones, Town of Oyen
- 1st Vice-President Karen Ann Bertamini, Town of Drumheller
- 2nd Vice-President Ray Bryant, Town of Taber
- Treasurer Laverne Erickson, Wheatland County
- Secretary Garth Vallely, City of Medicine Hat
- Marketing Committee Representative Lynette Nelson, Special Areas Boards #2, 3 & 4
- Development Committee Representative Anne Marie Phillips, County of Newell #4
- Research Committee Representative Ray Telford, Town of Drumheller
- Board Member David Lord, Town of Irricana

Two additional board members will be appointed from the southwestern region of the Canadian Badlands.

What part of Alberta is covered by this company?

The company members represent the southeast quarter of Alberta, the region from Stettler in the north, to the Montana border and from just east of the Highway 2 corridor to the Saskatchewan border.

Who are the founding members?

Nearly half of the municipal governments in the region are part of the founding group – 31 of a possible 65 governments. At the annual general meeting, three more municipal governments joined the company, bringing the total to 34.

City of Brooks	City of Medicine Hat	County of Forty Mile No. 8
County of Newell	County of Warner No. 5	County of Wheatland
Cypress County	Kneehill County	Special Areas Board #2
Special Areas Board #3	Special Areas Board #4	Town of Bassano
Town of Coalhurst	Town of Drumheller	Town of Hanna
Town of Milk River	Town of Oyen	Town of Redcliff
Town of Taber	Village of Acme	Village of Beiseker
Village of Carbon	Village of Cereal	Village of Consort
Village of Delia	Village of Empress	Village of Foremost
Village of Hussar	Village of Irricana	Village of Linden
Village of Munson	Village of Stirling	Village of Warner
Village of Youngstown		

Can other municipal governments in the area join the company?

Yes. Interested municipalities are encouraged to contact the Board of Directors.

Who can I contact for more information?

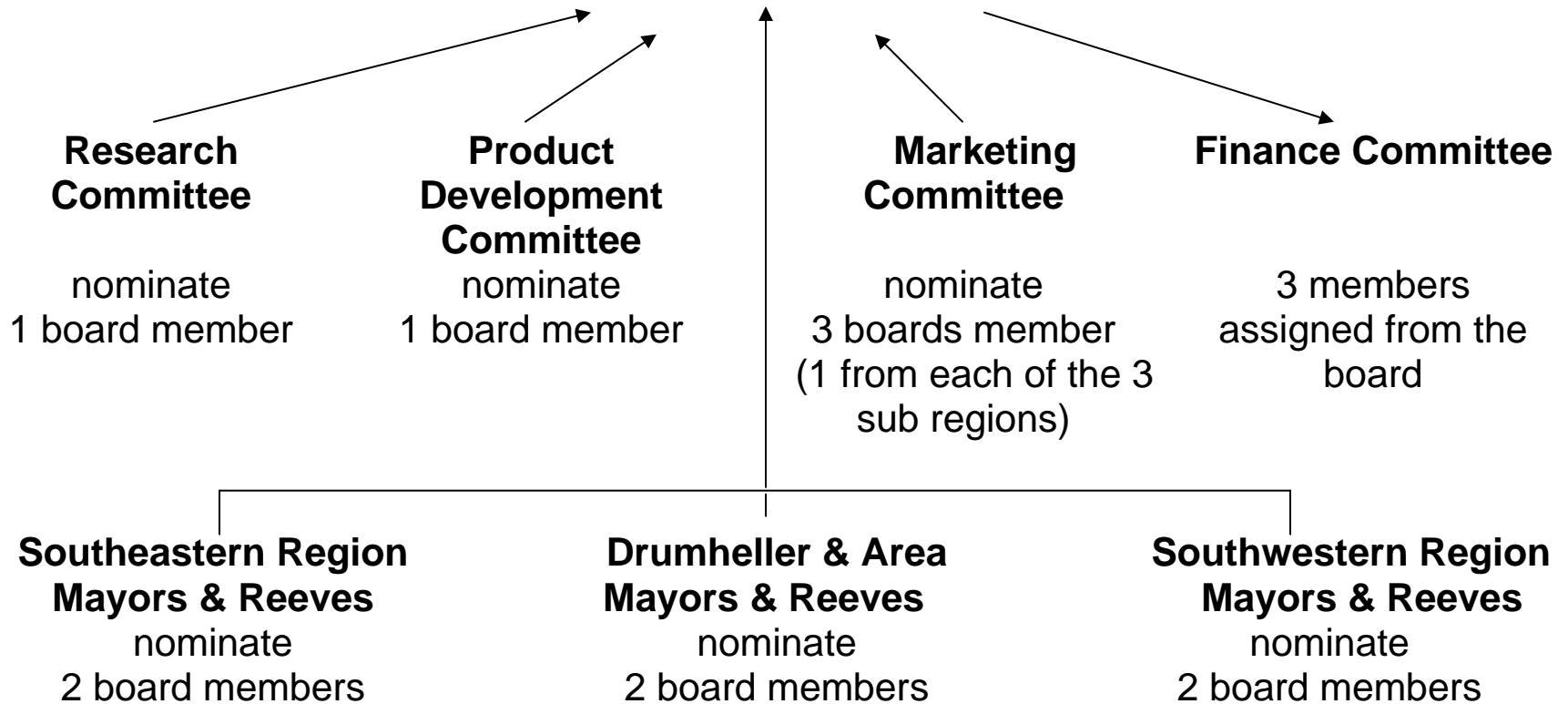
Oyen Mayor Doug Jones, (403) 664-0560

Medicine Hat Mayor Garth Vallely, (403) 529-8220

Drumheller Acting Mayor John Sparling, (403) 823-5500

Canadian Badlands Ltd.

Board of Directors



Ex-officio: 1 representative each from Travel Alberta, Alberta Economic Development and Alberta Community Development