



**Grow with us.**

**COMMUNITY  
PROFILE**

— 2023 —

**Flagstaff County  
Economic Development**  
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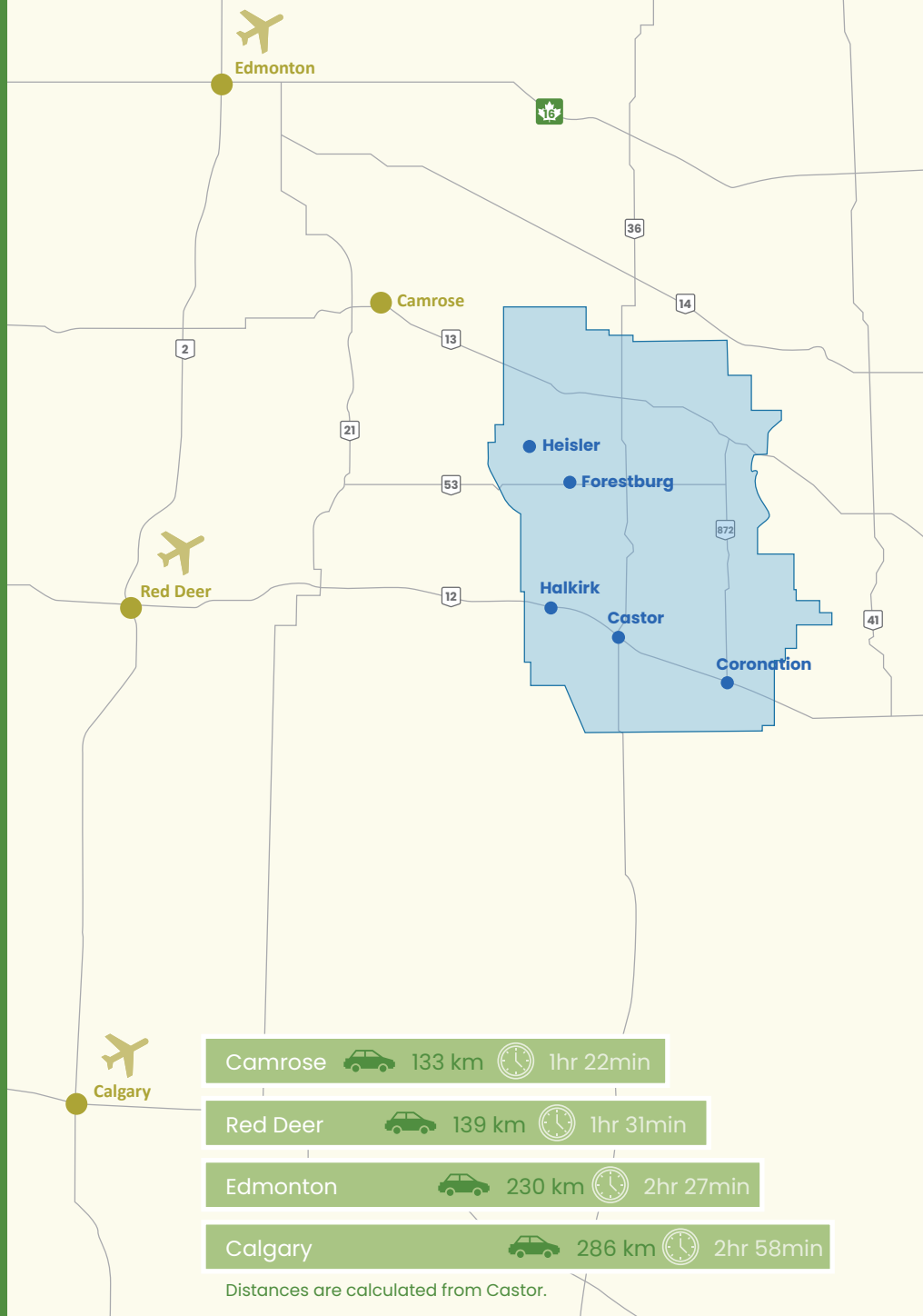
# About BREOC

Together, the counties of Flagstaff and Paintearth, the towns of Castor and Coronation, and the villages of Forestburg, Heisler, and Halkirk form the Battle River Economic Opportunities Committee (BREOC). BREOC was formed to tap into our collective strengths and resources as a region, with the goal of bolstering our local economy and making our region a better place for our citizens.

Here you can experience the meaning of rural, affordable, and family friendly living! We are a region that believes in ourselves, our strengths, and our future and we invest in curating a beautiful lifestyle for our citizens. Our spirit of resilience and grit is rooted in our history of agriculture and energy that drives us to innovate, create opportunity, and cultivate a community that can be enjoyed by all.

The Battle River Region is the epicenter of East Central Alberta and a key junction within the province. We are a unique convergence point for producers, processors, transporters, and retailers for our major sectors. This is highlighted by our sophisticated infrastructure which includes a variety of transportation networks and economic development supports.

More and more families are choosing the Battle River region every year because of our economic opportunities, central location, abundance of local food, and affordable rural living. This is the place for you, your family, and your business, to call home!

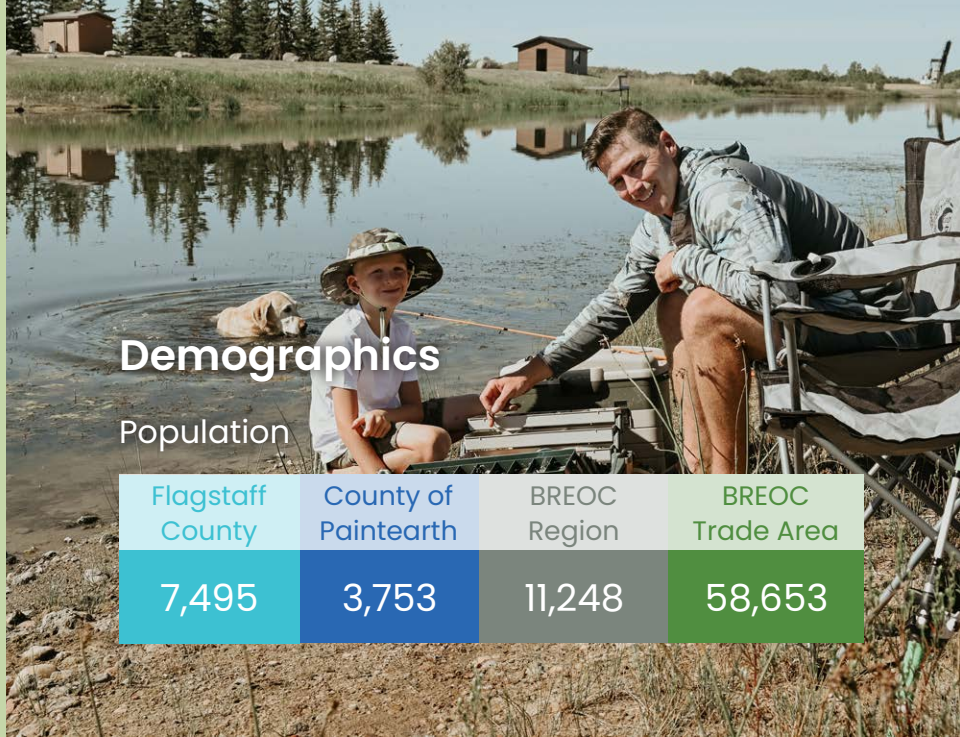


“ I have been overwhelmed with the support and resources that are available and provided to my business each year. The initiatives created through BREOC, and others are unparalleled by any other region. These resources provide local business owners not only the security and support to continue to grow, but also the confidence to tell others to start and build a business in our region. ”

Lisa Layden, Owner, Benchmark Hearing Centre

# Who we are

Our Region of 11,000 strong is constantly evolving. We contain a diverse and thriving population full of growing young families, professionals, business owners, and retirees. Our affordability and quality of life is increasingly attracting professionals/entrepreneurs looking for a great place to live who can then connect to the rest of the world and work from home.



## Demographics

### Population

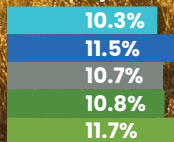
Flagstaff County	County of Paintearth	BREOC Region	BREOC Trade Area
7,495	3,753	11,248	58,653

## Age Distribution

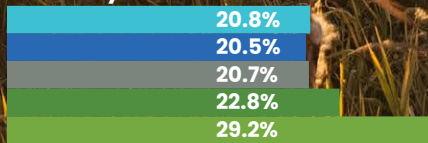
### 0-14 years



### 15-24 years



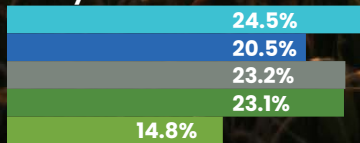
### 25-44 years



### 45-64 years



### 65+ years



## Education

	Flagstaff County	County of Paintearth	BREOC Region	BREOC Trade Area
Post-Secondary (University, College)	865	465	1,330	8,235
Apprenticeship	229	425	654	5,389
High School	556	825	1,381	12,886
No Certificate	391	730	1,121	9,481

- Flagstaff County
- County of Paintearth
- BREOC Region
- BREOC Trade Area
- Alberta

## Did you know?



BREOC has a higher entrepreneurship rate than the national average. Over 17% of our population are business owners, compared to the national average of 12%.





# Business Environment

Over 700 businesses call the BREOC region home. The region offers proximity to a large affluent market, a skilled workforce, and competitive business costs. Our existing private sector has demonstrated their strength in energy, tourism, and agriculture which provides our engine of growth and the foundation for further development.

We offer existing businesses and start-ups a comprehensive suite of supports, making moving here and developing a business a venture worth exploring.

“ As a business owner, I have been the beneficiary of a tremendous amount of assistance, which has allowed me to move forward in expanding my business and opening a new store front location. I grew up locally and have lived in larger urban centres, but the level of service cannot compare to the professional programs, resources, and assistance that I have encountered here! ”

Shirley Damberger, Owner/  
Operator – HOM of Well Being

## Business Supports

Relocating to a new region can be a challenging and daunting project, particularly if you are a business owner and are choosing to move your existing business or start a new venture. In recognizing this, BREOC provides a suite of business support services and programs designed to assist every client in establishing and growing their operations in the region, effectively and with ease.

- Business Support Program
- Succession Program
- Business Seminar Series
- Social Enterprise Program
- Thought Exchange Program
- Concierge of Programming

## Labour Force

Employment Category	Flagstaff County	County of Paintearth	BREOC Region	BREOC Trade Area
Participation Rate	66.8%	72.3%	68.6%	67.2%
Unemployment Rate	7.6%	7.9%	7.7%	8.5%
Workforce	3,995	2,090	6,085	31,275

## Income

	Flagstaff County	County of Paintearth	BREOC Region	BREOC Trade Area
Median Household Income	\$83,670.02	\$74,920.69	\$80,750.72	\$76,841.51

Source: Statistics Canada, 2020

## Did you know?



BREOC economic development organizations regularly win awards at the national and provincial levels for their support of local business.

# Major Sectors

Our region has a long history of not only embracing industry but celebrating it. BREOC has struck the perfect balance of industry and quality of life through generations of fostering the business environment that fosters agriculture, energy, healthcare, and retail.

“ We enjoy the grass roots nature of the BREOC region and the fact that such great products are designed, manufactured, and sold from outside of the major centres. We have cultivated great working relationships with like-minded local suppliers who share the same approach, and we grow together. Many of our employees prefer the lifestyle that accompanies the more rural setting as well. ”

Kirby Nantias, Prism Integrated Solutions Inc.



## Value Added Agriculture

The BREOC region's arable lands, abundance of sunshine and extensive irrigation networks makes it an ideal place to produce agricultural products and as a result, it is also a desirable area for value-added agriculture businesses and organizations to launch, thrive, and grow.

## Energy

From Alberta's oil confluence with the Hardisty Tank Farm to their mining sector, the region is a global player. The region is consistently looking to innovate and has retooled to diversify and adapt to the ever-shifting economic landscapes.

## Retail and Consumer Services

From our premiere business support organizations to our low cost of doing business, BREOC offers an environment that breeds success for start-ups, particularly within consumer services. We have over 688 businesses within the region and a growing business community.

## Health and Wellness

Healthcare is a key sector in the BREOC region and one that is continually growing. Not only are there multiple hospitals across the region offering 24/7 emergency services, but the continuum of health and wellness has always been present within our communities. Our healthcare services are continually growing to meet our region's ever-increasing demand.

## Did you know?

The Hardisty Energy Terminal has approximately 14 million barrels of storage potential and they are involved in transporting approximately 25% of all oil exported from Western Canada.



## Did you know?

Major companies have been operating within the BREOC region for over 80 years, speaking to the region's vast history in multiple industries.



# A Lifestyle for Everyone

In BREOC, the outdoors is more than an economic contributor, it is ingrained into our way of life. Surrounded by the prairies and open skies, we are treated with bright, sunny days and upwards of 2200 hours of sun every year. This provides an ideal environment for camping, hiking, and the limitless leisure activities at our disposal.

## Recreational Opportunities Within a 45-Minute Drive

You can enjoy our recreational assets including multiple provincial parks, ball diamonds, arenas, sports fields, pools, and parks throughout the region. We are also home to some of the best moose and deer hunting throughout Alberta.



8+ Swimming Pools



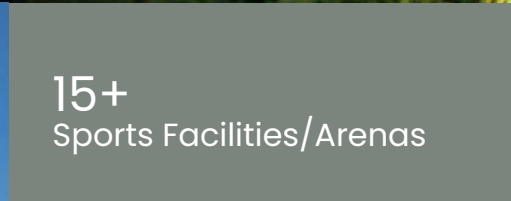
19+ Golf Courses



15+ Campgrounds



2 Provincial Parks



15+ Sports Facilities/Arenas



11+ Baseball Sportsplex







## Living Here

BREOC offers advantages to its citizens in housing options, education, and healthcare amenities.



## Education

Our school districts take great pride in servicing our region. They understand that youth are the future of our region's sustainability and growth and cultivate this next generation of leaders, entrepreneurs, and citizens. Our smaller class sizes allow for our children to get the attention they need to succeed.

### Post-Secondary Schools

BREOC's school districts have partnerships with the following post-secondary institutions:

- Olds College of Agriculture and Technology
- University of Alberta - Augustana Campus

### Schools within our Region

- Gus Wetter School K-12
- Theresetta Catholic School K-9
- Coronation School K-12
- Killam Public School K-9
- Central High School
- Sedgewick Public School K-12
- Forestburg School K-12
- Daysland School K-12
- Brownfield School K-9

## Housing

If you are looking for a home, BREOC offers some of the most affordable housing options in Alberta, perfect for a first-time home buyer or someone looking to expand to the acreage lifestyle. Our communities offer access to any individual or family looking to live in a safe, welcoming, and natural environment.



## Access to Healthcare

Health amenities are bountiful in the area. There are several family practices and clinics throughout the region and gaining access to top-tier healthcare and medical practitioners is seldom an issue. In fact, we frequently have individuals visit from outside the region who visit due to our low wait times. Our healthcare amenities include:

- 5 Hospitals
- 5 Acupuncturists
- 5 Medical Clinics
- 2 Naturopaths
- 2 Hearing Clinics
- Multiple Massage Therapists
- 5 Dental Clinics







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