



Brazeau County

5516 Industrial Road, P.O. Box 77, Drayton Valley, Alberta T7A 1R1
Phone (780) 542-7777 - Fax: (780) 542-7770
www.brazeau.ab.ca

Dear Interested Operator:

Thank you for considering starting up a tourism operation within Brazeau County. The prosperity and quality of life of our municipality hinges on the strength of it's business and tourism community, so we thank you for choosing to start your tourism business here.

This booklet is designed to provide information which may help you start up your Bed and Breakfast business including: Contact & Resources sheet which has a list of resources for starting up and maintaining a business, Business Plan information package, a pamphlet designed as a guide when considering a Bed and Breakfast business, and Business Development Permit Application with attached Services Consent Form. The Services Consent Form allows you to have access to our free marketing tools which will aid in the prosperity and growth of your business.

If you have any questions regarding any of these services, or would like to make an appointment to discuss your business, please do not hesitate to call.

Yours Truly,

Kelly Starling
Director of Economic Development
Brazeau County
(780) 542-7777 - Phone
(780) 542-7770 - Fax
www.brazeau.ab.ca



100^{km} KITCHEN PARTY

If opening a Bed & Breakfast is something you have in mind, this pamphlet is designed to offer suggestions and make you aware of things to consider.



CONTACT INFORMATION

Brazeau County: 780-542-7777
Brazeau Regional Tourism: 780-542-7529
Village of Breton: 780-696-3636
Town of Drayton Valley: 780-514-2200

ASSOCIATIONS

Alberta Bed & Breakfast Association
www.bbalberta.com

Alberta Central Bed & Breakfast Association
[Bbcanada.com/associations/Alberta central](http://Bbcanada.com/associations/Alberta%20central)

Alberta Country Vacation Association
www.albertacountryvacation.com

OTHER RESOURCES

BUSINESS LINK

100, 10237—104 St.
Edmonton, AB
1-800-272-9675
www.canadabusiness.ab.ca

COMMUNITY FUTURES CAPITAL REGION

5006—50 St.
Stony Plain, AB
780-968-7013
www.cfcapitalregion.ca



Tourism Development Series

How to Operate a Bed & Breakfast



There are many reasons why people decide to operate a Bed & Breakfast. Certainly, the opportunity for making money and/or supplementary income is a strong incentive for some individuals. Others view it as an opportunity to meet interesting people from other parts of the province, nation or world and sharing and exchange of cultural experiences and information. Whatever your reasons, remember that a Bed & Breakfast operation is a business. Prior to committing yourself to this business, consider the following:

Location: Will your facility be in a residential, commercial or rural area? How will your neighbors feel about you operating a B & B? Will you B & B be easy to find or require a great deal of signage?

Time: Preparing breakfasts, cleaning rooms, washing linens and doing maintenance is just a small part of the time commitment. You must also be available for taking reservations, marketing and bookkeeping. How are your organizational skills?

Money: In adapting your home to receive guests, some renovation and improvements may be required: new furniture, bedding, linens, towels, wash-room amenities, etc. You will need to consider marketing, brochures, and insurance. Do you have the money to get started?

Privacy: Opening your doors to strangers show are also paying guests will necessitate some realignment of your personal family habits. There will always be some intrusion on your privacy. Are you prepared to give up your privacy?

People: Every individual has different needs and expectations. The Bed and Breakfast host should be prepared to recognize these differences when dealing with her guests and exercise a high degree of tolerance and Understanding. The conscientious host is always prepared to meet the challenge and enjoys dealing with all types of individuals.

WHERE DO YOU START?

Research, research: This is an area that is so important that you cannot overlook it. Contact the associations listed in this pamphlet and talk with operators already running B & B's. This should give you an idea of what type of operation you would like to operate. For a more detailed self help guide, including calculating start up costs, insurance, taxes and bookkeeping please refer to the enclosed website copy of "Starting a Bed and Breakfast". Also, read and review the enclosed Health and Development and Operation Guidelines enclosed in this package.

Business Plan: Depending on the size of your operation and if you will be requiring financing, you should complete a Business Plan. The Business plan doesn't need to be a huge undertaking and it can be a very simple document. In addition to the Business Plan, using the documents available in this package can also help you begin the first steps of opening a B & B, including calculating start up costs, renovations if necessary, furniture, linens, marketing costs including advertising, brochures, website and association membership. If you would like help in completing a Business Plan, the Business Link and Community Futures Capital Region are excellent resources.

Provincial Regulations: There are a number of Provincial Agencies that you will need to check with. If you are serving food, you will need to check with the Capital Health Region. You will also need to check the Public Housing Regulations. Please refer to the enclosed Alberta Health—Bed and Breakfast Health Standards and Guidelines for more information.

Insurance: Adequate insurance coverage, particularly in the area of personal liability is a must. It is your responsibility to contact your insurer and advise them of your intention to provide a Bed and Breakfast for paying guests. Request written confirmation that you have proper coverage. As a general rule, comprehensive personal liability insurance (minimum of one million dollars) should be obtained.

Operating Permits: The next step is to contact your municipality regarding whether the operation of a B & B facility is allowed under the existing zoning for your area. You may then apply for a Business Development Permit, a copy of which is enclosed in this package. **Brazeau County: 780-542-7777; Town of Drayton Valley: 780-514-2200 & Village of Breton: 780-696-3636**

Income Tax: The Income Tax Act is extremely complicated. Any change in the status of the family home through the generation of income/expenses may impact the individual host in a positive or negative manner. It is imperative that each individual operator seek professional advice about how the operation of a B & B home will affect their own unique tax status. Depending on the size of your establishment, you may be required to collect a hotel tax. You will also need to register for a GST number in order to both pay and collect GST. For further information, contact:

Hotel Tax: Tax & Revenue Administration, Alberta Revenue, Edmonton Area—780-427-3044;
GST: Canada Revenue Agency—1-800-959-5525.

Marketing: Marketing can be very expensive or it doesn't have to be. A large number of tourists today are using the internet to plan their vacations. A website could be your most valuable marketing tool and you may be surprised at how inexpensive it can be. Contact Brazeau Regional Tourism for more information.

Get Ready for Guests: Once your guests arrive, they will want information about the community. Take the time to gather up swimming pool and gym schedules, maps of the area, walking paths and any tourism sites such as the museum, which you may give them. Some B & B's will have sample menus on hand of the local restaurants.





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CONTACTS & RESOURCES:

1. Community Futures Alberta – They offer information on creating a business plan, guide to financial support when starting a business and other valuable information. Their website is: www.cfcapitalregion.ca.
2. Alberta Canada – has great information and links to other sources for small to medium sized businesses. Their website is: www.albertacanada.com.
3. Government of Alberta Sustainable Resource Development – www.srd.alberta.ca.
4. Alberta Business Link – www.canadabusiness.ab.ca.
5. Bizpal Alberta – Online business permit and license service that saves time spent on paperwork and helps entrepreneurs start up faster. www.bizpal.alberta.ca
6. eHow – Online guide on how to start up a business. www.ehow.com.
7. Startupbizhub – Online guide on how to start up a business. www.startupbizhub.com.
8. Starting a Bed & Breakfast – www.canadabusiness.ab.ca.
9. Alberta Tourism, Parks and Recreation – www.tpr.alberta.ca.
10. Travel Alberta – www.travelalberta.com.
11. GAER – Grande Alberta Economic Region – contains useful information about starting up a business. The website is: www.grandealberta.com. You may also contact Helen Kelleher-Empey who is the Tourism Development Specialist for the Grande Alberta Region.
12. Eagle Point-Blue Rapids Parks Council – Tourism and Economic Development contact is Angela Airey, Their website is www.epbrparkscouncil.org.
13. The Brazeau County – www.brazeaucounty.com, offers a number of services to its businesses free of charge. Contact Kelly Starling, Director of Economic Development.
 - **Website Business Directory** - the Brazeau County has a great website and within it we offer a Business Directory, where we will list your business for you free of charge.
 - **Home Based Business and Agricultural Directory** - our Home Based Business Directory includes all those home based businesses which want to be listed there, and is distributed at the front counter of the County office and with each Welcome Package that is sent to new residents and businesses.
 - **Information Forwarding** - Businesses who wish to take part in this service are forwarded information on Marketing, Exporting, Importing and the Internet as it comes available from outside agencies.
 - **Customized Services** - often businesses will come to us for help in specialized areas that are significant to their business i.e. business plans, finding contacts in other agencies etc. We are more than happy to help.
14. Brazeau Regional Tourism – Contains information on local tourism attractions and provides opportunities for local Tourism Operators to advertise at reasonable rates. The website is: www.brazeautourism.com.