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 Campground 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 Campground 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

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

In Brazeau County, there are two types of campgrounds:

- Rustic—No services, out houses
- Full Service—full service hook up

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 Camping Association
780-427-6605
www.albertacamping.com
info@albertacamping.com

Alberta Hotel and Lodging Association
1-888-436-6112
www.ahla.ca

Go RVing Canada
1-888-467-8464
www.gorving.ca

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 open a Campground

Tourism Development Series: How to open a Campground

INTRODUCTION

No matter what your reason is for opening a campground the first thing you need to keep in mind is that it is a business and you must treat it as a business.

FIRST THINGS FIRST:

Find out if the campground you are planning on opening is allowable in your area by contacting the Planning & Development Department of Brazeau County. This should be the first step because this can prove to be a lengthy process.

THINGS TO CONSIDER:

People: How are your people skills? Do you enjoy having people around? How will you handle overflow?

Time: Are you willing to put in the time required? Are you willing to hire people to do the work you do not have time to do?

Seasons: Will the different seasons affect your business? Will you be open year-round or will it be seasonal?

Bans: Can you enforce fire bans? How will you monitor that fire bans are being followed?

Costs: Developing a serviced campground can be costly. Do you have the funds to cover start-up costs? How will you handle debt and expenses? Will you need funding or a loan?

RESEARCH is crucial when beginning to establish any business. Start by contacting the Associations listed on the back of this pamphlet for necessary information.

BUSINESS PLAN is a complete analysis of your projected business including all aspects. A business plan will help make your dream a reality. Help with business plans can be found through Business Link or Community Futures Capital Region or others we have as a reference. The contact information for both can be found on the back page of this pamphlet and on our Contacts and Resources sheet.

- Staff
- Equipment
- Advertising
- Signage
- Insurance
- Permits

Brazeau TOURISM

QUESTION:
"I am interested in owning and operating my own campground. Can you tell me where I could get information on starting a campground?"

BUILDING A CAMPGROUND IN THE BRAZEAU COUNTY

So you want to start a campground? By "start" do you mean build or buy?

If you want to build a campground, there are many reasons to open a campground in Brazeau County. Campgrounds are very popular tourist destinations within the County and there is always room for new campgrounds to open and offer their facilities to the public.

Welcome Home Brazeau County

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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. Alberta Tourism, Parks and Recreation – www.tpr.alberta.ca.

9. Travel Alberta – www.travelalberta.com.

10. 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.

11. Eagle Point-Blue Rapids Parks Council – Tourism and Economic Development contact is Angela Airey, Their website is www.epbrparkscouncil.org.

12. 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.

13. 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.