



# 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](http://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 Fishing Tour 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 Fishing Tour 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](http://www.brazeau.ab.ca)



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



Fishing Tours are a form of relaxation that follows the growing trend of tourism; a combination of education and recreation. Outdoor lifestyle combined with a relaxing atmosphere surrounded by fellow anglers, friendly people, lakes and rivers and fish fries in the fresh outdoors creates an attractive holiday getaway for tourist!



#### 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 Fish & Game Association  
[www.afga.org](http://www.afga.org)

Fishing Alberta  
[www.fishingalberta.com](http://www.fishingalberta.com)

My Wild Alberta  
[www.mywildalberta.com](http://www.mywildalberta.com)

Government of Alberta  
Alberta Regulations and Special Licensing Draws  
[www.albertaregulations.ca](http://www.albertaregulations.ca)

#### RESOURCES

**BUSINESS LINK**  
100, 10237—104 St.  
Edmonton, AB  
1-800-272-9675  
[www.canadabusiness.ab.ca](http://www.canadabusiness.ab.ca)

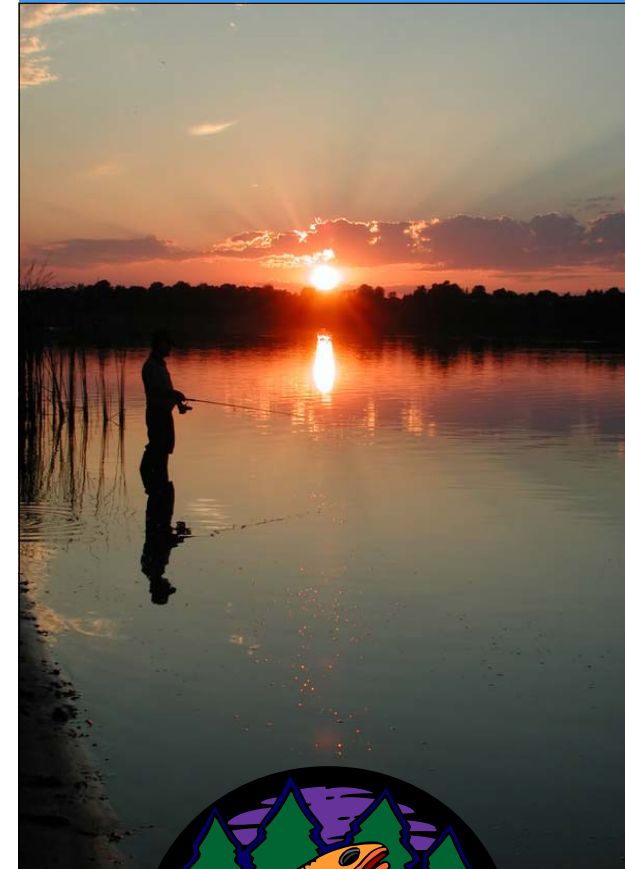
#### **COMMUNITY FUTURES CAPITAL REGION**

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



## **Tourism Development Series**

# **How to start a Fishing Tour Business**



# ☰ Tourism Development Series: How to start a Fishing Tour Business



## INTRODUCTION

Whatever the reason for starting a Fishing Tour business, always remember that it is a business and should be treated as such.

## FIRST THINGS FIRST:

Find out if the proposed Fishing Tour is allowable in your area by contacting the Planning and Development Department of Brazeau County. Occasionally, this can be a timely process.

## THINGS TO CONSIDER:

**Location:** Where will your Fishing Tour be located? Is it easily accessible to the public?

**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? Do you have the organizational and time management skills? Is your tour going to be on a lake or river? Do you have the supplies including boats, water apparel or fishing equipment?

**Seasons:** Is your Fishing Tour going to be affected by the seasons? Will you have an ice fishing tour in the winter? Will you have sufficient activities to keep it open year round to the public?

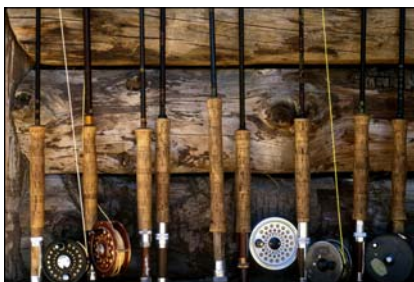
**Funding:** Do you have the money to cover start-up costs? Will you be able to make enough money to cover expenses?



**RESEARCH & Plan:** Contact Brazeau County for zoning requirements and then the various associations listed in this pamphlet. Consider marketing costs and start-up costs in the planning stages.

**BUSINESS PLAN:** A detailed description of your Fishing Tour and the goals you have made for your new venture. A Business Plan will tell you whether or not the business will be viable and if you will require funding from the bank. If you need help creating a Business Plan, refer to the 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. Please consider the following:

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





# 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](http://www.brazeau.ab.ca)

## 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](http://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](http://www.albertacanada.com).
3. Government of Alberta Sustainable Resource Development – [www.srd.alberta.ca](http://www.srd.alberta.ca).
4. Alberta Business Link – [www.canadabusiness.ab.ca](http://www.canadabusiness.ab.ca).
5. Bizpal Alberta – Online business permit and licence service that saves time spent on paperwork and helps entrepreneurs start up faster. [www.bizpal.alberta.ca](http://www.bizpal.alberta.ca)
6. eHow – Online guide on how to start up a business. [www.ehow.com](http://www.ehow.com).
7. Startupbizhub – Online guide on how to start up a business. [www.startupbizhub.com](http://www.startupbizhub.com).
8. Alberta Tourism, Parks and Recreation – [www.tpr.alberta.ca](http://www.tpr.alberta.ca).
9. Travel Alberta – [www.travelalberta.com](http://www.travelalberta.com).
10. GAER – Grande Alberta Economic Region – contains useful information about starting up a business. The website is: [www.grandealberta.com](http://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](http://www.epbrparksCouncil.org).
12. The Brazeau County – [www.brazeaucounty.com](http://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. The website is: [www.brazeautourism.com](http://www.brazeautourism.com).