



# 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 Hunting Guide 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 Hunting Guide 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)



**YOU CAN BECOME A  
PROFESSIONAL OUTFITTER AND  
PURSUE A CAREER YOU ENJOY!**



- ◆ Alberta is home to 95 different animal species. This is the second largest of any Province or Territory!
- ◆ Alberta boasts eight huntable big game species which include: Elk, Moose, Whitetail Deer, Mule Deer and Pronghorn Antelope. There is also a variety of game bird species available Including: geese, ducks and a selection of upland game birds. You can also hunt for wolf, coyote, bison, and gophers if you please.
- ◆ In Alberta, you are Guaranteed Tags. We also boast World Class Trophy Hunting with the world record Bighorn Sheep. Non Typical Mule Deer and Pope and Young White-tailed being taken in Alberta.



**If opening a Hunting Guide Business 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 Professional Outfitters Society**  
#103, 6030—88 Street  
Edmonton, AB T6E 6G4  
Phone: 1-780-414-0249

**Alberta Bow Hunters Association**  
[www.bowhunters.ca](http://www.bowhunters.ca)

**Alberta Fish & Game Association**  
6924—104 Street  
Edmonton, AB T6H 2L7  
Phone: 1-780-7437-2342  
[www.afga.org](http://www.afga.org)

**Alberta Wildlife Enhancement Society**  
Email: [info@wildlife-enhancement.ca](mailto:info@wildlife-enhancement.ca)  
[www.wildlife-enhancement.ca](http://www.wildlife-enhancement.ca)

**Alberta Regulations and Special License 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 HUNTING GUIDE OPERATION**



# Tourism Development Series: How to start a Hunting Guide Operation



## INTRODUCTION

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

### FIRST THINGS FIRST:

Find out if the proposed Hunting Guide Operation 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:

**Knowledge:** Do you know the species that are in season? Are there any restrictions on hunts? Do you know the habits of different species in certain areas? Do you have the knowledge about wildlife and hunting? Refer to Alberta Sustainable Resources for this.

**Location:** Where will your Hunting Guides take place? Do you have easy access to the lands?

**People:** How are your people and organizational skills? Do you enjoy meeting new people? Can you organize groups to fit their hunting needs?

**Time:** Do you have the time to take on this type of operation? Are you willing to put in the extra time?

**Seasons:** Seasons will affect this type of business. Certain game is only in season during specific times of the year. Are you aware of this?

**Funding:** Do you have the money to cover start-up costs such as acquiring licenses, permits and insurance? Will you be able to make enough money to cover expenses?



**RESEARCH & PLAN:** Visit websites of existing guiding operations will give an idea of pricing, services, etc. Contact various Associations listed in this pamphlet will also be of assistance to gathering information about Hunting Guide Operations.

**BUSINESS PLAN:** A detailed description of your Hunting Guide Operation 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. The Business Plan should include: Staff, Equipment, Advertising, Signage, Insurance and Permits.

**GUIDE'S DESIGNATIONS:** A Guide's Designation may be issued to an adult resident or a non-resident who is a Canadian Citizen or is admitted to permanent residence in Canada. The Guide must have held a Guide's License or Designation before or must be recommended in writing by a licensed Alberta Outfitter Guide. The cost of a Guide's Designation is \$25.00 plus GST/year (*Hunting Alberta*)

**BIG GAME OUTFITTER GUIDE PERMITS:** A Big Game (Class S or T) Outfitter Guide may be issued to an adult resident or non-resident who is a Canadian Citizen or is admitted to permanent residence in Canada or business corporation or society where at least one of the current officers is an individual described above and who:

- ◆ Has held a Guide's License or designation for at least 12 full months;
- ◆ Holds Commercial General Liability Insurance of at least \$5 million;
- ◆ Has protection for client deposits. The APOS Group Insurance Program includes Depositor's Indemnity;
- ◆ Has paid the permit fee of \$100.00 plus GST (\$107.00) per year.

A Class S Outfitter-Guide Permit is issued to those Outfitters that hold Trophy Sheep allocations (may hold allocations for other species as well). A Class T Outfitter-Guide Permit is issued to those Outfitters that hold allocations for all other species (no Trophy Sheep). (*Alberta Outfitters*)

**Big Game Allocations:** Allocations are specific to species, Wildlife Management Units (WMU) or area and class. There are three classes:

**Class B:** The Licensee is restricted to **bow use only** in the Archery Season. The exception to this rule is for Black Bear, where the Licensee is restricted to **bow use only** in either Season.

**Class O:** The Licensee can hunt in the Archery Season with a bow and/or the General Season with a bow or rifle.

**Class R:** Refers to Moose allocations only. The Licensee can hunt in the Archery Season with a bow, the Calling or "Rut" Season with a bow or rifle and/or the General Season with a bow or rifle. (*Hunting Alberta and Alberta Outfitters*)





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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](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).