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.

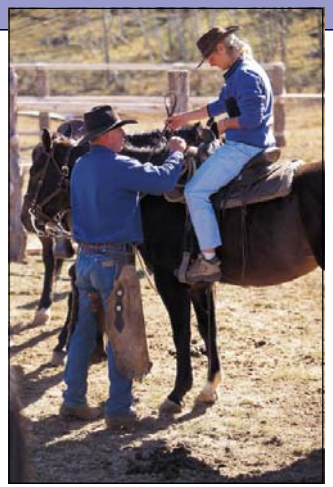
This booklet is designed to provide information which may help you start up your Trail Riding business including: Contact & Resources sheet which has a list of resources for starting up and maintaining a business, Business Plan information package, a pamphlet designed as a guide when considering a Trail Riding 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

Trail Rides are a form of relaxation that follows the growing trend of tourism;
a combination of education and recreation. Western lifestyle combined with a relaxing atmosphere surrounded by horses, friendly people, fresh air and open trails creates an attractive holiday getaway for any tourist!



If opening a Trail Riding 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 Trail Riding Association
www.atra.ca
The Cowboy Trail
www.thecowboytrail.com
Alberta Country Vacations Association
1-866-217-2282
www.albertacountryvacation.com
Cowboy Trail Tourism Association
1-866-627-3051
www.thecowboytrail.com
Alberta Outfitters Association
1-800-742-5548
www.albertaoutfitters.com

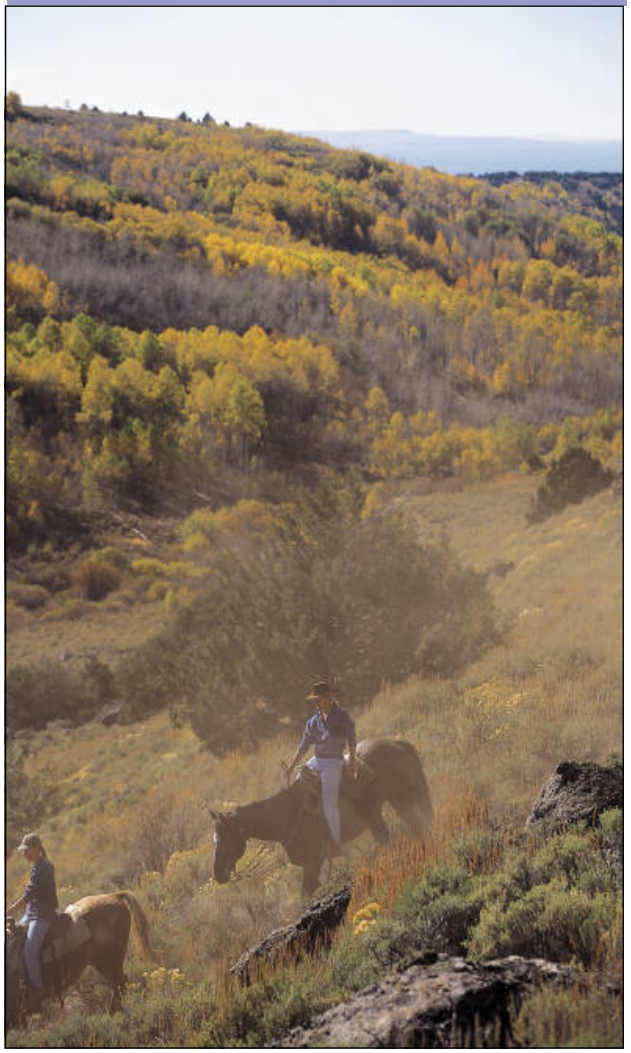
RESOURCES

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

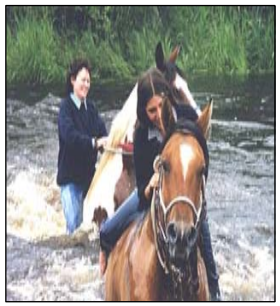
COMMUNITY FUTURES CAPITAL REGION
5006—50 St.
Stony Plain, AB
780-968-7013
www.cfcapitalregion.ca

Tourism Development Series

How to start a Trail Riding Business



Tourism Development Series: How to start a Trail Riding Business



INTRODUCTION
Whatever the reason for starting a Trail Riding Business, always remember that it is a business and should be treated as such.

FIRST THINGS FIRST:

Find out if the proposed Trail Riding Business 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 Trail Rides be located? Is it easily accessible to the public? Is the terrain challenging or not to tourists? Will the trails be safe for the inexperienced to advanced trail rider? Are you planning overnight trail rides and if so what is the plan for a campout?

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? Do you have the livestock and horsemanship skills?

Seasons: Is your Trail Riding Business going to be affected by the seasons? Will you have sufficient activities to keep it open year round to the public?

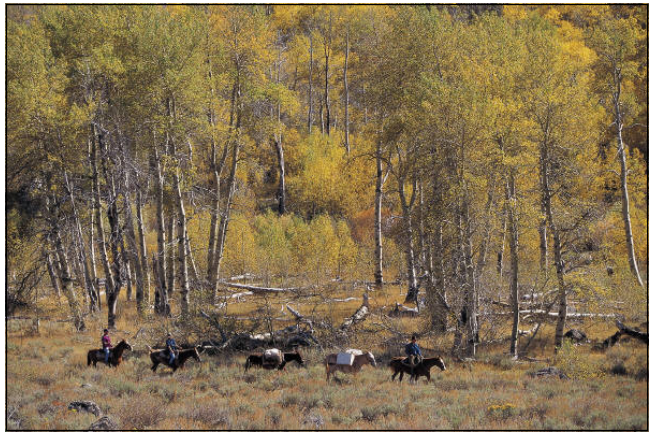
Funding: Do you have the money to cover start-up costs? Will you be able to make enough money to cover expenses?

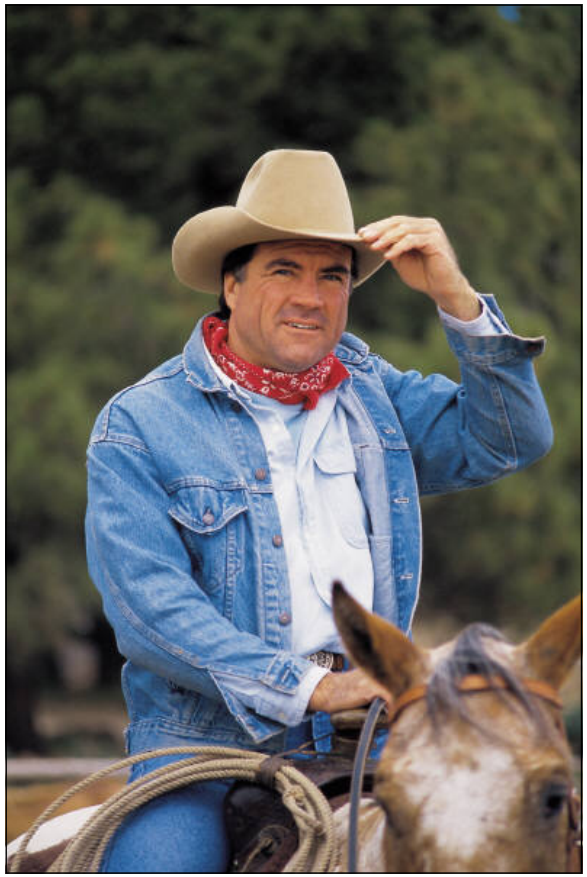
RESEARCH & Plan: Contact Brazeau County for zoning requirements and then the various associations listed in this pamphlet. Consider marketing costs and start-up costs in the planning stages.

BUSINESS PLAN: A detailed description of your Trail Riding Business 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.

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

Brazeau TOURISM





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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.