

Economic Development Initiatives Grant Program**Application Form**

As per policy C-350, Economic Development Initiatives, all organizations must submit this application form prior to the deadline to be considered for the funding program.

All questions related to the completion for can be sent to economicdevelopment@rockyview.ca



Please return the completed form via email to:

Economic Development

Email: economicdevelopment@rockyview.ca

Mail: 262075 Rocky View Point, Rocky View County, AB T4A 0X2

Name of Organization: BRAGG CREEK AND AREA CHAMBER OF COMMERCE

Funding request amount: \$41,916.20
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Application Prepared by (printed name): SHERRI OLSEN

Signature and title: PRESIDENT

Contact Phone & Email: [REDACTED]
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Date: December 8, 2023

The questions below allow us to evaluate your project for the grant program. Please answer the questions thoroughly and please attach any additional documents to the back of this form.

1. How will the funding assist the advancement of your Chamber of business organization?

Bragg Creek and Area Chamber of Commerce is a volunteer run not-for-profit organization. Over 10 years ago, the Chamber was given an opportunity to apply to tourism related grants and is now the unofficial destination organization for tourism in Bragg Creek. The Chamber is not allowed to use any of its Chamber membership funding for tourism related expenditures. The Chamber must rely on grants to fund any tourism initiatives in Bragg Creek. We have a marketing strategy that includes using free social media posts to advertise Bragg Creek and its businesses. The Chamber's website includes both tourism and Chamber related information. We continue to update our website to ensure it is the main website for tourism in Bragg Creek. The Chamber must rent any space it uses from meeting rooms to storing documents. In 2022 we organized our first annual Arts, Eats & Beats festival. This festival was a free festival for tourists, local residents and businesses. The Chamber paid for the expenses, offset by some sponsorship funding, and we brought new and returning tourists to Bragg Creek to listen to free music and buy unique and niche products from our local businesses. It was popular enough that we continued it once again in Sept 2023. The funding received from Rocky View County will continue our marketing strategy to bring tourists to Bragg Creek. We know the importance of tourism to our Bragg Creek businesses.

2. Is the project complete and/or operational? YES NO

If no, please explain and the estimated time frame for completion.

The marketing project is ongoing. The marketing strategy will continue as long as funding is received.

3. Please indicate how many County Businesses have or will benefit from this project.

Rocky View County # 85+

Did you have any volunteers involved with this project? YES NO

If yes, please note how many volunteers

The Chamber is a volunteer led Board of Directors of 8 individuals.

Have you received any additional grants or funding- sources for this initiative? YES NO

If yes, please note the funding sources and amounts below

We have not received any grants or funding for any expenditures being claimed. In 2023 the Chamber did not apply for Travel Alberta funding. Travel Alberta funding was received for a videos in 2022. The funding received did not include any funding for Lauren Shea who managed the grant. A federal government grant was applied for in December 2022 but it was denied.

The Arts, Eats & Beats expenditures being claimed are net of the sponsorship funding received of \$5600.00. The Bragg Creek maps are net of advertising income received of \$294.05.



Financial Reporting

Please fill in the table below about the initiative's expenditures.

Financial Reporting Table

Name of initiative: Tourism Related Expenditures	
<i>Expenditures</i>	<i>Estimated Amounts</i>
<i>Arts, Eats & Beats</i>	5225.00
<i>Website Updates for Tourism related pages (True Market) 2023</i>	8224.50
<i>General Print Advertising-2023</i>	2564.00
<i>Marketing Contracting (Barun Fox) 2023</i>	6395.00
<i>Printing & Distribution of Bragg Creek maps</i>	344.70
<i>Social Media Contracting for social media posts and bi-monthly newsletter (Lauren was \$9,713 (3 months) and Melissa is \$9525 for 8 months)</i>	19163.00
<i>Total Expenditures</i>	\$41916.20

Dear Rocky View County:

Thank you for this opportunity to submit past expenses for Bragg Creek and Area Chamber of Commerce.

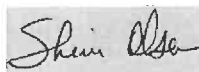
Some context for your reference: An entire website re-brand was completed in 2022. We needed a refresh as the prior brand was very post- flood centric. True Market is our website builder. Barun Fox is our branding/logo designer. Lauren was our social media specialist in 2022, and Melissa is our current social media specialist in charge of posting on Bragg Creek Facebook sites and Instagram for both the Chamber and Bragg 'Visit Bragg Creek' tourist platform.

We have included 2022 as it was ok to submit retroactive, and so RVC can get a sense for history of expenditures necessary to run the Chamber. We know this is a shared funding grant!

On behalf of the Board we appreciate the involvement of the team of Rocky View County.

Sincerely,

Sherrri Olsen



President, Bragg Creek and Area Chamber of Commerce

Bragg Creek and Area Chamber of Commerce
2023 Directors List

Sherri Olsen	President
Ian Greenhalgh	Vice President
Joanne Birbeck	Secretary
Neil MacLaine	Treasurer
Sunil Mattu	Director
Taylor Clarkson	Director
Harmke de Bruin	Director
Brett Schonekess	Director

Bragg Creek and Area Chamber of Commerce

Balance Sheet Comparison

As of September 30, 2023

	Total	
	As of Sep. 30, 2023	As of Sep. 30, 2022 (PY)
Assets		
Current Assets		
Cash and Cash Equivalent		
ATB Financial	73,340.89	75,979.91
ATB Financial - TBill	4.36	4.24
Total Cash and Cash Equivalent	\$ 73,345.25	\$ 75,984.15
Accounts Receivable (A/R)	300.00	7,569.00
Total Accounts Receivable (A/R)	\$ 300.00	\$ 7,569.00
Prepaid Expenses & Deposits	1,010.87	1,013.60
Total Current Assets	\$ 74,656.12	\$ 84,566.75
Non-current Assets		
Property, plant and equipment	0.00	0.00
Total Property, plant and equipment	\$ 0.00	\$ 0.00
Total Non Current Assets	\$ 0.00	\$ 0.00
Total Assets	\$ 74,656.12	\$ 84,566.75
Liabilities and Equity		
Liabilities		
Current Liabilities		
Accounts Payable (A/P)	500.00	3,062.50
Total Accounts Payable (A/P)	\$ 500.00	\$ 3,062.50
Credit Card		
ATB MasterCard	1,266.60	732.26
Total Credit Card	\$ 1,266.60	\$ 732.26
Accrued Liabilities-Margaret Barkley Bench	0.00	352.87
Deferred Membership Payments	409.50	682.50
GST/HST Payable	-1,495.95	-2,273.29
Total Current Liabilities	\$ 680.15	\$ 2,556.84
Total Liabilities	\$ 680.15	\$ 2,556.84
Equity		
Retained Earnings	82,009.91	97,968.69
Profit for the year	-8,033.94	-15,958.78
Total Equity	\$ 73,975.97	\$ 82,009.91
Total Liabilities and Equity	\$ 74,656.12	\$ 84,566.75

Bragg Creek and Area Chamber of Commerce

Profit and Loss Comparison

October 2022 - September 2023

	Total	
	Oct. 2022 - Sep. 2023	Oct. 2021 - Sep. 2022 (PY)
INCOME		
Events		
Arts, Eats & Beats	5,600.00	7,123.57
Total Events	\$ 5,600.00	\$ 7,123.57
Grants and Funds		
Memorial Bench	352.87	350.00
Rocky View County	125.00	20,150.00
Shop Local Grant-ACC 2021	0.00	21,228.79
Travel Alberta 2021-2022 Grant 21-211-C	0.00	14,275.00
Travel Alberta 2022/2023 Grant 22-CRD-137	12,500.00	12,500.00
Total Grants and Funds	\$ 12,977.87	\$ 68,503.79
Memberships		
Annual Memberships	15,860.00	15,470.00
Chamber Loyalty Payment	74.63	0.00
Group Insurance Administration Fees	28,396.75	28,615.98
Group Insurance Plan Monthly Membership Fees	6,894.24	7,512.13
Total Memberships	\$ 51,225.62	\$ 51,598.11
Tourism		
Tear-Away Map Advertising	294.05	0.00
Total Tourism	\$ 294.05	\$ 0.00
Interest Revenue	\$ 35.92	\$ 56.53
Total Income	\$ 70,133.46	\$ 127,282.00
COST OF GOODS SOLD		
Events - COS		
Arts, Eats & Beats - COS	10,724.25	13,760.13
Total Events - COS	\$ 10,724.25	\$ 13,760.13
Grants and Funds - COS		
Shop Local - COS	0.00	24,064.73
Telus Artwork Project - COS	0.00	1,500.00
Travel Alberta 2021/2022 Grant 21-211-C- COS	0.00	13,096.49
Travel Alberta 2022/2023 Grant 22-CRD-137- COS	12,848.76	13,444.75
Total Grants and Funds - COS	\$ 12,848.76	\$ 52,105.97
New Website Costs	8,224.50	19,215.00
Total Cost of Goods Sold	\$ 31,797.51	\$ 85,081.10
GROSS PROFIT	\$ 38,335.95	\$ 42,200.90
EXPENSES		
Advertising & Promotions		
General Print Advertising	3,704.00	3,765.00
Marketing Contracting	6,015.00	4,725.00
Marketing Distribution	59.73	0.00
Networking-Chamber Monthly Meetings	1,782.80	846.10
Printing & Distribution Costs	638.75	0.00
Promotion	0.00	2,992.50
Sponsorship	2,250.00	3,250.00

ATTACHMENT B: Bragg Creek Chamber of Commerce 2023 Grant Funding Application

Website & Email		3,663.86		3,289.47
Total Advertising & Promotions	\$	18,114.14	\$	18,868.97
Bank charges				
Bank Fees		106.43		111.10
Credit Card Charges		129.75		92.24
Total Bank charges	\$	236.18	\$	203.34
Contractors				
Bookkeeping Services		4,300.00		4,680.00
Marketing		0.00		1,037.50
Office Admin		1,008.05		1,110.00
Social Media/Newsletters		15,188.00		17,451.51
Total Contractors	\$	20,496.05	\$	24,279.01
Donations		1,250.00		100.00
Election Forum Costs		0.00		422.00
Insurance				
Insurance - Commercial Small Business		0.00		486.53
Insurance - Liability		656.64		528.37
Total Insurance	\$	656.64	\$	1,014.90
Legal and professional fees				6,300.00
Memberships and Dues		2,609.59		2,698.15
Office expenses				
AGM Expenses		84.99		350.00
Office/General Expenses		212.00		416.07
Supplies		318.39		502.70
Total Office expenses	\$	615.38	\$	1,268.77
President's Expenses		165.41		480.37
Rent				
Rent for Directors Meetings		447.50		280.00
Rent for Members Meetings		335.00		400.00
Rent for Storage at BCCA		240.00		240.00
Total Rent	\$	1,022.50	\$	920.00
Subscriptions		1,204.00		1,605.07
Total Expenses	\$	46,369.89	\$	58,159.68
OTHER INCOME				
Interest earned		35.92		56.53
Total Other Income	\$	35.92	\$	56.53
NET LOSS	-\$	8,033.94	-\$	15,958.78

**Bragg Creek and Area Chamber of Commerce
Transaction Report**

October 1, 2022 - December 14, 2023

Date	Transaction Type	#	Name	Memo/Description	Amount	Balance
31/10/2022	Bill	494	Barun Fox	Rebranding contract Phase 2	2,565.00	2,565.00
21/11/2022	Bill	505	Barun Fox	Website Design Mockup as a result of the rebranding	1,140.00	4,085.00
13/03/2023	Bill	513	Barun Fox	Visit Bragg Creek Collateral Templates	1,930.00	6,015.00
13/12/2023	Bill	557	Barun Fox	Visit Bragg Creek Kiosk Panel Design	760.00	6,395.00
TOTAL: ADVERTISING & PROMOTIONS: MARKETING CONTRACTING					\$ 6,395.00	

The expenditures are being paid to a graphic artist company to work with the Chamber directors to design the Chamber's rebrand of the Chamber and Visit Bragg Creek brands. They also prepared templates for social media posts and the tourism kiosk panel.