



Green Hectares – Parkland County

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Green Hectares Noble Cause

Change our World

(because it matters, one community at a time, one rural connection at a time, through empowering rural life expanding people's capacity to make a difference in their own lives)

Online Facilitation

We have an online facilitator for our 5 communities of interest.

These five communities of interest are:

- Rural Development
- Entrepreneurship
- Crops
- Livestock
- Environment

The Parkland County Community Connector

- Rural Extension
(Office Hours, Enterprise Facilitation, Rural Tech)
- Action Research
(Community Scans and Future Planning)

Identified Themes in Parkland County

- Increased leadership at the community halls
- The Intelligent Communities program
- Opportunity for tourism
- Strong agricultural presence
- Lack of volunteers
- Lack of collaboration
- Community Engagement (events, volunteer)

The Entrepreneur Exchange

October 23, 2013, Wabamun Village

December 6, 2013, Carvel Tech Fest

- 8 participants
- 12 project ideas
- 12 panelists
- 133 business connections
- 125 business ideas shared
- The total value of businesses was \$207,500* and the total value of business ideas shared was \$219,750*.”.

The Hopper

- online information management system
- connects people with rural and agriculture interests to the information that is
- relevant to them
- helps link learning needs with preferred learning styles
- can help organizations develop curriculum or understand how their learning resources are being used
- organizations have the ability to have access to the dashboard to upload their own
- resources and run basic analytical reports
- can be used as a live bulletin board for smaller communities not hosting their own
- website through searching for keywords
- all community scan information is updated in the Hopper as a Green Hectares best
- practice
- new update expected in June of 2014 to include discussion board, top 10 lists and
- increased interactivity

gree

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Recommended Resources

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Parkland County

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Found 1807 resources from 91 different partners



Parkland County Information

[parklandcounty.com](#) Feb 07, 2013

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Fire Permit Bylaw

[parklandcounty.com](#) Feb 07, 2013

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Roadway Systems Information

[parklandcounty.com](#) Feb 07, 2013

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Municipal Haying Permit Information

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Past Partnerships & Successes

- Community Leagues
- Parkland Municipal Libraries
- Stony Plain Multi Cultural Society
- Parkland Adult Literacy
- Little Green Thumbs
- 21 independent entrepreneurs
facilitated through Sirolli Enterprise model

Parkland County Strategic Plan

- **Parkland County will mitigate its revenue risk through diversification of its revenue stream.**
- **Parkland County will balance economic development with quality of life.**
- **Parkland County is a diverse and inclusive community that will balance the needs of its residents and provide a choice of lifestyles in a harmonious and safe environment.**
- **Parkland County will be a respected steward of the environment**
- **Parkland County will commit to ensuring the long-term viability of our agricultural community**
- **Parkland County develops and maintains high-quality infrastructure that will ensure sustainable growth and quality of life.**
- **Parkland County takes an entrepreneurial approach to infrastructure as a potential revenue stream.**

Future Program Objectives

- Working across the rural-urban divide is important for the facilitator to understand the various issues affecting rural and potentially the decisions made regarding these issues.
- Building upon the success of past or current programs and adding value not only aligns with Green Hectares philosophy, but also creates the most momentum to move forward in small rural communities.
- Designating a set time for documentation of information received is important with the qualitative data and the information that is collected using one on one conversation.
- Understanding the need to compliment demographics with psychographics in an ongoing manner is important to gain a true understanding of the needs of a rural community.

- Office Hours at Brightbank Hall
- Office Hours to begin at Carvel Hall and Moonlake Hall
- Workshops being designed for businesses and residents to take place at Carvel Hall over the coming year and uptake being invited from any other Community Leagues
- Assisting with Little Green Thumbs
- Partnering to bring Heifer in Your Tank to Horizon Stage March 26th
- Little Libraries
- Rural Tech Lab is booked regularly for Parkland Adult Literacy Students and slated to go back to the rural libraries for the summer months
- West Central Forage Association; A Tech Fest style event but geared for producers

Value of Parkland County - Green Hectares Partnership

Parkland paid the pilot fee of \$112,000 for two years (the current fee is \$75,000/year)

Rural Extension \$70,000.00

Action Research \$40,000.00

Entrepreneur Exchange Implementation \$12,000.00

Rural Tech Lab Infrastructure \$19,000.00

Rural Tech Support \$48,750.00

Enterprise Facilitation \$20,740.00

Parkland County Promotion \$16,820.00

Online Resource Indexing \$10,000.00

Rural Public Space Improved Utilization \$13,008.00

Total \$250,318.00

It is estimated that the indirect value from these created partnerships is estimated at approximately \$223,450.00. The combined total value of the direct and indirect value that Green Hectares has provided with this partnership is \$473,768.00.

QUESTIONS