



# APPENDIX A

May 26, 2025

Dear Reeve Kalinsky and Council Members,

Thank you for your letter dated April 8, 2025, and for taking the time to consider the Alberta Bilingual Municipal Association's (ABMA) proposed annual membership fees.

We appreciate the questions raised and are pleased to provide clarification on both the fee structure and the tangible benefits of membership.

## **1. Fee Structure Benchmarks**

In establishing the proposed membership fees, ABMA conducted a comparative analysis of similar associations, including the Northeast Alberta Alliance for Growth and Opportunity (NAAGO). NAAGO's fee model helped inform our approach; however, with the understanding of varying municipal budgets and in a commitment to accessibility, we chose to propose a membership fee set at approximately half the rate charged by NAAGO. Our intent is to strike a balance between sustainability for the association and affordability for our member municipalities.

## **2. Tangible Membership Benefits**

We recognize the importance of demonstrating clear value for membership and are pleased to outline both current and forthcoming benefits.

### **a. Grant Applications**

To support our mission and reduce the financial burden on municipalities, ABMA is actively pursuing funding opportunities.

- We intend to apply for the Northern and Regional Economic Development (NRED) grant during the next intake cycle.
- We are also sourcing funding through Heritage Canada and PrairiesCan to bolster our operational capacity and further our objectives.

The primary goal of this funding is to hire a dedicated project manager who will work with municipalities to:

- Identify and access economic development grants;
- Coordinate regional tourism initiatives; and
- Expand bilingual visibility and services within our communities.



## **b. Planned Initiatives and Resources**

Membership fees will directly support initiatives that align with shared municipal priorities, including:

- Regional tourism development and marketing efforts that highlight the unique cultural and linguistic strengths of bilingual communities;
- Support for bilingual signage and municipal communications to increase cultural visibility and accessibility;
- Intermunicipal collaboration to build partnerships that strengthen economic corridors and improve shared service delivery;
- Ongoing advocacy and representation on provincial and federal platforms to highlight the value and needs of Alberta's bilingual municipalities.

We believe that through this structure, municipalities will not only receive tangible returns on their investment, but also play an active role in shaping a stronger, more connected bilingual Alberta.

We would be pleased to provide additional detail or attend a future council meeting to answer any further questions you may have.

Thank you again for your interest in ABMA and your continued support of Alberta's bilingual communities.

Warm regards,

Elisa Brosseau  
President  
Alberta Bilingual Municipal Association