

## Village of Breton



### 39/20 Alliance

The communities of the Town of Calmar and Villages of Thorsby, Warburg and Breton have entered into a unique partnership to be known as the **39/20 Alliance**. The purpose of the Alliance is to **promote municipal cooperation in delivery of services to our respective residents and ratepayers**.

The communities are committed to working together to find common grounds which can be used to better our communities by partnering on projects and services, thereby saving money for our ratepayers because of the economies of scale.

**In 2013 the municipalities were successful in securing two regional collaboration grants through the provincial government totaling \$250,000 to further advance the Alliance partnership.**

### 39/20 History

In late 2007, four communities along highways 39 and 20 met to discuss working on various economic resources that could be addressed collectively for the region's benefit. This brought the four communities –the Town of Calmar and Villages of Thorsby, Warburg and Breton – to a new level of co-operation, and has helped build efficient working relationships between the communities. In 2011, those discussions came to fruition.

For existing and new businesses and residents, what this provides is the potential for a comprehensive marketing plan and campaign development strategy. It also improves the region's buying power and coverage, on a diverse range of needs from water and waste management to cell phone service. Many of these projects can be cost-prohibitive when communities tackle them alone, but together, there is greater buying power and access.

Although the communities are collaborating financially, each pursues their own distinct marketing direction, allowing them to still grow and maintain their direction as residents see fit.

The process encompassed several steps, including taking an inventory of amenities, check industrial and commercial real estate availability, and noting area structure plans already in place. In addition to optimizing the communities' economic resources, provincial assistance was also sought.

The four communities are home to well over 4,000 people, which also makes this collective vision inviting to new business and industry.

