

Digital Community Communication Channel Presentation

Coaldale Council Meeting – April 24, 2018

Ben Van Dyk and
Heleen Jacobsen

on behalf of Real Estate
Services LTD. A holding
company for Real Estate
Centre Inc.

WHO ARE WE?

- Real Estate Services LTD is a holding company for Real Estate Centre: Real Estate Centre, your local real estate team operating in Alberta for 30 years and several years in Saskatchewan.
- We pride ourselves on having a team of REALTORS® with many years of experience in Residential, Acreage, Farm and Commercial property sales, whether it be in a local or global marketplace.
 - Our success knows no bounds and our track record is one of accomplishment and a never ending strive for diversity in our marketing ideas. Over the past 25+ years we have utilized unique strategies and concepts that have resulted in great achievement, for us and our clients.

WHO ARE WE? continued

Our Local office is located at 1817 – 20 Avenue, Coaldale and has been a long and proud supporter of the community.

- Highway Cleanup – Coaldale Christian School
- Annual Fun Run
- Sponsor and Participate Candy Parade and the Parade of Lights
- Communities in Bloom
- Kinsmen Club of Coaldale
- Kinette Club of Coaldale
- Coaldale Pride Football
- Gem of the West Museum
- Numerous Donations and Sponsorships to local organizations
- Proud Supporter of STARS Air Ambulance – Raised over \$31,000 in 2018

WHO ARE WE? continued

- Real Estate Centre has extensive experience in marketing through many mediums, print paper, social media, digital advertising, as well as online marketing through numerous different web portals.
- International and National Advertising across Canada
- Tradeshows in Canada and Europe
- We pride ourselves in marketing our properties in the most effective way.
- We have offices in 8 different communities; Coaldale, Taber, Lethbridge, Fort Macleod, Blairmore, Brooks, Hanna and Lloydminster.

WHAT DO WE PROPOSE?

- Partner with the Town of Coaldale and The Chamber of Commerce to bring a Digital Community Communication Display to the Town of Coaldale!
- **Why?** The Town Currently has no outside messaging system in place to inform its citizens of events in the community, emergency alerts, AMBER Alerts, Natural Disaster e.g. Local State of Emergencies regarding flooding, Road Closures, Spring Clean Ups, Parades....
- This New **Digital Community Communication** Display will allow us to instantaneously display an image , description, or emergency directions...



Coaldale...

Current Display Options in Coaldale:

Static Sign:



COALDALE...

Community Messaging Display Proposed Location:

- **Next to the New RCMP Station along Highway #3**



Display

- Our display has the ability to change images at any specified length of time, as well, with a 0.25 second interval...hardly noticeable to the naked eye. So in theory, the majority of cars driving past the display, will only see one image.....the others will see 2, but changed so quickly they will not notice. If need be, there is the ability to lengthen the time each individual image is displayed for to say 10 seconds....this will virtually turn the digital display into a static sign.....as the frequency that it changes is lengthened...so basically it is tantamount to a static sign that is being changed electronically.
- The illumination or brightness can be controlled auto or manual from full brightness to off, at any suggested time needed to accommodate bylaws.

WHY DIGITAL?

- We would like to partner with the Town of Coaldale with Community Messages, Events, in case of an **AMBER ALERT**, or any natural disaster, with the displays ability to instantaneously display an image, description, or emergency directions...invaluable function **not doable** with a static sign.
- How do we pay for the signs? Of course a \$200,000 Display will need a business plan:
- We are not trying to turn the City into VEGAS, but would be allowing businesses to take advantage of current, beneficial, marketing technology.
- The display is designed to help local businesses advertise, and increase their marketing abilities within the Town. This will allow the opportunity for increasing the viability of businesses, increasing their profits, and thereby adding more \$\$ to the local tax base, which is designed to encourage maintenance and growth of the Town sustainability.