

## WELCOME FROM OUR CEO



At Economic Development Lethbridge, we are proud of this city we call home. That's why we make it our business to show the world that Lethbridge is a bright choice to live, learn and invest. More than that, we connect, support and promote this city as a place where businesses and citizens can thrive within a welcoming community.

It's no secret that more and more people are choosing Lethbridge. Our population has grown by an average of almost two per cent per year over the last five years and we will soon hit the 100,000 mark. So, what is bringing people here? Is it our combination of small-town charm with city amenities? Our thriving arts and culture scene? Our two modern post-secondary institutions? Or is it the diversity we have, in

people, in industry and in opportunity?

The fact is it's these things, along with a stable local economy, low unemployment and low cost of living, that are driving our steady growth. Lethbridge continues to demonstrate its strength in diversity as well as an innovative approach to building business and community, as evidenced by the more than \$1 billion dollars in major developments either underway or planned to commence in the Lethbridge region over the next five years.

Our role at Economic Development Lethbridge is to serve as a support system, a community collaborator and a proactive advocate for the future evolution, growth and prosperity of Lethbridge. Whether it's a large scale, value-added, agri-food operation or a local entrepreneur with a laptop and a killer tech idea, we are here to help businesses access the information and support needed to relocate, start or grow. We work to help attract major conferences, meetings and events in Lethbridge with the knowledge that once people see what our community offers, they will come back to experience more. And we're here to tell the Lethbridge story on a local, national and international level.

Ultimately, our measure of success is the success of the community, and in the past year we celebrated achievements including:

- Marking the fifth anniversary of the teconnect centre for entrepreneurship and innovation. The centre finished 2016 with a 90 per cent occupancy rate.
- Helping 12 new businesses choose Lethbridge as their location.
- Hosting several successful community engagement events including the Food for Thought luncheon with local business and community leaders
- Attracting meeting and events to the city, with more than 16,000 business travelers visiting Lethbridge and contributing \$6.6 million to the local economy.

As CEO of Economic Development Lethbridge, I invite you to learn more about our community and the many opportunities here for people, businesses and events. We look forward to working with you to help you choose Lethbridge.

Trevor Lewington