

## LATEST NEWS

### [Start or grow a business in Lethbridge](#)

*Oct 4, 2017*

Small business owners and aspiring entrepreneurs in southern Alberta will have more support to expand their operations or turn their business ideas into reality.

With support from the Alberta Entrepreneurship Incubator program, Lethbridge's Tecconnect is offering commercialization services, networking and mentorship opportunities, as well as access to startup funding to help...

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### [Presenters Announced for Ignite YQL!](#)

*Sep 26, 2017*

Economic Development Lethbridge is pleased to announce an exciting lineup of presenters for Lethbridge's first ever Ignite event.

Ignite talks are quick presentations intended to challenge the presenter and inspire the audience. Presenters get five minutes and 20 slides, which automatically advance every 15 seconds to deliver a fast-paced, high energy presentation. Ignite YQL feat...

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### [Lethbridge place-brand development continues with hands-on sessions scheduled for September 13 and 14](#)

*Aug 25, 2017*

Lethbridge, Alberta – What makes you love this place? What are we building for our children and our future? Who will live and work here? What will it look and feel like? As part of the Intelligent Community Initiative and resulting place-brand strategy, Economic Development Lethbridge is hosting a brand workshop where attendees will explore those themes and help shape the feel and futur...

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### [Economic Development Lethbridge to host Ignite YQL](#)

*Aug 1, 2017*

Lethbridge, Alberta - Economic Development Lethbridge is pleased to bring Ignite to the Lethbridge stage for the first time. Since Ignite started more than 10 years ago, it has become an international phenomenon with Ignite events produced in more than 350 locations around the world.

Ignite talks are quick presentations intended to challenge the presenter and inspire the audience...

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### Improved Economic Outlook for Many Canadian Mid-Sized Cities

*Jul 27, 2017*

But Canadian mid-sized cities outside Alberta will not see growth above 2 per cent

OTTAWA, July 27, 2017 /CNW/ - In line with recovering oil prices, economic growth in Medicine Hat and Red Deer is expected to return to positive territory this year. In fact, with real GDP growth of 2.7 per cent in 2017, Medicine Hat is anticipated to post...

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### Commercial and Industrial Development study highlights opportunities for future land development and economic growth

*May 8, 2017*

Economic Development Lethbridge (EDL) has released the findings of a Commercial and Industrial Development study conducted by MXD Development Strategists in partnership with the City of Lethbridge and Lethbridge County. This study, which began in Fall 2016, was conducted to assess and define the optimal mix of land uses for development in Lethbridge and the Urban Fringe area of Lethbridge County ov...

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### 2017 Economic Development Lethbridge Board of Directors Announced

*Apr 3, 2017*

The Board of Directors for Economic Development Lethbridge (EDL) is pleased to announce the 2017 Board as confirmed at the Annual General Meeting held on March 21. The organization would like to announce that Bill Spenceley, President and Owner, Flexahopper Plastics, will serve as the new Board President and Chair for the 2017 term.

"I look forward to serving the Board in this ca..."

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### Last Chance to Register!

*Jan 23, 2017*

**Lethbridge** - As part of the Intelligent Community initiative, Economic Development Lethbridge is pleased to host the next 'food for thought' luncheon on Thursday, January 26, 2017. This dynamic luncheon features Dr. Katherine Loflin who will provide attendees with a thought-provoking presentation highlighting the importance of understanding the community attributes ...

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### Join the EDL Board!

*Dec 21, 2016*

**Lethbridge** - Economic Development Lethbridge is an arm's length organization, supported by the City of Lethbridge, governed by a 25-member volunteer Board of Directors and managed by a team of professionals dedicated to promoting economic prosperity in Lethbridge.

EDL Board Members are drawn from a diverse cross-section of the community with the intention of best ...

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### **Alberta and Lethbridge partner to land historic investment**

*Dec 12, 2016*

**Lethbridge** - A partnership between the Province of Alberta and City of Lethbridge to upgrade municipal infrastructure will help kick-start the single largest private investment in the city's history.

The partnership will support jobs and economic growth by servicing a major expansion of the Sherring Industrial Park.

The expansion will pave the way for Cave...

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### **Unique opportunity for area artisans**

*Dec 6, 2016*

**Lethbridge** - Economic Development Lethbridge is seeking an artisan to design and create a custom gift that represents the Lethbridge region. The gift will initially be used to present to foreign dignitaries when a delegation of Lethbridge and Lethbridge County government officials travel abroad on international relations and trade missions and when foreign dignitaries are visit...

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### **Expanded fitness facility a sign of growing service offerings in downtown Lethbridge**

*Dec 5, 2016*

**Lethbridge** - After five years of continuous growth, O2 Training Centre is celebrating the opening of its new location. As an anchor tenant in Plaza 601 located on Sixth Street and Fourth Avenue South, the O2 facility will offer programs and services such as kickboxing, personal training, yoga, tanning and nutrition counselling in a facility that is more than twice the size of i...

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### **November Events**

*Oct 21, 2016*

#### **November 16 - Lethbridge Trading Area Information Session**

Did you know that \$473 million is spent on goods and services in Lethbridge each year by non-Lethbridge catchment area residents?

You are invited to an information session to learn more about how non-Lethbridge residents engage in commercial activity and the overall value of this activity...

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### Results of study show significant local economic impact from non-Lethbridge residents

Oct 6, 2016

**Lethbridge** - Economic Development Lethbridge, with support from key sponsors and supporters, led a research study to identify how non-Lethbridge residents engage in commercial activity in the city and to determine the overall value of this activity. The catchment area as defined in the study includes 249,380 people from Medicine Hat in the east to Kimberly in the West and from ...

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### YQL Pitch Sessions

Sep 25, 2016

**Lethbridge - Lethbridge, AB...** As part of the Food For Thought – Economic Trends & Industry Disruptions luncheon hosted by Economic Development Lethbridge, in partnership with Stringam LLP and BDC, EDL is pleased to also be hosting the **YQL Pitch Session and Q&A with 'Next Gen Den' Dragon, Michael Hyatt**. On Wednesday, September 28,...

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### Lethbridge Expected to Outperform the Wider Provincial Economy in 2016

Jul 27, 2017

**Lethbridge** - The Conference Board of Canada's 2016 Mid-Sized Cities Outlook Report shows stable growth in Lethbridge with strength in both traditional and emerging sectors. Overall, with a GDP of nearly \$5.8 billion, Lethbridge's GDP increased 1.1% in 2015. And, with real GDP growth of 1.3% anticipated in 2016, Lethbridge will outperform the wider provincial economy...

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### Save the date!

Jul 20, 2016

- One of the ways Economic Development Lethbridge helps existing businesses grow and expand is by providing access to quality data and information related to economic and industry trends. This year's event **Food For Thought – Economic Trends & Industry Disruptions** is being designed to address relevant and timely topics related to the state of the economy and the ...

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### Southern Alberta Working to Increase Foreign Investment Opportunities

Jul 18, 2016

**Lethbridge** - A consortium of southern Alberta economic development organizations -- representing more than 40 municipalities and hundreds of businesses -- is inviting a group of Chinese business owners and investors to the region in the fall to develop trade relationships.

Canada is China's second-largest trading partner, with nearly \$80 billion in trade flowing ...

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## Lethbridge among top places for business in Canada

Jul 14, 2016

**Lethbridge - Lethbridge ranks fourth among Canada's Best Places for Business** – *Canadian Business and PROFIT unveil their 2nd annual ranking of municipalities*

LethbridgeProduced by two of the country's best-known business media outlets – *Canadian Business* and PROFIT – the 2016 Canada's Best Places for Business ranking facto...

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## New Event Coming to Lethbridge in 2017

Jul 12, 2016

**Lethbridge** - Sustainival, the world's first green carnival is headed to Lethbridge in spring 2017 after a strong show of support from Lethbridge City Council yesterday. Sustainival, in partnership with Economic Development Lethbridge, will create a dynamic weekend designed to celebrate sustainability throughout Lethbridge and the southern Alberta Region.

Sustainiv...

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## teconnect celebrates five years!

Jun 23, 2016

**Lethbridge** - Economic Development Lethbridge, together with many partners and stakeholders, marked the fifth anniversary of **tec** connect with a brief ceremony and open house. The **teconnect** centre for entrepreneurship and innovation officially opened its doors in June 2011 with the intention of supporting expansion of the provincial Information Comm...

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## EDL Welcomes Caribbean Study Tour to Lethbridge

Jun 7, 2016

**Lethbridge** - Economic Development Lethbridge (EDL) is pleased to host Caribbean government officials and staff as part of the Caribbean Local Economic Development Project (CARILED) study program. Within CARILED's ongoing efforts to expand networks and knowledge as well as introduce leading practices in local economic development, this three-day study tour will provide an ...

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## Are you interested in exploring new export markets?

Jun 1, 2016

**Lethbridge, Alberta** -

On June 1st representatives from the **Global Affairs Canada Trade Commissioner Services (TCS)** will be providing an information workshop for companies interested in exploring new export markets.

The TCS helps companies navigate the complexities of international markets and make better business decisions. The TCS is on the gro...

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### [Provincial Budget Highlights to be discussed at an upcoming lunch with Minister Shannon Phillips, MLA Lethbridge West](#)

*Apr 15, 2016*

**Lethbridge, Alberta** - Economic Development Lethbridge is pleased to host a 'food for thought' luncheon on April 29, 2016. The Honourable Shannon Phillips, MLA Lethbridge West will provide attendees with an overview of the key highlights of the provincial budget and how this may impact the local community. Following the presentation, Minister Phillips will also parti...

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### [2016 Economic Development Lethbridge Board of Directors Announced](#)

*Mar 17, 2016*

**Lethbridge, Alberta** - The Board of Directors for Economic Development Lethbridge (EDL) is pleased to announce the 2016 Board as confirmed at the Annual General Meeting held on March 16.

The organization would like to announce that Lethbridge College President and CEO, Dr. Paula Burns, will serve as the new Board President and Chair for the 2016 term. "I am looking...

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### [New Board Posting: Not-For-Profit & Retail Sectors](#)

*Mar 14, 2016*

**Lethbridge, Alberta** - *"Being part of the Economic Development Lethbridge board offered me an opportunity to serve my community through strategic planning, guidance and leadership."*

**Kurt Schlachter**  
Partner, Stringam LLP  
EDL Board Chair & President (2015)

Econ...

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### [Lethbridge is home to 45 major employers who together employ more than 20,000 people](#)

*Feb 25, 2016*

**Lethbridge, Alberta** - Economic Development Lethbridge (EDL) recently conducted a survey to identify major employers in Lethbridge and determine which sectors are represented. The 2015 survey identified businesses in Lethbridge that employ more than 100 people. Combined, these businesses and organizations employ more than 20,000 people in Lethbridge, which is approximately 32% o...

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### [Join the EDL Board](#)

*Jan 11, 2016*

**Lethbridge, Alberta - “Being part of the Economic Development Lethbridge board offered me an opportunity to serve my community through strategic planning, guidance and leadership.”**

**Kurt Schlachter**  
Partner, Stringam LLP  
EDL Board Chair & President

...

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## **Lethbridge place-brand development continues with hands-on sessions scheduled for September 13 and 14**

Published on: Aug 25, 2017

Lethbridge, Alberta – What makes you love this place? What are we building for our children and our future? Who will live and work here? What will it look and feel like? As part of the Intelligent Community Initiative and resulting place-brand strategy, Economic Development Lethbridge is hosting a brand workshop where attendees will explore those themes and help shape the feel and future of Lethbridge.

This active, participatory session facilitated by Ion Brand Design will provide an interactive opportunity for residents to share their experience of Lethbridge in a fun and tangible way.

“Results from the 2016 ‘Our Lethbridge’ survey have helped build a foundation for understanding some of the community attributes, strengths and opportunities that make people ‘attach’ to this place,” says EDL CEO Trevor Lewington. “By combining this research with a more-hands on approach we are driving towards an authentic understanding and sustainable representation of our city.”

“As Lethbridge continues to grow, it is important to create opportunities for community feedback and collective visioning for the future,” says Jaylene Ulmer, EDL Director of Marketing & Brand Strategy. “While the sessions are focused on understanding and validating elements of the Lethbridge brand experience, we also intend to use this momentum to build on our sense of pride and optimism for the future.”

In order to provide schedule flexibility, the same session is being offered two times. Sessions are free to attend; however there are a limited number of spaces available so an RSVP is required.

Wednesday, September 13 11:30 a.m. - 1:30 p.m. (light lunch provided)

Thursday, September 14 8 - 10 a.m. (coffee & snacks provided)

All sessions take place at the Lethbridge Lodge Hotel & Conference Centre (Anton’s Ballroom). Reserve your spot by visiting [ourlethbridge.eventbrite.com](http://ourlethbridge.eventbrite.com).

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