

Economic Development Lethbridge

Celebrating 20 Years
2003-2023



On **November 19, 2003**, select community members signed a Code of Ethics, and the formation of a new society (Lethbridge Economic Development Initiative Society), dedicated to growing the economy in Lethbridge was born. Economic Development Lethbridge Board members and employees obligated themselves to the following principles:

- To carry out all activities in a manner maintaining the good reputation of the organization and its ability to serve the public interest.
- To ensure that the level of professional services provided is competent and in keeping with the level of standards set out by the organization by continual study of the economic development profession, its developments and innovations.
- To maintain the spirit of fairness in competition and help eradicate all forms of deception that violate the spirit.
- When dealing with clients, to hold themselves free of any interest, influence, or relationship regarding any professional activity that could impair professional judgment or objectivity, or which, in the reasonable view of the observer, has that effect.
- To keep confidential the affairs of clients, colleagues and/or organizations and not disclose confidential information obtained in the course of professional activities, nor shall members exploit to their own advantage, information obtained in the course of duties.
- To conduct their activities on the highest ethical plane, setting an example for others, to raise the standards of conduct in industrial, business, economic and community development.
- To treat all other members and employees with respect and consideration due and between colleagues.
- To exemplify good citizenship in appreciation of the fact that the strength of the city, province and nation depends upon the calibre of its individual citizens. Members will abide by the principles laid out in the Code of Ethics for Economic Development Lethbridge, and will comply with all by-laws, regulations, resolutions and rules of professional conduct of the organization.

Over the next 20 years, these principles have been changed, edited, added to, re-worded and updated. Vision, Mission, Objectives,...labelled many different titles, but still holding the principles of the original Code of Ethics, developed 20 years ago. Economic Development Lethbridge has accomplished so much in its first 20 years, and with the continued support of our funders, partners, stakeholders and community...we can't wait to see where the strength and determination of those who work for and dedicate their time to EDL...will take us in the next 20 years.

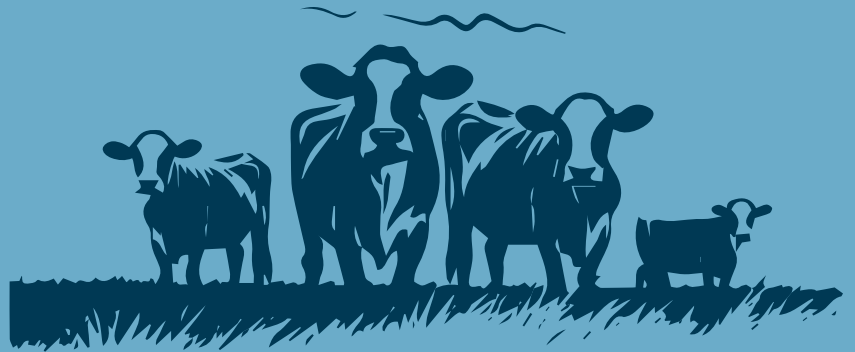


2003

City of Lethbridge announces establishment of Economic Development Lethbridge as an arms-length, not-for-profit organization.

Convergys and Western Wats establish call centres in Lethbridge and create **800** new jobs.

The **Great Canadian Cattle Drive** is launched by local beef producers and businesses. The initiative is a pro-active attempt to challenge Albertans and Canadians to purchase Alberta beef and help promote local producers.



Chinook Business Park opens, adding valuable commercial land to local inventory.

Sunrise Poultry ground -breaking event takes place, **\$20 Million investment in Lethbridge.**

Lethbridge Convention & Visitors Bureau (LCVB) merges with Economic Development Lethbridge.

EDL launches **Choose Lethbridge** brand.

2004



2005

Cheryl Dick joins Economic Development Lethbridge as new Chief Executive Officer.

Economic Development Lethbridge moves into downtown Lethbridge location at 308 Stafford Drive South.



EDL launches www.chooselethbridge.ca, and Choose Lethbridge publications. Both assets cited as **"one of the best"** by investment site selectors and visitors.

City of Lethbridge announces development of **Sherring Business & Industrial Park**, a major new addition to the Lethbridge industrial land inventory.



Did You Know

EDL has had 3 Chief Executive Officers over 20 years. Eduard Fetting, Cheryl Dick & Trevor Lewington.

2006

"You Belong Here" labour force initiative officially launches with 15 partners and industry support.

International Pacific Northwest Economic Development Conference (PNEDC) hosted by Economic Development Lethbridge.



Economic development organizations in the region partner to launch **Southern Alberta Alternative Energy Partnership (SAAEP)**.

2007

SAAEP announces receipt of **\$300,000** in federal funding for bio-fuels opportunities, also backed by industry partners & agricultural producers. SAAEP also launches Green Growth Plan public consultation process for southern Albertans.

American company, **RING Container Technologies Inc.**, chooses Lethbridge for first Canadian manufacturing location.

Lethbridge ranked in the **Top 10** of Site Selection Magazine's international survey for Best to Invest Canada.



2008



EDL hosts 300 local businesses at the inaugural **Economic Trades and Forecast Luncheon** at the Lethbridge Lodge & Conference Centre.

Team Lethbridge, comprised of leaders from 12 local organizations head to Edmonton to to advocate for Lethbridge with Government of Alberta.

Lethbridge ranks in the Top 10 cities in **Alberta Venture Magazine** for Best to Invest in Alberta.

Corporate Meeting & Events magazine highlights Lethbridge's **booming** convention and events industry with full page article & photos.

2009

Economic Developers Association Canada (EDAC) recognizes EDL and partners for **Business Park** advertising campaign.

Lethbridge welcomes **International Fur Trade Symposium** at Fort Whoop-Up as well as **Southern Alberta Fire Department Conference**.

County of Lethbridge and City of Lethbridge announce the formation of the **Airport Enhancement and Marketing Initiative**, a joint effort to enhance the Lethbridge County Airport.



2010



EDL launches the largest project in organization's history. With commitment of **\$1.16M** in capital funding from City of Lethbridge, EDL participates in Canada's Action Plan through Western Economic Diversification who commit **\$4.39M** to Tecconnect project.

Name, logo and brand unveiled at media event held in February.

Tecconnect - an Alberta centre for new commerce begins construction in North Lethbridge in Sherring Business & Industrial Park.

tecconnect

The Coast Hotel & Conference Centre grand opening showcases the **\$8.5M renovation** which includes 105 rooms and more than 15,000 square feet of meeting space.

EDL attends the **Meeting & Planners International World Congress** and also hosts a delegation of meeting planners from Eastern Canada to experience Lethbridge and area meeting & event spaces.

Lethbridge is the **11th Best Place to Live** in Canada according to Money Sense Magazine.

EDL launches **Mind Blowing Facts** campaign designated to highlight the often little known but significant benefits that Lethbridge has to offer.

Did You Know



Since 2003 there has been **184** individuals serve as an EDL Board member. Those people have a combined **537** years of service to EDL. Volunteer hours from Board members from 2003-2023 is **38,898**.

2011

Tecconnect opens its doors with “**Tec it Out**” celebration.

Lethbridge Awareness Campaign receives provincial recognition from Economic Developers Alberta in the Branding - Destination Marketing and Advertising categories.

EDL works with partners to successfully host the **Football Canada Cup**. Event generates **\$1.6M** in economic impact for the region.

Red Arrow Motorcoach announces service to Lethbridge.



2012

Alberta Venture Magazine ranks Lethbridge in the **Top 25 best communities for business in Western Canada** - ranking #2 for the Best Community in the High Tech Sector.

PepsiCo Beverages Canada holds a ground-breaking ceremony to announce the start of construction on a 9,600 square foot LEED-certified warehouse distribution facility in Lethbridge.

Richardson Oilseed Ltd. invests **\$15M** to expand and upgrade canola manufacturing operations.



Ford World Women’s Curling Championship brings an estimated **\$4.5M** to the Lethbridge economy.

Hurry Hard!

2013



After more than 12 years of planning and preparation, Lethbridge BioGas opens its **\$30M state-of-the-art facility**. The facility is the largest BioGas cogeneration project in Canada.

Economic Development Lethbridge celebrates **10 years** as an organization with community open house and gala evening with former & current Board members.

Canada's top young scientists compete at the 52nd annual **Canada Wide Science Fair** held in Lethbridge.

Egg Processing innovations Cooperative (EPIC) plant begins operations in Lethbridge.

2014

Lethbridge has a presence in **6 major international publications** as part of an overall initiative to raise awareness about the opportunities for high-tech employment and investment attraction in the region.

Alberta Geomatics Group (AGG) holds first Lethbridge chapter meeting at Tecconnect.

The Twitter hashtag **#99inYQL** became a Canada-wide trending topic for six hours during the **Greatness in Leadership** event as attendees live tweeted during the event.

Lethbridge wins bid to host **2015 Skate Canada International Competition**.



2015

EDL launches **intelligentYQL.ca** as the cornerstone of a community-wide engagement strategy.

Team Lethbridge travels to Edmonton for their 4th mission to meet with provincial government. In total the mission has 19 Lethbridge organizations participate.

Lethbridge at Work publication receives provincial recognition at EDA awards.

Trevor Lewington becomes the organization's third **Chief Executive Officer**.



2016



Economic Development Lethbridge and partners host two delegations from China, part of a new area of focus on **foreign direct investment**.

Cavendish Farms' announces a **\$350M (\$430M once completed)** expansion project of its Lethbridge operations. Included in the announcement, construction of a new state-of-the-art frozen potato processing facility.

Tecconnect celebrates 5 years by playing **host to 300 meetings**.

EDL conducts "**Our Lethbridge**" **place-brand survey** to gain insight into the perceived strengths, weaknesses and opportunities in the community.

2017

Ignite YQL, a new EDL hosted event gave speakers 5 minutes and 20 slides to deliver a pitch about their selected topic.

In partnership with the City of Lethbridge & County of Lethbridge, **EDL led a commercial and industrial land study** to establish a land demand forecast.

The Regional innovation Network of Southern Alberta (**RINSA**) and EDL launch **Tecconnect+ED**. This new series of programs helps entrepreneurs get their business ideas to market.



tecconnect **+ED**
EDUCATING & EMPOWERING ENTREPRENEURS

Did You Know

Economic Development Lethbridge has won **14 Economic Developers Alberta Awards, 8 Economic Developers Association of Canada Awards, 1 Hermes Award and 1 Golden Shovel Award** and has been recognized by many provincial, national and international publications!

Over 20 years, EDL, through all its initiatives and programs is estimated to have delivered a **direct economic impact of more than \$2 billion as well as helping to create 2,500+ jobs.**



2018



EDL partners with the Lethbridge Chamber of Commerce and Canadian Institute of traffic and Transportation to host a transportation roundtable.



EDL hosts, researches and develops the Lethbridge Place Brand Strategy, including engagement sessions with partners and stakeholders in preparation for launch of community brand.

The This is Lethbridge: A Bright Choice publications win a Marketing Canada Award at EDAC conference held in Fredericton, NB. The 3 publications (Business Investment, Economic Diversity and Meetings & Events) become valuable marketing tools for the organization.



Tecconnect plays host to two Indigenous Entrepreneur Summits in partnership with Business Link Indigenous Services.

2019



EDL launches the **Lethbridge Brighter Together** community brand in conjunction with the opening of Science Commons at the University of Lethbridge and Coulee Fest at Lethbridge College.

Tecconnect provides preparatory training and working sessions to seven women to attend the **Crypto Chicks** International Blockchain Hackathon in Toronto.

Team Lethbridge travels to Edmonton for its 6th mission.



Focus on Foreign Direct Investing and Exporting in marketing campaigns.

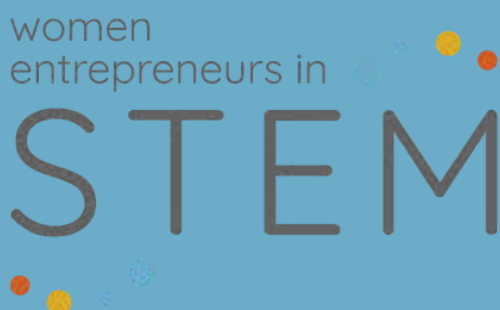
The **Lethbridge Region Economic Recovery Task Force** is set up to help local businesses with resources and guidance during the Covid-19 pandemic.

EDL with partners Dematic and Supply Chain Canada Alberta Institute host the organizations first ever VR event - **Automation in Supply Chain, a VR Experience.**

2020



Lethbridge Region
ECONOMIC RECOVERY TASK FORCE



EDL and CMG Design are awarded a **Hermes Design Award**, for the Team Lethbridge leave behind document from the mission in 2019.

The **Women Entrepreneurs in STEM (WESTEM)** team is revamped and due to public health restrictions offers a fully virtual learning format for female entrepreneurs in Southern Alberta.

2021



Canada's Premier Food Corridor (CPFC) ramps up marketing efforts with placements in Western Investor and Site Selector magazine.

EDL launches **Supply Chain Automation Pilot Program** to help local businesses looking for automation tools and technologies for their business.

In September, in partnership with Energy Associates International hosts the **Strategic Energy Management Workshop**, and offers local industrial businesses energy savings options.



2022

WEcast, the WESTEM podcast featuring stories from Southern Alberta female entrepreneurs, wins the coveted **EDAC Cup** as the best economic development initiative in Canada of 2022.

EDL, with partners Tourism Lethbridge and Lethbridge & District Exhibition host the first annual **Brighter Together Food Journey**.

Economic Development Lethbridge joins **Invest Alberta** delegation trip to Ireland.



2023



Economic Development Lethbridge, moves out of downtown Lethbridge offices into **Tecconnect**.

In partnership with Innovate Calgary, EDL helps launch the **ElevateIP Alberta** program with a focus locally on Southern Alberta entrepreneurs and start-ups looking for help with intellectual property.



Lethbridge & District Exhibition opens the **Agri-food Hub and Trade Centre**. The building plays host to the Brighter Together Food Journey during Whoop-Up Days.

New technologies such as Gazelle, Meltwater, ChatGPT, Synthesia, and Virtual Gurus start to be incorporated by EDL staff.



Lethbridge is approved by the Government of Alberta as an AAIP location. The designation allows them to administer the **Rural Renewal Stream** and **Rural Entrepreneur Stream** to help address workforce development.

The Last Of Us becomes the largest series ever filmed in Canada. Much of the filming for the HBO series is done in Alberta and uses CGI for an iconic scene of the High Level Bridge in Lethbridge.

Economic Development Lethbridge through municipal funding creates a **Creative Industries** sector in the region, looking to increase awareness of the region as a place for film, television, and other content creation.





Economic Development Lethbridge

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