



BUILDING A BRIGHT COMMUNITY.

2018 Year in Review

Economic Development

LETHBRIDGE



Lethbridge

Brighter Together

YEAR IN REVIEW

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“Economic Development Lethbridge plays a key role in our city, as both a leader in economic development and setting the tone for positive growth. The EDL team builds positive and sustainable relationships in both the public and private sectors locally, provincially, nationally, and internationally for the benefit of our community, and as a result of their work companies choose Lethbridge as the place they want to be because it’s an excellent place to operate a business and offers employees an attractive quality of life.”

JENN S. REMPEL
BOARD CHAIR & PRESIDENT

OUR COMMITMENT

At Economic Development Lethbridge, we are in the business of building community.

We are a support system, a community collaborator and a proactive advocate for the future evolution, growth and prosperity of Lethbridge. We connect, support and promote this city as a place for enterprise, but also as a place where businesses and citizens can thrive within a welcoming community.

MISSION

EDL's mission is to strengthen and diversify the Lethbridge economy by initiating and facilitating proactive economic development strategies and promoting Lethbridge as an excellent place to live, learn, invest, visit and do business.

VISION

Lethbridge:

- continues to be a strong, diversified community, embracing opportunity.
- is a thriving community where planned and balanced growth inspires investment.
- is recognized as a family-friendly, business oriented community.
- will be a leader in supporting and creating the framework and infrastructure required for business, academic, social and cultural entrepreneurship and innovation.

Together we can build bright opportunities!

EDL BOARD

EDL 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. Board Members are drawn from a diverse cross-section of the community with the intention of best accomplishing the mission and objectives of the organization.

2018 BOARD MEMBERS

-  **Agriculture:** Christine King
-  **Arts & Culture:** Danielle Tait
-  **Chamber of Commerce:** Karla Pyrch / Roy Pogorzelski
-  **City Mayor:** Chris Spearman
-  **City Councillor:** Mark Campbell
-  **City Manager:** Kathy Hopkins / Bramwell Strain
-  **Commercial:** Robert Kinniburgh
-  **Construction:** Richard Thiessen
-  **County/Airport:** Klaas Vander Veen
-  **Environment:** Kathleen Sheppard
-  **Finance:** Jason Sentes
-  **Indigenous:** Rob Crow
-  **Industrial:** Terry Friesen
-  **Lethbridge College:** John Jacobson / Sandra Dufresne
-  **Multicultural:** Jane Anderson / Richard Kofi Odei-Wontumi
-  **Not-for-Profit:** Jennifer Schmidt-Rempel (EDL Board Chair)
-  **Past-President:** Bill Spenceley
-  **Regional:** Mark Brown
-  **Retail:** Julia Mitchell / Kevin Brees
-  **Seniors:** Pat Santa
-  **Service:** Sandra Mintz
-  **Sports & Recreation:** Todd Caughlin
-  **Technical/Research:** Chris Stasiuk
-  **Tourism:** Marie Milsom Galeana
-  **Transportation:** Brad Beerling
-  **University of Lethbridge:** Erasmus Okine

Note: Orange indicates City of Lethbridge appointed positions.

2018 FAST FACTS:

NUMBER OF PEOPLE
THAT HAVE SERVED
ON THE EDL BOARD

142

15

NUMBER OF YEARS
EDL HAS BEEN SERVING
THE COMMUNITY

70 CENTS

TOTAL FUNDS LEVERAGED
AGAINST EVERY CITY DOLLAR

*PRIOR 5 YEAR AVERAGE WAS 42 CENTS

“During my year as Board Chair I saw, first-hand, how effective the EDL team can be and how the organization continues to work with a spirit of partnerships and commitment to the city they serve.”

BILL SPENCELEY

Economic Development Lethbridge Board Chair 2017-2018

OUR PARTNERS

Economic Development Lethbridge has always been an organization that recognizes and embraces the value of partnerships and collaboration. From our Board of Directors and community leaders to student volunteers, we would like to say a sincere thank-you for the difference you make to our organization and the community!

We would like to acknowledge the support from more than 5,000 community members who have been part of the brand process through survey participation, stakeholder sessions and online feedback.

The following list highlights our 2018 initiative partners including Team Lethbridge, Meeting & Event Partnerships, Tecconnect, the Regional Innovation Network of Southern Alberta and the Southern Alberta Alternative Energy Partnership.

Thank you!

2,662

Total annual hours contributed on average over the last 5 years to EDL by amazing volunteers!



Alberta Culture & Tourism	LA Chefs
Alberta Economic Development and Trade	Lethbridge Chamber of Commerce
Alberta Health Services - South Zone	Lethbridge College
Alberta Innovates	Lethbridge Construction Association
Alberta Southwest Regional Alliance	Lethbridge County
Allied Arts Council	Lethbridge and District Association of REALTORS®
Blood Tribe Economic Development	Lethbridge Exhibition Park
Bow Valley College	Lethbridge Family Services
Business Link	Lethbridge Lodging Association
Calgary Technologies Inc (formerly Innovate Calgary)	Lethbridge Police Service
Canadian Home Builders Association, Lethbridge	Lethbridge School District #51
Canadian Institute for Traffic and Transportation (CITT)	Lethbridge Senior Citizens Organization
Chinook Country Tourist Association	Lethbridge Sport Council
Chinook Regional Foundation for Career Transitions	MD of Taber
City of Lethbridge	National Research Council - IRAP
Coast Lethbridge Hotel and Conference Centre	Piikani Resource Development Ltd.
CodeYQL	Plant Protein Alliance of Alberta
Community Futures – Lethbridge Region	Royal Bank of Canada
Community Futures - Treaty 7	Select People Solutions
Downtown Lethbridge BRZ	Southern Alberta Women in Business
Economic Developers Alberta	SouthGrow Regional Initiative
Economic Developers Association of Canada	Teamworks Training Institute
Holy Spirit Roman Catholic Separate Regional Division No. 4	Town of Coaldale
InBridge Inc.	Town of Taber Economic Development
Indigenous Business Support and Resource Group - Treaty 7	Travel Alberta
	University of Lethbridge
	Whipcord
	WNDX Coding School

Business Development

Helping businesses access information and support needed to relocate, start or grow.

In 2018, Economic Development Lethbridge tracked 55 new inquiries from businesses considering Lethbridge. We continue to assist over 20 companies still interested in Lethbridge from previous years. From these, we assisted 8 businesses in Choosing Lethbridge as their new location. This translated into 75 new jobs and over \$350 million in new business investment and expansion development in our community.

We continue to see the majority of our inquiries for new business coming from within Alberta. The rest of Canada and Asia are the next two largest geographical areas that consider Lethbridge as a potential home for their business. Diversification of inquiries by industry cluster remains strong and proves that Lethbridge is a diverse and emerging area for businesses that do things differently.

Business Retention and Expansion remains a key focus as it is always easier to keep existing business than attract new business. We assisted 7 local businesses to grow and expand.

We remain active with our regional partners on numerous initiatives. We know through our previous work in developing the Trade Area Study that what is good for the region is good for Lethbridge. The Southern Alberta Alternative Energy Partnership continues to advocate for renewable energy projects in the region while the Southern Alberta Investment and Trade Initiative encourages foreign direct investing in the area.



We continue to dedicate time and resources to the acquisition and analysis of quality market data and research to ensure we are equipped with the best information possible to help attract investment to Lethbridge. As a supplement to our Food for Thought breakfast in the spring around social entrepreneurship we developed an Economic Diversity magazine to better explain the data and its impacts on Lethbridge. We also completed an updated Major Employers Survey and continue to update the most current stats on our website.

Business Event Highlights 2018

- Partnered with Lethbridge Chamber of Commerce and the Canadian Institute of Traffic and Transportation to host a transportation roundtable
- Hosted members of the Plant Protein Alliance of Alberta and the Protein Industries Canada board to learn about the agriculture clusters in Southern Alberta
- Presented “Food For Thought”, a breakfast in collaboration with the University of Lethbridge and Lethbridge College focusing on the opportunities in agriculture and agri-food in Southern Alberta

\$441 million

Total Building Permit Value

48%

The percentage of investment inquiries originating in Alberta

Entrepreneurship & Innovation

Growing the entrepreneurial ecosystem and adding to the diversity of Lethbridge.

Economic Development Lethbridge owns and operates Tecconnect, a centre of excellence for entrepreneurship and innovation. This facility opened in 2011 to provide incubator services and training workshops to startup companies and entrepreneurs working on innovative ideas and commercializing technologies.

Since opening in 2011, Tecconnect has had an increasingly significant impact on the local economy. Companies in Tecconnect have created 208 jobs with a payroll of just over \$7.6 million. Of those employed, 56% have been Lethbridge post-secondary graduates with 36% of start-up owners being Lethbridge post-secondary graduates. Tecconnect incubator and alumni companies created 43 new technology sector jobs in 2018 which was an increase of 20% compared to the prior year.

In April of 2018, the Regional Innovation Network of Southern Alberta or RINSA continued into the second and final year of delivering the Alberta Innovates - Alberta Entrepreneurship Incubator Program (AEI) with Economic Development Lethbridge as the fiscal agent and Tecconnect as the delivery portal. The program continues to accelerate the entry and growth of new entrepreneurial businesses with innovative ideas and potential products; increase the number of jobs in Alberta; and encourage recent graduates and those individuals who are unemployed due to the current economic downturn, to consider entrepreneurship as a potential career path.

In 2018, Tecconnect hosted 210 meetings with community partners and stakeholders for a total of 865 attendees; delivered 45 entrepreneur events to 291 attendees; and incubator companies in Tecconnect utilized the meeting spaces for 106 meetings with an estimated 332 people. It was a bustling place!

43

New technology jobs created by Tecconnect
incubator and alumni companies

45

Number of entrepreneurial training
sessions in 2018

Tecconnect Highlights 2018

- Hosted the Southern Alberta Women in Business premier of the entrepreneur documentary film “Dream Girl”
- Strengthened supportive partnerships with Treaty 7 Indigenous entrepreneurs through workshops, training and business advice across Southern Alberta
- Hosted two Indigenous Entrepreneur Summits in partnership with Business Link Indigenous Services
- Introduced Blockchain technology education and consultation to southern Alberta in partnership with InBridge Inc.
- Introduced high school students to career opportunities in entrepreneurship and technology industries within Lethbridge in partnership with the Chinook Regional Foundation for Career Transitions
- Hosted the 3rd Annual Multimedia Challenge with Lethbridge College Multimedia Production and Digital Communications and Media departments, allowing students to gain “real world” experience through forming brand strategies for a Tecconnect entrepreneur

Coming in 2019

Building on the success of the blockchain education workshops held in 2018, Economic Development Lethbridge and InBridge Inc. have created a shared corporation; BlockchainSA, a corporation dedicated to the advancement of blockchain technology through advisory, research and development and implementation. BlockchainSA will assist corporations within agriculture and manufacturing to integrate blockchain technology into their supply chain processes.



Marketing & Advocacy

Generating local, provincial and national awareness of the Lethbridge story.



2019 will see the launch of our new community brand. Our objective: Maximize promotion by developing a partner-based approach that empowers brand ambassadors, ensures financial viability and expands EDL's capacity to promote the community in unique and impactful ways.

Drawing from the farming and mining history of Lethbridge, the pinwheel shape speaks of threshers and drills, but also the forward movement of the city, carried by its higher education institutions and the energy of its businesses. The typeface is modern and has been customized for Lethbridge. The well-grounded colour palette speaks of stability and respect for tradition and incorporates supporting the energy of youth and the future. The underlying message is that knowledge and leadership will take Lethbridge forward.

We picked the colours as a reflection of Lethbridge and the surrounding area with the dark blue as distant mountains, bright blue sky and the orange and yellow symbolizing the agriculture and the sun. The Dark Blue was chosen as the primary colour as an evolution of the blue from the existing Lethbridge brand and it's relation to trust and stability in economics.

The font was constructed with straight lines and circular shapes to create a modern font that is unique to Lethbridge. It was also created with the idea that it would extend into the city branding and would need to work across all city communications. The font is bold and clear at a distance with a large x-height allowing for accessibility in both print and web.

Some of the events we were a part of in 2018 included:

- Canadian University and College Conference Organizer's Association Conference
- Economic Developers of Alberta Conference (Banff)
- Economic Developers Association of Canada Conference (Fredericton, NB)
- EDA Ministry Dinner (Edmonton)
- Farming Smarter Conference
- FarmTech (Edmonton)
- Food for Thought Breakfast - Mark Brand, Social Entrepreneur
- Food for Thought Breakfast - Dr. David Hughes, Future of Food
- Go West Conference (Edmonton)
- Greatness in Leadership
- IgniteYQL
- Inventure\$ (Calgary)
- Opportunity South
- RBC Family and Small Business Summit
- Smart Airports Conference (Edmonton)
- SouthGrow Regional Economic Strategic Planning
- Stampede Investment Forum (Calgary)
- Tete-a-Tete (Ottawa)
- Transportation Industry Mixer
- Truck Expo



Meeting & Event Development

Pursuing opportunities to attract and host conferences, meetings and events in Lethbridge.

- Economic Development Lethbridge was contracted for the first three months of 2018 to continue support through the transition to a new Tourism Organization for the City of Lethbridge.
- Attendance at key industry events, managing requests for information and prospecting of events for Lethbridge, along with the transition of information to the new entity were the main focus.
- In the first three months of 2018, we attended 4 events to promote Lethbridge as a destination for meetings and events where we were able to reach over 2000 attendees. We advertised in two industry publications to Alberta and Western Canada event planners and managed 34 inquiries from interested organizations looking for a destination to host their event.
- All information has now been transferred to Tourism Lethbridge, the new organization responsible for the promotion of Lethbridge as a destination for meetings and events.



Awards won in 2018:

COMMUNITY ECONOMIC DEVELOPMENT AWARD AT THE 2018 ECONOMIC DEVELOPERS ALBERTA CONFERENCE

At the Economic Developers Alberta Conference in Banff National Park, Economic Development Lethbridge received the Community Economic Development Award for a Medium Community/Region. Our goal was to provide an opportunity through IgniteYQL for a diverse group of community members to deliver a passion pitch that inspires others and stimulates conversation around building a bright community.

MARKETING CANADA AWARD AT THE 2018 ECONOMIC DEVELOPERS OF CANADA CONFERENCE

Our goal was to develop a consistent visual identity and set of key messages that drive the creation of marketing tools to enhance awareness, support investment attraction tactics and ultimately bring investment to the city. These publications received the Marketing Canada Award at the 2018 Economic Developers of Canada conference in Fredericton, NB.



Looking Ahead: 2019-2022 Business Plan

New initiative funding request summary:

IDENTIFY OPPORTUNITIES AND BARRIERS TO BUSINESS

Funding in this area will create an opportunity to identify barriers faced by the business community as well as enhance relationships through a series of standardized Business Retention and Expansion (BRE) programs. While EDL has core BRE programs in place, there is a need and strong alignment with City Council's strategic plan to enhance the reach and impact of these programs.

FOREIGN DIRECT INVESTMENT (FDI)

The objective of this initiative is to re-engage with foreign investment opportunities through continued missions and enhanced relationships with businesses looking to expand into foreign markets. Southern Alberta remains well positioned to capture the interest of foreign markets and to expand trade relationships. The Southern Alberta Investment & Trade Initiative will focus on four key segments, Agriculture & Agri-food, Technology & Innovation, Tourism and Renewable Energy. We will continue to market to China and Asia Pacific countries as well as India and Europe.

LETHBRIDGE BRAND IMPLEMENTATION

The objective of the brand initiative is that at the end of 2022, Lethbridge is known as a place that "embodies an intelligent and thoughtful community, with deep roots that support innovation."

AGRI-FOOD CORRIDOR MARKETING & DEVELOPMENT

This initiative will support the development of marketing materials and related collateral to promote a Lethbridge-Taber Agri-food Corridor to enhance the position of the region and drive attendance at key industry events. A regional approach combined with a targeted investment attraction strategy in the agri-food processing sector is the most effective way to engage large, multi-national companies.

Our strategy to build and diversify the economy can be divided into 6 key focus areas or pillars for the 2019-2022 Business Plan:

1. Business Retention & Expansion (BRE)

Help existing businesses to expand and grow. We connect business to sources of funding, help remove barriers, provide advice and work to encourage the use of local suppliers and inputs.

2. Investment Attraction

Seek out access to new markets and engaging new wealth-generating business to grow our economy with focus on four priority sectors: agri-food, technology, manufacturing and renewable energy.

3. Entrepreneurship & Innovation

Leverage Tecconnect as a centre of excellence to create a supportive environment in collaboration with our regional partners for technology based start-ups. Empowering and enabling small business owners to create, experiment and succeed.

4. Marketing & Advocacy

Elevate Lethbridge in the local, provincial and national marketplace through the launch of a community brand. Building collaborative relationships with industry associations and government agencies to help knock down barriers to business.

5. Catalytic Projects

Initiate or support major projects that by their nature have the potential for inducing incremental development and economic growth in the region.

6. Operational Excellence

Continue to innovate to find efficiencies in our operations and ensure an effective organization well positioned to serve the community into the future.



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www.chooselethbridge.ca