



Year in Review

2020





EDL is the support system, the community collaborator and proactive advocate for the future evolution, growth, and prosperity of Lethbridge; primarily as a destination for enterprise, but also as a place for residents to live and work with a great sense of wellbeing. With the support of our Board, we work on building a future for our community that is Brighter Together.

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.



2020 YEAR IN REVIEW

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"It has been a privilege to serve as Board Chair and President for Economic Development Lethbridge through the unprecedented year we have navigated with COVID 19. Economic Development Lethbridge was well-positioned to support the business community before the pandemic was declared, shifting immediately to address the rapidly changing economic environment. Through a robust suite of specialized recovery and support resources, EDL's award-winning team played, and will continue to play a vital role as Lethbridge's one stop shop for economic recovery and growth. Through its extensive local, provincial, national and international networks, excellent reputation, commitment to strong performance metrics, and ability to leverage successes, EDL is among Lethbridge's greatest economic assets in its own right. Committed to the business of building community, EDL understands that in Lethbridge, we are Brighter Together."

Sandra Mintz

BOARD CHAIR & PRESIDENT

"In a year unlike any other, Lethbridge has truly shown the determination and innovation needed to overcome the biggest of obstacles it may be faced with. COVID-19 has changed the way we do business locally and internationally and our organization through teamwork, perseverance and adaptation have continued to provide a quality of service to the community that I am truly proud of. EDL continues to shine the spotlight and tell the story of our region as a place of continued economic prosperity for business, industry, students, families and anyone who gets to call this area of southern Alberta home."

Trevor Lewington

CEO, ECONOMIC DEVELOPMENT LETHBRIDGE



6 Key Pillars

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.

Economic Development Lethbridge

ECONOMIC DEVELOPMENT LETHBRIDGE IS/ARE

**Innovative
Collaborative**

**Engaged
Approachable**

**Strong
Leaders**

As ambassadors to the community and the Lethbridge Brighter Together brand, Economic Development Lethbridge takes pride in these roles and lives them every day in our business operations. These 6 words describe how we see ourselves now and how we can contribute to the benefit of all people in Lethbridge.

ECONOMIC DEVELOPMENT LETHBRIDGE VISION

Lethbridge - Continues to be a strong, diversified community, embracing opportunity.

Lethbridge - Is a thriving community where planned and balanced growth inspires investment.

Lethbridge - Is recognized as a family-friendly, business-oriented community.

Lethbridge - Will be a leader in supporting and creating the framework and infrastructure required for business, academic, social and cultural entrepreneurship and innovation.

EDL Board

Economic Development Lethbridge is an arm’s length organization, supported by the City of Lethbridge, governed by a 31-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.

2020 BOARD MEMBERS

- **Agriculture/Agri-Food**
Christine King
- **Airport**
Vacant
- **Arts, Culture & Entertainment**
Amanda Berg
- **Chamber of Commerce**
Cyndi Vos
- **City Mayor**
Chris Spearman
- **City Councillor**
Mark Campbell / Rob Miyashiro
- **City Manager**
Craig Dalton
- **Community & Social Services**
Sandra Mintz (EDL Board Chair)
- **Construction**
Evan Barr
- **Education**
Vacant
- **Environment**
Kathleen Sheppard
- **Financial & Professional Services**
Terry Belisle
- **Health & Wellness**
Melissa Smith
- **Hospitality & Tourism**
Michelle Day
- **Indigenous**
Katie-Jo Rabbit
- **Industrial & Manufacturing**
Adriana Mercader
- **Lethbridge College**
Sandra Dufresne
- **Lethbridge County**
Klaas Vander Veen
- **Multicultural**
Jan Gong
- **Non-Profit**
Diana Sim
- **Past President**
Jenn Schmidt-Rempel
- **Real Estate & Development**
Robert Kinniburgh
- **Regional Economic Development Agencies**
Peter Casurella
- **Retail**
Kevin Brees
- **Sector-At-Large**
Vacant
- **Seniors**
Karen Johnson
- **Sports & Recreation**
Todd Caughlin
- **Supply Chain & Logistics**
Brad Beerling
- **Technology**
Chris Stasiuk
- **University of Lethbridge**
Dr. Kerry Godfrey
- **Young Entrepreneur**
Timothy Hachkowski
- **Young Professional**
Ian Andrews

*Red indicates new board sectors in 2020

*Yellow indicates City of Lethbridge appointed positions

Economic Development Lethbridge, and much of its success is built on collaboration. Many of the projects and initiatives that our organization partake in are because of the strong network of partners we work with. Our partners and the relationships we maintain with them is a vital part of the work we do at EDL. We know 2020 has been a tough year for everyone, locally, provincially, and on a national and international level. To our valued partners we say thanks for all that you do in helping make Economic Development Lethbridge the organization it is today, and to much continued success to all our partners moving forward!

Our 2020 Partners

Alberta Government – Ministry of Agriculture and Forestry
Alberta Government – Ministry of Jobs, Economy and Innovation
Alberta Government – Ministry of Labour and Immigration
Alberta Health Services
Alberta Innovates
Alberta Southwest Regional Alliance
Allied Arts Council
BUILD Lethbridge Region
Bill Halley Business Consulting Corporation
Blood Tribe Economic Development
Bow Valley College
Business Link
Calgary Economic Development - Trade Accelerator Program
Campus Alberta Neuroscience
Canada West Foundation
Canadian Institute for Traffic and Transportation (CITT)
Chinook Arch Regional Library System
Chinook Regional Foundation for Career Transitions
City of Lethbridge

Clausehound
CMG Design
Coast Lethbridge Hotel and Conference Centre
Community Futures – Lethbridge Region
Community Futures Chinook
Community Futures - Treaty 7
County of Warner
Dematic
Downtown Lethbridge BRZ
Economic Developers Alberta
Economic Developers Association of Canada
Energy Associates International
Exit Right
Farming Smarter
Futurpreneur
Holy Spirit Roman Catholic Separate Regional Division
Inbridge Inc.
Indigenous Business Support and Resource Group - Treaty 7
Invest Alberta
Invest in Canada/Global Affairs Canada
Lethbridge Chamber of Commerce
Lethbridge College

*Orange indicates partners in the Regional
Innovation Network of Southern Alberta (RINSA)

Lethbridge College - AgENT
Lethbridge College - Multimedia
Production & Digital
Communication and Media
Program
Lethbridge Construction
Association
Lethbridge County
Tourism Lethbridge
Lethbridge and District Association
of REALTORS®
Lethbridge Exhibition Park
Lethbridge Family Services
Lethbridge Lodging Association
Lethbridge School Division
Lethbridge Senior Citizens
Organization
Lethbridge Sport Council
Living Works
Local Intel
MD of Taber
Mocha Cabana Bistro
National Research Council - IRAP
Okotoks Economic Development
Output° Media
Piikani Resource Development Ltd.
Plant Protein Alliance of Alberta

Platform Calgary
Protein Industries of Canada
Royal Bank of Canada
Sandman Hotel Lethbridge
Sandman Signature Lethbridge
Select People Solutions
SouthGrow Regional Initiative
Supply Chain Canada
Teamworks Training Institute
The Venture Mentoring Service of
Alberta (VMSA)
Town of Coaldale
Town of Milk River
Town of Taber Economic
Development
Transmark
University of Lethbridge
U of L - Agility
U of L - Department of Geography/
Remote Sensing
Village of Coutts
Village of Stirling
Western Economic Diversification–
Women Entrepreneur Strategy
Whipcord

From Economic Development
Lethbridge we'd like to say



Thank You!

Economic Recovery

Responding to the needs of our business community when needed the most.

Much of the work EDL undertook in 2020 was in response to COVID-19 and the effect on local business and investment in the region. With so much uncertainty at the onset of the pandemic in the spring of 2020, Economic Development Lethbridge with other regional partners formed the

Lethbridge Region Economic Recovery Task Force (LRERTF), with the vision of “getting the Lethbridge region back to work as quickly as possible” while adhering to government safety precautions and social distancing measures. The LRERTF focused their work on 6 key priorities:



FINANCIAL SUPPORT



BARRIERS TO BUSINESS



ONLINE RESOURCES



WORKFORCE RETENTION & DEVELOPMENT



PHYSICAL SUPPORT CENTER/ONE STOP SHOP



EMOTIONAL SUPPORT & PEER NETWORK

#InThisTogetherYQL

Information.
Resources.
Support.



Lethbridge Region

ECONOMIC RECOVERY TASK FORCE

www.chooselethbridge.ca/recovery

Regional businesses had a wealth of resources and contacts made available to them through the LRERTF. Funding opportunities, government grant programs (municipal, provincial, federal), and regional PPE supplier lists were just some of the information that was constantly being updated on the Task Force web page at chooselethbridge.ca/recovery.

Businesses were also given the opportunity to meet with a variety of volunteer business advisers, on several topics by filling out an intake form which helped LRERTF members get them in touch with the right people in the community. A phone number and email were also marketed to the business community to reach out and connect with members of the Task Force who could leverage their own personal networks to find help needed.

In June, the LRERTF undertook an assessment of 10 economic sectors in our region. The Economic & Industrial

Impact of the Coronavirus Study identified opportunities and challenges facing our region as we look to recover.

A project that was taken on by the Task Force was to connect with POST Promise. The POST Promise is a national private sector led initiative designed to help Canadians confidently and safely shop and work in local businesses during the COVID-19 pandemic. It signifies a business's commitment to implementing and practicing the five key steps to workplace safety, helping to prevent the spread of COVID-19. In November, a POST Promise representative was in Lethbridge to visit with businesses and raise awareness regarding the initiative and has seen over 90 regional businesses make the POST Promise.

Business Development

Helping local businesses through retention and expansion while promoting Lethbridge as an attractive option for industry across the globe.

In 2020, Economic Development Lethbridge tracked 43 new inquiries from businesses considering Lethbridge as a place to start or grow their business. Of those 43 inquiries, 6 businesses decided to choose Lethbridge as the place for their operation. This resulted in 77 new jobs and an investment of \$65.9M into the region. The 14% conversion rate of inquiries to landed business was up slightly from 12% over the past five years and was the second highest rate of conversion over the past 6 years, only trailing the 15% rate we saw in 2018.

Not surprisingly, Economic Development Lethbridge did see a high number of requests from businesses regarding

Business Expansion & Retention in 2020. Of the 41 inquiries this past year, 2 businesses expanded their operation in Lethbridge. As a result, EDL saw 46 new jobs created in 2020 with an economic impact of just under \$13M. Combining these two numbers, Lethbridge saw a total economic impact of \$78.8M in the region and 123 new jobs as a result. The business community has been hard hit throughout the pandemic and our team is available to help those in need. Lethbridge continues to see interest from prospective businesses outside our area and continually looks to promote our region for all opportunities.



Economic Development Lethbridge receives funding from the City of Lethbridge to deliver economic development. Through Investment Attraction and Business Retention & Expansion, we return \$104 dollars for every dollar of funding we receive.



Business Development activity throughout 2020 focused on some key sectors and opportunities for Lethbridge. In the early part of the year EDL hosted discussions with community organizations and stakeholders regarding the Lethbridge Airport. We continue to develop plans to grow and expand our supply chain services for our businesses by focusing on the airport developments and continue to promote Canada's Western Gateway Logistics Corridor.

EDL also presented an opportunity for business and industry to take part in an Energy Aggregation Program and learn how energy aggregation can help reduce power consumption and load management to save on energy costs.

In September EDL and its partners Dematic and Supply Chain Canada, Alberta Institute put on a first of its kind virtual reality (VR) experience. Automation in Supply Chain – A Gamified Experience saw participants locally, provincially, and internationally network in a virtual conference. The space, created with help from the virtual and augmented reality program at

Lethbridge College, offered attendees the chance to build their own avatars and attend presentations from industry leaders and visit built in portals that showcased Dematic automation systems, running in real time.

Labour force is the top consideration for businesses when evaluating investments in a region and is why we partnered with many of our neighbouring municipalities on the Regional Skills Study this year. The project partners have struck committees to address the next steps arising from this study and will continue the work through 2021. The results from the study can be found on page 21.

EDL also participated in Open Farm Days, the SouthGrow Innovation Corner at Ag Expo, the Calgary and Southern Alberta Agribusiness Market Study and at the Farming Smarter virtual conference held in December. These events as well as continued support and work with the partners involved in Canada's Premier Food Corridor highlight the importance and value of the Agriculture Agri-Food sector in our region.

Entrepreneurship & Innovation

Tecconnect, the hub where southern Alberta entrepreneurs can Start! Navigate! Innovate!



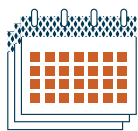
Although 2020 may have seen a decrease in the number of people and live events through the doors at Lethbridge's hidden gem of entrepreneurship & innovation, that did not stop those who call the building home from leveraging virtual learning opportunities and pivoting Tecconnect as a powerful resource for those seeking business advice, guidance with new technologies and a feeling of camaraderie as start-ups and entrepreneurs dealt with the results of COVID-19. 10 companies called Tecconnect home in 2020, and the facility saw an 84% occupancy rate throughout the past year. 2/3 of those occupants were incubator companies with the remaining third operating as commercial companies.

Many upgrades to the facility were addressed this past year including electrical sub-panel upgrades, sound proofing of offices, appliance, and cabinet replacements, upgrades to the AV and video conferencing systems and space and logistic enhancements to offer a more usable space. Much of these improvements were accomplished with funding Western Economic Diversification – WESTEM Program, Alberta Innovates – RINSA Program, Community Capital Grant Program and matching EDL funds. These needed

enhancements will keep Tecconnect on track as being the destination southern Albertan entrepreneurs depend on.

The work being done inside the walls and now virtually in Tecconnect touches on many sectors, all using new technologies and innovation to become leaders in a wide range of industries including emerging technologies like Blockchain and AI, supply chain, automotive dealerships, virtual accounting, digital media and post-production, VR, Immersive and 360°, biopharmaceuticals, financial management and 3D scanning.

Through the COVID-19 pandemic, Tecconnect staff worked tirelessly to provide a safe and sanitary environment for entrepreneurs who call it home and for special projects that required people to use the space and technologies the incubator provides. With remote work being more prevalent in 2020, the Tecconnect 2.0 plan was passed by the Board of Directors in December. This plan will ultimately look at pivoting Tecconnect to a space that is suited to workforce demands of the future by considering multiple leasing and day-use options, multimedia access including dedicated spaces for VR/AR, podcasting, and AV initiatives. The Tecconnect 2.0 plan will continue to offer entrepreneurs the opportunity for private or group meetings and be a trusted location for community events either in person or virtually.



Since opening in 2011...

278 Jobs

created with a payroll of just over \$11M



26

Startup technology
companies



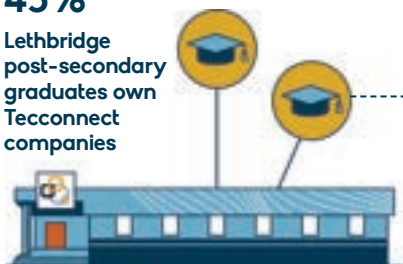
\$32M



Investment of government grants,
loans, investor contributions into
those companies.

45%

Lethbridge
post-secondary
graduates own
Tecconnect
companies



54%

Lethbridge post-secondary
graduates employed by
Tecconnect companies

Tecconnect Highlights 2020

- Emerging Technology Solutions for Business (ETSB) event held in July focused on the agriculture sector and bringing together innovators and early adopters across the region to provide insights into and facilitate understanding of the emerging technologies solutions transforming today's agriculture industry globally.
- Trade Accelerator Program (TAP) in partnership with Calgary Economic Development was held in person in February. This TAP information event was a meet and mingle event giving regional businesses the opportunity to learn more about the program.
- The Trailblazing Entrepreneur Program with the University of Lethbridge Agility Centre for Entrepreneurship to deliver a 24-week program to students and entrepreneurs. Several Tecconnect Entrepreneur Program clients took part in the program which wrapped up with a pitch program and coaching sessions involving Tecconnect staff and business advisers.
- The 5th annual Lethbridge College Multimedia Challenge took place at Tecconnect in February. Multimedia Production & Digital Communications students met with a local entrepreneur and then worked on a marketing plan based with guidance and based on challenges facing the entrepreneur and their business.

Women Entrepreneurs in STEM



The WESTEM team was revamped during the last half of 2020 with all new faces. All members moved to remote work environment due to COVID-19, offering all services virtually to clients. In addition, WESTEM successfully entered into contract working relationships with 22 professional and inspirational women entrepreneurial and tech professionals to build our Business Advisor roster. Since re-teaming, WESTEM has built excellent back-end processes and resources for efficiency, communication and client and partner interfacing, from client tracking, a WESTEM brand book, event coordination to developing online portals for advisors.

The WESTEM team has currently entered working relationships with 13 incorporated businesses who facilitate our programming. Some of the

programming in relationship to Emerging Technologies include Demystifying Tech for Start-ups, 6-Pack App series, Intro to Data, Intro to AI, Python for Data Science and Machine Learning, Foundations of Cyber Security, Intro to XR Series (Level 1 & 2) and How to Manage Developers.

The WESTEM brand that was developed in 2020 includes a new logo, website, introduction to WESTEM video, social media campaigns on multiple platforms and has resulted in over 800 followers by end of year and driven over 50% of registrations for WESTEM events.

Currently WESTEM has over 200 clients in event and coaching programs with many making great progress. Great traction is being made with connecting with Indigenous women entrepreneurs through our Outreach Ambassador and many women in southern Alberta and beyond are sharing their excitement for the program.



Regional Innovation Network of Southern Alberta (RINSA)

Tecconnect's RINSA Programs are a beacon of support, illustrating increased demand for assistance and value that the entrepreneurial community in southwestern Alberta is seeking. The resiliency and activity created, as we accelerate the success of businesses using and creating innovations and technologies, relates to our position as the anchor to the Alberta Innovation Corridor that extends from Lethbridge through to Edmonton. The impacts can be seen in both our reporting metrics to Alberta Innovates as well as through the continued recognition from peers and clients throughout the region and province.

In 2020, Tecconnect completed delivery of two series: Entrepreneurship 201 and Understanding Data Science and Machine Learning. Our Education-on-Demand offering was launched in October 2020. RINSA continued delivering programs with partner organizations such as Calgary Economic Development, Exit Right, and InBridge Inc. Collaborations continued with Platform Calgary, Lethbridge College, and the University of Lethbridge while gaps were filled through RINSA programs



by adding 16 expert advisors and education created via the Tecconnect Advisor Series. EDL/Tecconnect Staff and Business Advisors also received training through LivingWorks on Suicide Prevention.

Two RINSA clients enrolled in the Alberta LEANSTACK Accelerator Program (ALAP), which had room for 10 companies Alberta-wide. We also had one company join the Alberta GrowthX Program. Clients involved received additional mentorship through Tecconnect Business Advisors and Ash Maurya (LEANSTACK) and Sean Sheppard (GrowthX) respectively. Companies who participated in JUNCTION or ALAP also got access to the newly created Digital Traction grant program through Alberta Innovates.

Our stakeholders received high-quality guidance and access to opportunities which may not otherwise reach southwestern Alberta which highlights the important role RINSA has in connecting rural and remote entrepreneurs to innovation-based programs in the province. Additionally, six of the entrepreneurs we have supported through 2020 were highlighted in the Lethbridge Herald's: Lethbridge Entrepreneurs 2020.



Marketing & Advocacy

Continuing to build partnerships, share our story and elevate Lethbridge as a community that strives Brighter Together



In 2020 Economic Development Lethbridge continued work on spreading the message and tone of the Lethbridge Brighter Together community brand. Although the opportunities for live events dwindled due to COVID-19, other projects were pushed to the forefront with the community brand being the centerpiece for them. With partners including the Lethbridge Chamber of Commerce, Downtown Lethbridge BRZ, Lethbridge College and University of Lethbridge a series of #hashtag campaigns were launched to raise awareness within the business community. These campaigns included shopping local, the development and training of local workforce and helping local businesses come together during social distancing and operating restrictions. The final campaign in December focused on the use of local delivery options, to create employment, support a Lethbridge owned and operated company and provide some financial relief for both consumers and business owners.

Other work involving Lethbridge Brighter Together focused on spreading the message that it truly is a community brand and building on some early work by organizations to adopt the look of the brand in some form or fashion. This work paid off in 2020 with the re-branding of Downtown Lethbridge to Brighter Together colours and can be seen in many of the City of Lethbridge public facing communications.





Lethbridge Region

ECONOMIC RECOVERY TASK FORCE

Marketing for the Lethbridge Region Economic Recovery Task Force was also a high priority in 2020. One of the initial projects was development of a logo package that incorporated the look of the Brighter Together community brand. Once developed the logo became a staple on all the LRERTF marketing materials externally and online. The Task Force also allocated resources to help market the message of the POST Promise to regional businesses looking for a way to inform consumers that their store or location was a safe place to shop. Social media marketing for the LRERTF focused on informing businesses that help was available to them through the recovery website, volunteer business advisers both virtually and safely in person and encouraging them to call or email the provided contact information to discuss their business with a member of the Task Force.

2020 also saw EDL launch a monthly digital newsletter. Choose Lethbridge Monthly gives subscribers the

opportunity to learn about many of the EDL and partner organization initiatives throughout the year. EDL uses the newsletter as a vehicle to inform community stakeholders about upcoming events offered by the organization, provide updates on projects that EDL is currently working on and in the back half of the year the newsletter also began to share some of the work from partner organizations.

EDL continues to work on promoting the chooselethbridge website as an informative and reliable option not only for outside investors looking for market data about Lethbridge, but also individuals looking for business, quality of life and entrepreneur information. The 6 buttons on our home page (Review the Business Climate, Uncover Local Opportunities, Search for Available Properties, Discover Industry Trends, Analyze Your Competition and Evaluate the Workforce) offered by our partner Local Intel continue to be hugely popular providing information to all who visit our website.

Awards



Team Lethbridge Leave Behind Brochure,
Design courtesy CMG Design



**BEST ECONOMIC DEVELOPMENT
WEBSITE FOR 2021**

Golden Shovel Agency



EDAC MARKETING CANADA AWARD

Best Website Operating Budget of submitting organization
over \$600K, Canada's Premier Food Corridor

Marketing Snapshot



tecconnect

6-Week Course | Feb 13 - Mar 19

Emerging Tech
Understanding Data Science & Machine Learning

Lethbridge  



Choose  Lethbridge

Visit chooselethbridge.ca to learn more

Shovel Ready Land
Nearly 500 acres of serviced industrial land in Shering Business & Industrial Park
(City of Lethbridge, Lethbridge West)

Skilled Labour Force
Over 1,000 post-secondary graduates each year
(Lethbridge College, Lethbridge University & Sherrill International College of Lethbridge)

Feeding the World
70% annual jump in agriculture-based exports witnessed in the Lethbridge area over the last year
(Agriculture & Agri-Food Canada)



LETHBRIDGE
BRIGHTER TOGETHER

tecconnect

A Centre of Excellence for Entrepreneurship and Innovation

Over 100 startup learning and advice for starting entrepreneurs and innovators

Virtual business solutions available 24/7 for you, supported by local mentors & coaches

Workshops about market research, business plan development, access to funding and connections to industry experts and so much more.

Find out more at tecconnect.ca



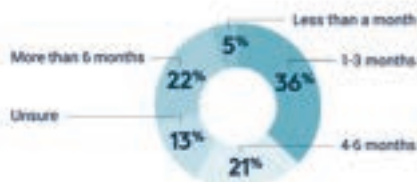




Lethbridge Region

ECONOMIC RECOVERY TASK FORCE

How long can Lethbridge region businesses survive in the current climate without additional support?



Biggest impacts since the onset of COVID-19:

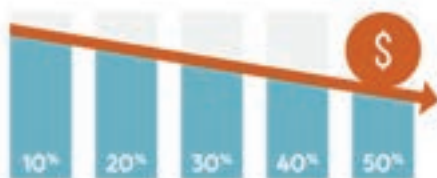
- Decline in business due to lack of customers
- Staff Layoffs
- Challenges meeting fixed costs
- Reduction in business hours
- Forced to close temporarily



51% of businesses have reduced staff.



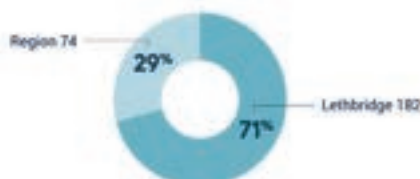
78% of businesses have seen a reduction in sales.



Size of the businesses that participated in the survey:



256 total responses.



* Percentages may not add up to 100% due to rounding

Survey Conducted April 9 - April 20, 2020

SOUTHWEST ALBERTA REGIONAL SKILLS STUDY

The project ran for 12 months and involved a mid-point change of direction to account for the COVID-19 crisis. Nearly 800 individuals, including both job-seekers and employers, gave feedback to inform the study. The partners employed MDB Insight Inc. to provide the professional expertise to properly tackle the project.

800
PARTICIPANTS
OVER 12 MONTHS

KEY TAKEAWAYS



Labour force is the top consideration looked at by site selectors and large companies when evaluating investments in a region.



COVID-19 has significantly affected the economy, **accelerating labour market change**.



Over half of job providers indicated that they are planning to hire new employees in the coming year.



Many jobseekers are considering employment **outside their usual line of work**.



There is a **growing mismatch** in the region between the skills people have and the available jobs.



There is a willingness from both businesses and educational institutions to work together to better **align training with opportunities**.



Health care is projected to have the highest labour increases in the region. Other top sectors include arts, entertainment, recreation and educational services.



The most in-demand occupations are service workers, general laborers and **skilled trades workers**.



Employers in the region report having trouble **finding the right people for the jobs** they are providing, while many jobseekers cannot find employment in the industry they are trained for.



The project partners have struck committees to address the **next steps** arising from this study.

NEXT STEPS



- 1 DEVELOP LABOUR MARKET INFORMATION TO SUPPORT DECISION MAKING
- 2 PURSUE PROGRAMS THAT ATTRACT TOP TALENT AND INCREASE TALENT RETENTION
- 3 INCREASE EFFORTS TO ALIGN TRAINING AND SKILLS WITH DEMAND
- 4 CREATE EXPANDED WORK INTEGRATED LEARNING OPPORTUNITIES



THE PROVINCE OF ALBERTA IS WORKING IN PARTNERSHIP WITH THE GOVERNMENT OF CANADA TO PROVIDE EMPLOYMENT SUPPORT PROGRAMS AND SERVICES.

Funded by





(403) 331-0022
www.chooselethbridge.ca