



Year in Review 2021

Our spirit of innovation is more than just the way we do business. It's a way of life. We recognize that we are a product of our incredible environment and know we each play a role in weaving the cultural fabric we proudly call our community. We are not afraid to stand apart, but we are brighter together. We are Lethbridge.

Economic Development Lethbridge 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 of Directors, we work on building a future for our community that is Brighter Together.



2021 YEAR IN REVIEW

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"It has been an honour to serve as Board Chair and President for Economic Development Lethbridge during this past year. As we've navigated through the COVID-19 pandemic, we've seen the importance of economic development for our city and Region. The EDL Team has helped push economic growth forward. With the support of the City of Lethbridge and City Council, Lethbridge and our Region are certainly positioned for success. As we collectively work through the new world that is emerging post-pandemic and we navigate the new realities such as remote work, supply chain logistics and global uncertainty, EDL remains a critical investment. Initiatives like Canada's Premier Food Corridor and Canada's Western Gateway, combined with City and Provincial support will keep attracting investment into our region. This investment will equip Southern Alberta with state of the art facilities such as the Agri-Food Hub and Trade Centre at Exhibition Park and key infrastructure projects to help provide a Brighter Together future for residents and visitors."



Chris Stasiuk
BOARD CHAIR & PRESIDENT

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.

"Despite the ongoing challenges of a global pandemic and continued disruption to our normal ways of working, the EDL Team again delivered record setting outcomes. We exceeded targets in all our strategic plan pillars and landed many investment inquiries and supported an increased number of existing businesses request for support. We also significantly expanded the reach of our award-winning entrepreneur programs. As I noted last year, it is worth repeating that COVID-19 has changed the way we do business locally and internationally. Our organization through teamwork, perseverance and innovation has continued to provide a quality of service to the community that I am truly proud of."



Trevor Lewington
CHIEF EXECUTIVE OFFICER

Economic Development Lethbridge Is

-  **INNOVATIVE**
-  **ENGAGED**
-  **STRONG**
-  **COLLABORATIVE**
-  **APPROACHABLE**
-  **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.

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.

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.

2021 BOARD MEMBERS

Agriculture/Agri-Food

Christine King

Airport

Vacant

Arts, Culture & Entertainment

Amanda Berg

Chamber of Commerce

Cyndi Bester

City Mayor

Chris Spearman / Blaine Hyggen

City Councillor

Mark Campbell / Belinda Crowson

City Manager

Craig Dalton

Community & Social Services

Lisa Lewis

Construction

Evan Barr

Education

Allison Purcell

Environment

Kathleen Sheppard

Financial & Professional Services

Terry Belisle

Health & Wellness

Melissa Smith

Hospitality & Tourism

Michelle Day

Indigenous

Roy Pogorzelski

Industrial & Manufacturing

Adriana Mercader

Lethbridge College

Sandra Dufresne / Jason Donkersgoed

Lethbridge County

Klaas Vander Veen / Tory Campbell

Multicultural

Jan Gong

Non-Profit

Diana Sim

Past President

Sandra Mintz

Real Estate & Development

Robert Kinniburgh

Regional Economic Development Agencies

Peter Casurella

Retail

Kevin Brees

Sector-At-Large

Vacant

Seniors

Pat Santa

Sports & Recreation

Becky Little

Supply Chain & Logistics

Brad Beerling

Technology

Chris Stasiuk

University of Lethbridge

Dr. Kerry Godfrey

Young Entrepreneur

Timothy Hachkowski

Young Professional

Ian Andrews

*Yellow indicates City of Lethbridge appointed positions

Our 2021 Partners

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

Much of the collaborative work Economic Development Lethbridge accomplishes is with the help and support of our many partner organizations. EDL's prides itself on being an organization that builds strong, long-lasting relationships with local, provincial, and national companies, vendors, government agencies and individuals. Our strong network allows us to deliver many projects and opportunities to businesses who are in need, businesses inquiring about Lethbridge as a place to locate or expand their operation and individuals looking for innovative ways to begin or expand their ideas and concepts. To all our partners past, present and future we say thanks and look forward to continued success for years to come!

Airau Marketing	Business Link	Community Futures - Treaty 7
Alberta Government – Ministry of Agriculture and Forestry	Calgary Economic Development - Trade Accelerator Program	County of Warner
Alberta Government – Ministry of Jobs, Economy and Innovation	Calgary Technologies Inc (formerly Innovate Calgary)	Downtown Lethbridge BRZ
Alberta Government – Ministry of Labour and Immigration	Campus Alberta Neuroscience	Economic Developers Association of Canada
Alberta Health Services	Canada West Foundation	Energy Associates International
Alberta Innovates	Canadian Council on Aboriginal Business	Environment Lethbridge
Alberta Innovation Network	Canadian Institute for Traffic and Transportation (CITT)	Farming Smarter
Alberta IoT Association	Chinook Arch Regional Library System	GrowthX
Alberta Southwest Regional Alliance	Chinook Regional Foundation for Career Transitions	Holy Spirit Roman Catholic Separate Regional Division
Alberta Women Entrepreneurs	City of Lethbridge	Inbridge Inc.
Allied Arts Council	Clausehound	Indigenous Business Support and Resource Group - Treaty 7
BILD Lethbridge Region	Coast Lethbridge Hotel and Conference Centre	Invest Alberta
Blood Tribe Economic Development	Community Futures – Lethbridge Region	Jeff Hinman Photography
Bow Valley College	Community Futures Chinook	LA Chefs
Bruce Thurston Corporation		Lethbridge Chamber of Commerce

Lethbridge College	Living Works	SouthGrow Regional Initiative
Lethbridge College - AgENT	Local Intel	Supply Chain Canada
Lethbridge College - Multimedia Production & Digital Communication and Media Program	MD of Taber	Teamworks Training Institute
Lethbridge Construction Association	Mocha Cabana Bistro	The Venture Mentoring Service of Alberta (VMSA)
Lethbridge County	National Research Council - IRAP	Thunderbird Consulting
Lethbridge and District Association of REALTORS®	Okotoks Economic Development	Tourism Lethbridge
Lethbridge Exhibition Park	Output° Media	Town of Coaldale
Lethbridge Family Services	Pattison Media	Town of Milk River
Lethbridge Housing Authority	Piikani Resource Development Ltd.	Town of Taber Economic Development
Lethbridge School District	Platform Calgary	University of Lethbridge
Lethbridge Local Immigration Partnership	PrairiesCAN	U of L - Agility
Lethbridge Lodging Association	Protein Industries of Canada	U of L - Department of Geography/Remote Sensing
Lethbridge Senior Citizens Organization	Royal Bank of Canada	Village of Coutts
Lethbridge Sport Council	Sandman Hotel Lethbridge	Village of Stirling
	Sandman Signature Lethbridge	Whipcord
	Select People Solutions	
	Southern Alberta Women in Business	



From Economic Development Lethbridge we'd like to say

Thank You!

BUSINESS DEVELOPMENT

Providing options to established businesses for growth and building on the benefits southern Alberta has to offer new investment.

Despite the ups and downs experienced throughout 2021, EDL continued to help local and regional businesses navigate through uncertain times and experienced the highest percentage of landed business in the region over the past 5 years. EDL received 62 new inquiries from businesses considering Lethbridge in 2021. Of those new inquiries, 10 businesses ultimately chose Lethbridge as the place for their investment. This 16% conversion rate created 143 new jobs to the labour force and injected approximately \$349 million of direct economic impact into the region. Of the 62 new inquiries, 20 (32%) were in the Agriculture sector, 11 (18%) were Manufacturing inquiries, 7 (11%) were from IT and communication businesses and 6 (10%) were from the Professional & Financial Services sector.

The number of Business Retention & Expansion (BRE) inquiries fell from 41 in 2020 to 30 this past year, but our

organization helped 4 businesses with expansion compared to 2 in 2020. The expansions from the 4 businesses mentioned resulted in the addition of 12 new jobs and an expansion impact of \$11 million. The conversion rate for BRE in 2021 was 13%. The two sectors with the most inquiries around BRE came from the Manufacturing and Professional & Financial Services with 7 each followed by Agriculture and Tourism & Commercial Services with 4 each. Combining both the investment attraction and business retention and expansion numbers gives Economic Development Lethbridge a total impact of \$361 million and 155 new jobs in the city of Lethbridge and region.

EDL continues to work with all levels of government, industry, post-secondary institutions and partner organizations to help businesses realize the benefits of choosing Lethbridge as a location for their investment or expansion.

EDL began 2021 with a phenomenal opportunity for businesses looking to grow their operation using technology with the Supply Chain Automation Pilot Program. This initiative funded by Western Economic Diversification Canada was offered through On Demand style learning. Companies were delivered pre-recorded modules from program facilitators and then would consult with them about how they could be best utilized to optimize their operations. In total 18 individuals with 16 organizations took part in this award-winning initiative.

EDL continued to use technology and innovation to connect and inform partners as well as businesses in the region by holding the Brighter Together VR Forum. Piggy backing off the success of the Automation in Supply Chain VR event in 2020, EDL used virtual reality to give an economic update on a local and provincial level. This event was attended virtually by the Honourable Minister Doug Schweitzer of the Alberta Government. Attendees were given the opportunity to experience some of the many projects in our region by visiting the Canada's Western Gateway Trade and Logistics Corridor pavilion, Canada's Premier Food Corridor display, as well as RINSA and Lethbridge College Virtual and Augmented Reality Certificate virtual booths.

EDL partnered with the Lethbridge Chamber of Commerce and Downtown Lethbridge BRZ in the fall to hold a Dragon's Den pitch style competition

called Building Business Downtown. Businesses were asked to pitch local Lethbridge dragons to win a lease on vacant commercial properties in downtown Lethbridge. 3 businesses made their pitches in October with Accrual Accounting ultimately being chosen as the winner.



Other business development work in 2021 included many projects involving labour and workforce. These included the Regional Skills Study, ACCES project with Lethbridge Family Services and other partners to help promote Lethbridge as a destination for immigrants considering relocating to Canada. The annual Brighter Together Survey launched in November and was used to gather data about the state of business in Lethbridge and the surrounding area.

\$1

\$ 475

Economic Development Lethbridge receives funding from the City of Lethbridge to deliver economic development. Through Investment Attraction and Business Retention & Expansion, we returned \$475 dollars for every dollar of funding we received in 2021.

Support, Innovation, Mentorship... all Tecconnect staples for southern Alberta entrepreneurs for over 10 years.

Much like the previous year, Tecconnect had to adapt to gathering in a much more virtual friendly environment, and although the people through the doors and events held on location decreased, the energy and options available to businesses implementing technology and innovation reached a new high. 2021 saw a record number of learning opportunities for entrepreneurs and start-ups throughout Southern Alberta and Tecconnect through RINSA and WESTEM business advisors were able to match companies looking for guidance to business advisors with experience and knowledge in specific sectors. Tecconnect is home to 5 companies, using 14 of the 22 available offices, or a 64% occupancy rate. Of the 5 companies located in Tecconnect, 3 are incubator clients and 2 are commercial clients.

Health and Safety continued to be a key priority for Tecconnect, offering a safe space for those who visit the building and those who call it home for their business. Building upgrades and updates were completed to align with the General Operation Guidance on COVID-19 Risk Mitigation for commercial HVAC systems as set out by the Government of Alberta. These included air filters upgraded from MERV 8 to MERV 14, the filter rack sealed to minimize bypassing air, outside air exchanges being compliant with government recommendations and the running of the HVAC unit 24 hours a day. Mechanical upgrades to the HVAC unit also included the installation of a P-Trap to correct air pressure and allow for proper draining of accumulated condensation. Tecconnect,

looking to expand service options, supported the City of Lethbridge Broadband Pilot Project for Sherring Industrial Park – Phase 1. The project will provide an alternative opportunity for broadband fibre-optic based communications for Tecconnect and other businesses in Sherring Industrial Park.

Some of the event highlights of 2021 included the Tecconnect Synergies Conference in the spring. The 2-day virtual event allowed attendees to connect and share stories around perseverance through the COVID-19 pandemic and managing health restrictions and best practices for the entrepreneurial eco-system. In November, the inaugural WESTEM conference, Inspire 2021; Women Supporting Women was attended by 111 people. This virtual event included a powerful keynote address, multiple panels, and networking opportunities with many representatives with a vast and wide array of entrepreneurial and business experience.

With an ever-changing world and demand for dedicated space for entrepreneurs, the Tecconnect 2.0 plan is evolving. Tecconnect will continue to work towards providing an ideal space, curriculum, and eco-system for southern Alberta entrepreneurs. Work currently being done through Tecconnect including the Scale-Up and Growth Pilot Project and the 10-year RINSA Economic and Network Analysis will help determine the future for Tecconnect and how it will continue to be the hub for entrepreneurs in Lethbridge and the surrounding area.

TECCONNECT 10 YEARS OF SUCCESS



26
startup technology
companies



\$32M
investment of government
grants, loans and investor
contributions into these
companies with pre
commercialization sales
revenues of nearly \$23M



292 Jobs
with a payroll of
over \$12M

Of the 292 jobs...



53% are/were held by Lethbridge
post-secondary graduates

45% of the startup owners are
Lethbridge post-secondary
graduates

TECCONNECT HIGHLIGHTS 2021

- Tecconnect joined the membership of CCAB (Canadian Council for Aboriginal Business) to highlight and provide better access to programs and opportunities important to Indigenous entrepreneurs. Throughout the 2021 year we sponsored Indigenous entrepreneurs to take part in events that had a cost associated, so that they could participate and not worry about accessibility issues due to financial barriers. This value-added partnership has brought even stronger focus and relevance to our suite of supports for Indigenous entrepreneurs and community across Alberta.
- The 6th annual Lethbridge College Multimedia Challenge saw students in the multimedia and design programs at Lethbridge College come together in a virtual team format to spend time working on their concepts for the 2021 client "Tecconnect 2.0". This included an instructional session, a consultation, and a half day working session to develop deliverables, content for pitches and make a presentation. The students created well thought out solutions for EDL/ Tecconnect entrepreneurs to consider and gained experience consulting with a "real-life" client.
- The Lethbridge College Computer Information Technology (CIT) Program worked with Tecconnect's RINSA clients to find student project placements where entrepreneurs gained work from talented soon-to-be graduates who received work and project experience for their resumes. EDL/Tecconnect also took on 2 students for a Systems Optimization project where they created new automations and system improvements for the organization.
- Tecconnect presented an interactive workshop to the youth group at Blood Tribe Economic Development Youth Entrepreneurship Program to provide information and resources about entrepreneurship as a career opportunity.



Economic Development Lethbridge's Tecconnect programs enhance the entrepreneurial journey for businesses at any stage from ideation through to scale up and growth. Through our partnerships in the Regional Innovation Network of Southern Alberta (RINSA), the collaborative focus on providing business fundamentals and technology related information facilitates entrepreneurs to rapidly grow and commercialize their ideas. Tecconnect programs have led the way for entrepreneurs to understand and integrate emerging technologies leading to the development of new and innovative companies. After nearly 2 years of disruptions and unexpected barriers due to the COVID-19 pandemic, resilient entrepreneurs in the southern Alberta region continue to seek out our supports, resources, and education to achieve success.

Throughout 2021 the delivery of impactful programs and events that embraced equity, diversity and inclusion were delivered including the Indigenous Technology Incubator Program, New Canadian Technology Incubator Program, Rural Technology Incubator Program, and the TechTools Incubator Program. Tecconnect worked with other regional innovation networks across the province including Grande Prairie

and East Central Alberta to deliver comprehensive pan provincial programs as well as other collaborations such as the Southern Alberta Export Awards, 150 Startups Founder Fridays, Campus Alberta Neuroscience Entrepreneur, Thunderbird Consulting (Indigenous Education Training), Canadian Council for Aboriginal Business, and the National Angel Capital Organization (NACO) Canada. We also were able to build a strong business advisor network with 19 active advisors with diverse backgrounds available to help provide one-on-one help when needed.

Tecconnect continues to anchor the Alberta Innovation Corridor that stretches through from Lethbridge to Edmonton through collaborations and access to province-wide initiatives and programs to the benefit of rural/remote entrepreneurs. In partnership with RINSA, we strive to provide exceptional resources for start-ups as well as companies moving into scale up and growth. For example, several entrepreneurs applied for and received the Alberta Digital Traction Program funding in 2021 to enhance a digital innovation that would offer a significant competitive advantage and test a minimal viable product. With the announcements of the Alberta Accelerators through Alberta Innovates, we look forward to guiding more innovative technology entrepreneurs on their journey to validate, accelerate, and grow their businesses into successful ventures.



In 2021, the Women Entrepreneurs-in-STEM (WESTEM) program saw an increase in interest in all areas from client intakes, business coaching sessions, new program offerings, new partner connections and overall market penetration through marketing efforts. An additional 141 new clients were onboarded throughout the year and 630 business advisory sessions were conducted in areas such as value proposition, cyber security, financial literacy, digital traction, new product development, etc. Of the new clients onboarded, 11% were Indigenous and 23% were Immigrant entrepreneurs, supporting WESTEM's mandate of serving underrepresented groups.



In addition to diverse clients, WESTEM also developed and delivered niche programming to Indigenous and Immigrant women in southern Alberta. WESTEM successfully delivered the Blackfoot Women Entrepreneurs pilot program in fall 2021 with 56 registrants from Siksika, Piikani and Kainai nations. This program was built in collaboration with Blackfoot women with content

specific to Indigenous women entrepreneurs.

WESTEM offered a "New Canadian Emerging Entrepreneur Program" twice throughout the year resulting in significant impacts to the lives of Immigrant women nervous about starting a business in Canada. Along with niche programming, WESTEM delivered 167 workshops throughout the year with 1362 attendees. Programming included both entrepreneurship (43%) and emerging technology/STEM (57%) focused sessions.

The WESTEM website was revamped to include an events calendar of all programming available to women in southern Alberta, a site profiling all Business Advisors available for free coaching to clients, a Mentorship Page for clients to connect with support agencies, and a comprehensive Resources page that houses helpful links, documents and other content to support WESTEM clients. WESTEM currently has 100+ resources listed on the page. WESTEM continues to utilize our 'Resources' page and add additional categories to help meet our goal of achieving rural-urban and racial equality in entrepreneurialism.

WESTEM also launched "WEcast", a podcast created to amplify the voices and tell the stories of women entrepreneurs in southern Alberta. Since launching in July 2021, 8 episodes have been recorded and uploaded to 10 listening platforms with over 250 listens to date.

MARKETING & ADVOCACY

Spreading the Brighter Together message and showcasing the never-ending possibilities in our city and region.

Many businesses and organizations faced uncertainty around health and safety protocols regarding COVID-19 over the past year. EDL continued to offer messaging through social channels about their partnership with POST Promise, a national initiative designed to keep both consumers and businesses safe instituting measures that could help keep doors open and customers coming through their doors.

EDL continued to be the stewards for the Lethbridge Brighter Together community brand and used the momentum from previous work to focus on sector specific marketing through the year. The Parentpreneurs, a family from Calgary came to Lethbridge in the spring to visit local attractions, restaurants, and family friendly options for those visiting our region. The spirit of innovation was showcased through episodes of Canada's Podcast, Canada's



Number 1 podcast for entrepreneurs. Work being done in southern Alberta around agriculture, agri-food processing and logistics was also highlighted with an article in Real Agriculture. All 3 marketing campaigns highlighted the collaboration in our area and brought Brighter Together messaging to the forefront.

Technology and innovation were used to conduct events throughout the year and EDL held the Lethbridge Brighter Together VR Forum in spring. This Virtual Realty event gave attendees the opportunity to attend and gain some perspective about our local economy and how Alberta is doing as a province. Attendees entered the VR space by creating an avatar then virtually networking with members of the community. This type of digital meeting space is offered to other organizations throughout the region and can be customized for any type of event or meeting.

In fall of 2021 EDL presented the Strategic Energy Management Workshop virtually with partners from Energy Associates International. The session was attended by many CEO's and facility operators throughout the province and gave them useful information on power consumption and energy savings opportunities.



The Brighter Together Workforce series featured local stories about people and programs in our region preparing the workforce of today and tomorrow. The skills development series highlighted the collaboration between the 2 Lethbridge post-secondary institutions, service providers and industry. The 2nd part of the series focused on student retention and the importance of maintaining relationships with young people in our region and having them experience the many benefits Lethbridge and southern Alberta have to offer after graduation. Other video assets created in 2021 focused on elevating messaging surrounding Canada's Premier Food Corridor (CPFC). The first of these videos showcased opportunities available to potential investors by giving them a video tour of Sherring Industrial Park in north Lethbridge. With more than enough land, more than enough water and more than enough infrastructure, Lethbridge and the region can accommodate almost any potential inquiry. The 2nd video raised awareness

of the great work by companies located in CPFC. These success stories from Richardson Ltd. and Whole Leaf Foods focused on why location, technology, logistics, climate, and workforce available are key to their operations and how Lethbridge and region can accommodate all their needs.

Other projects included the addition of a Municipal Election Toolkit to Choose Lethbridge website. This tab was built to address the needs of residents and candidates during the Lethbridge municipal election. Economic Indicators, COVID-19 related information and EDL publications were culminated to one place on the home page of the site. This information would allow for easy access to any economic questions residents may have had for Mayor and City Council candidates and serve as a repository for those looking to serve our city with useful data.

BRIGHTER TOGETHER SURVEY

Economic Development Lethbridge (EDL) and the Lethbridge Chamber of Commerce have partnered on the Brighter Together survey of local business since 2019. This initiative probes local organizations to provide feedback about their current sentiments and overall business health in order to better understand local conditions and to communicate the results to key stakeholders. The findings from the survey help us anticipate and respond to current and future challenges in our area and help us highlight and articulate our comparative advantages as a city.

160 Businesses

PARTICIPATED IN THE 2021 BRIGHTER TOGETHER SURVEY (UP FROM 137 IN 2020)



74% of respondents indicate their overall business health is positive. Up from 63% the previous year.



61% of businesses who responded said they expect to be busier than normal the next 6-12 months.

TOP 3 LOCATIONAL STRENGTHS TO DOING BUSINESS IN THE LETHBRIDGE AREA

Quality of life
Transportation Infrastructure
Collaborative Environment

TOP 3 LOCATIONAL CHALLENGES TO DOING BUSINESS IN THE LETHBRIDGE AREA

Utilities Cost
Tax Environment
Workforce Availability



As part of the 2021 Brighter Together Survey we asked businesses to tell us about what they love about Lethbridge and why they enjoy doing business here...

"We enjoy the mutual benefits of running a business in Lethbridge. Our partners and vendors are friendly and knowledgeable. We have a great staff complement and are proud to offer services here."

Daniola Corporation

"We believe in buying and supporting local and in doing so the friendships made along the way in the business community is something that you will not get in larger cities. The Lethbridge business community and the support is what makes doing business brighter together."

O2 Training Centre

"Our firm loves serving Lethbridge clients with all of their legal needs."

Letourneau LLP

"We have been in business in Lethbridge for over 20 years. We are so thankful for our city, Lethbridge has been so good to us. I am so glad Lethbridge is home. We have felt so incredibly supported by our community and the shop local, brighter together initiatives."

Brio Salon & Spa

"Lethbridge has loyally embraced the Penny Coffee House for over 30 years."

Penny Coffee House

"Collaborating with cultural groups and individuals on fun & educational programing welcoming the community to participate makes Lethbridge and the surrounding community a brighter place to be."

Southern Alberta Ethnic Association

"Excellent local business support, employee quality of life, proximity to west coast and milder weather makes, Lethbridge a hot spot to attract skilled labors and sustain successful business."

Richardson Oilseed Ltd



Canada's Premier Food Corridor is a consortium of Economic Development professionals working to advance the agri-food sector in Southern Alberta, Canada through investment attraction and advocacy for the agri-food industry. Each Municipality or Economic Development Organization serves an individual community while focusing on a greater vision of investment, innovation, and growth for the CPFC Region. We understand that our boundaries do not define your business which is why we have taken a collaborative approach to ensure the CPFC Region is ready for agri-food development. Together we offer a welcoming business environment, strong infrastructure, and a skilled workforce.



Canada's Western Gateway is home to a dense ecosystem of logistics companies and is supported by a robust business support network - all set within a dense agrifood industrial region that is a constant source of work. The gateway includes numerous highways running east to west and north to south, railways that use Lethbridge and Southern Alberta as a connection point and continuous funding of Lethbridge Airport to increase both commercial traffic and capacity as a viable option for importing and exporting goods.



The Southern Alberta Investment and Trade Initiative, established in 2016, has been working to promote the southern Alberta region to opportunities primarily in China and Japan. Translated documents exist in both languages and two missions have been completed. We believe there is opportunity to provide an avenue for southern Alberta businesses to connect with global markets through our new trade agreements.



EDA 2021 AWARDS OF EXCELLENCE

Business Retention and Expansion
Large Community/Region
Economic Development Lethbridge
Supply Chain & Logistics Pilot Program

Prior to addressing concerns created by a global pandemic, the EDL board highlighted Business Retention & Expansion in the 2019-2022 business plan and identified Supply Chain & Logistics as an area for growth. This has been a long-term project that has developed into a robust regional strategy to ensure the movement of goods and to educate our businesses and workforce about the use of emerging technology to meet changing demands. This application included a series of programs over the last few years that have led to the development of Canada's Western Gateway and the Supply Chain Automation Pilot Program. While the projects discussed in this application are independently worthy, it is the development and focus that we have put on this important sector that we feel is award winning and important for other economic development professionals to understand and potentially implement in their own communities.



EXPORTING Lethbridge

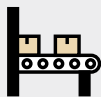
ALBERTA, CANADA

\$1.4B

value of all exports derived from Lethbridge
Census Metropolitan Area (CMA) in 2020

↑ 10%

increase in the value of Lethbridge
exports between 2019 and 2020



\$824MM

value of manufacturing
exports from Lethbridge 2020

↑ 19%

annual increase in manufacturing
exports from Lethbridge CMA
between 2019 and 2020

97%

proportion of total export
values in our area
generated from the
manufacturing, wholesale
trade, and agriculture
sectors as of 2020



\$296MM

value of agricultural exports
from Lethbridge 2020

↑ 12%

annual increase in agricultural
exports from Lethbridge CMA
between 2019 and 2020

Why Lethbridge?

"As a local company doing business in a global market, we continue to benefit from the economic stability, access to skilled labour and spirit of innovation Lethbridge has to offer. With a 50-year history of business success, we know that Lethbridge is a bright choice to start, innovate and grow."

Bill Spenceley
President/Owner
Flexahopper Plastics



Access to a 24 hour international port with major
roadways east/west and north/south.



Railways intersect throughout Lethbridge and it is
also home to the southernmost major private railroad.



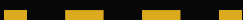
Over \$25M in airport upgrades underway.

Did you
know?



Lethbridge is located one hour
away from the Coutts
International Border Crossing.
The only 24-hour Canada/United
States crossing in Alberta.

24hrs



Canada's Premier Food Corridor

Science Commons at the University of Lethbridge helps supply
the region with a workforce ready to grow, innovate and succeed.

Collaboration, Innovation, Determination ... more
than enough water and sunshine!
For some residents of southern Alberta, the
50 kilometre stretch of Highway 3 between
Lethbridge and Tabor is just that ... a road to get you where
you need to go. For those involved in agriculture, food
processing, manufacturing, or logistics however, that same
50 kilometres is the lifeline to their business and a gateway to
the rest of the world.

Canada's Premier Food Corridor (CPFC) is home to 4.2
million acres of some of the most fertile land in the world.
With nearly 5000 farms and over 15,000 businesses located
within CPFC it's no wonder this region has an annual GDP of
8 billion dollars. Names you'll find every day in your
grocery store that are produced locally include global
brands such as Cavendish Farms, PepsiCo Foods,
McCain, Banfield and Richardson working along with
small businesses and farms that have been in the area
for generations. With years of experience combined
with new technology and innovation, it's no surprise
how successful CPFC has been in supporting new
investment since forming in 2019.

Where Climate and Investment Come Together

Lethbridge, the largest city in southern Alberta,
is the hub for the region which experiences some of
the best growing conditions in the world. With over
300 days of sunshine per year and some of the mildest
winters in Canada, it's no wonder so many agricultural
and agri-food businesses are choosing the region for their
investment or expansion.

The City of Lethbridge will soon have a state-of-the-art
agri-food hub as construction on Exhibition Park is expected
to be completed in 2023. The new 268,000 square foot facility
will help highlight the work being done in the area and
showcase southern Alberta on a global scale.

Government of all levels have
recognized the potential of Canada's
Premier Food Corridor and have made
investments in the Lethbridge Airport,

local roads and highways as well as committing nearly a billion
dollars over the past 2 years to upgrade the region's irrigation
system. This priority capital project allows for more storage
of water and leverages new irrigation technologies for area
producers.

A Workforce for Today and the Future

With growing conditions, strategic government
investment, ideal location, and easy access to world markets
and enough ... the region is also home to two world class post-
secondary institutions, Lethbridge College and the University
of Lethbridge. Each facility understands the importance
of preparing graduates (over 5,700 combined in 2021) for

White Leaf Greenhouse in Coalville. All part of Canada's Premier
Food Corridor supplies greens to every Wendy's restaurant in Canada.



entering the work world as soon as they leave campus. These
award-winning institutions have evolved their curricula
to suit the needs of business and work collaboratively
with industry to overcome barriers. Many sector specific
opportunities are now being offered in the form of micro-
credential courses for individuals looking for a particular
set of skills and applied research linked to solving industry
challenges.



For more information on Canada's
Premier Food Corridor and why it's
in the business of food, you should be
here, visit canadaspremierfoodcorridor.ca

Canada's Western Gateway

Trade and Logistics Corridor

Canada's Western Gateway is
home to a dense ecosystem of
logistics companies and is
supported by a robust business
support network - all set within a
vibrant agri-food industrial region
that is a constant source of work.

canadaswesterngateway.ca



Canada's Premier Food Corridor

If you are in the business of food,
YOU SHOULD BE HERE!

canadaspremierfoodcorridor.ca



Lethbridge A Bright Choice For Success

Building a Family Medical Practice
November 16, 2021





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