

Year in Review

2022





Lethbridge

Brighter Together

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.

2022 Year in Review

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“Over the last 12 months serving as your Board Chair and President for Economic Development Lethbridge I have had the pleasure of witnessing the resiliency in our community, our economic diversity, our business retention and growth, our entrepreneurial spirit and even as we gathered as one, for Team Lethbridge. The excitement continues to build in our city and region with the Airport and Flair Airlines taking off later this year, as well as the Agri-Food Hub and Trade Centre opening their doors to the world in May. We will also usher in the next chapter in EDL’s future as we continue to move ahead with our four-year business plan, that our Board and all had a part in shaping, with new and ongoing priorities and initiatives including Physician Recruitment, Canada’s Premier Food Corridor, Team Lethbridge, and many others. Thank you to the EDL staff team, City of Lethbridge, our Board, our community, our partners, and our region for allowing me to lead part of your journey for the last 12 months.”



Kevin Brees
BOARD CHAIR & PRESIDENT

Economic Development Lethbridge Vision (2018 - 2022)

- 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.

“The relative strength of Lethbridge’s diversified economy was evident again this year despite the pressures of rising interest rates coupled with significant ongoing impacts from inflation. Low unemployment rates in our city continue to outperform other communities across the prairies. Exports from Lethbridge manufacturers continue to both rise in value and expand our global reach. While there are many economic and political uncertainties ahead, the EDL staff team is working hard to begin the implementation of our next four-year business plan as approved by the Board. Our industry led and community driven approach is key to be able to proactively respond to the diverse needs of our dynamic region. Our efforts to empower a diverse range of entrepreneurs and innovators across traditionally underrepresented groups is an example of the role we can play to ensure prosperity is available to all. I am optimistic about our plans moving forward and proud to be part of a professional team dedicated to making change and delivering results.”



Trevor Lewington
CHIEF EXECUTIVE OFFICER

Economic Development Lethbridge Is

- 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.

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 Teconnect 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.

Board of Directors

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.

2022 BOARD MEMBERS

Agriculture/Agri-Food

John Ross

Airport

Vacant

Arts, Culture & Entertainment

Amanda Berg

Chamber of Commerce

Cyndi Bester

City Mayor

Blaine Hyggen

City Councillor

Jenn Schmidt-Rempel / Ryan Parker

City Manager

Lloyd Brierley

Community & Social Services

Lisa Lewis / Robin James

Construction

Evan Barr

Education

Allison Purcell

Environment

Shannon Frank

Financial & Professional Services

Terry Belisle

Health & Wellness

Dr. Steven Ha

Hospitality & Tourism

Michelle Miles

Indigenous

Byron Jackson

Industrial & Manufacturing

Adriana Mercader

Lethbridge College

Jason Donkersgoed

Lethbridge County

Tory Campbell

Multicultural

Jan Gong

Non-Profit

Janelle Marietta

Past President

Chris Stasiuk

Real Estate & Development

Ken Harvie

Regional Economic Development

Bev Thornton

Retail

Kevin Brees (EDL Board Chair)

Sector-At-Large

Vacant

Seniors

Pat Santa

Sports & Recreation

Becky Little / Susan Eymann

Supply Chain & Logistics

Brent Peterson

Technology

Ed Limon

University of Lethbridge

Dr. Kerry Godfrey

Young Entrepreneur

Timothy Hachkowski

Young Professional

Ian Andrews

*Orange indicates City of Lethbridge appointed positions

Business Development



EDL supported local and regional businesses in navigating considerable uncertainty in 2022. Near record inflation, rising interest rates, tight labour markets combined with supply chain disruptions from global geopolitics to create a post pandemic “return to normal” that was far from it.

EDL continued to offer an energy management program in partnership with Calgary based Energy Associates International to assist local business in accessing more affordable electricity and natural gas options. A new supply chain and logistics digital tool was added to the chooselethbridge.ca website. EDL began expanding its involvement in talent attraction to include formal entry into the Alberta Advantage Immigration Program under both the Rural Renewal Stream and the Rural Entrepreneur Stream. Tracking and reporting relevant market data continues to be a focus to ensure the business community is armed with the insights and information they need to make informed decisions.

EDL received a total of 41 inquiries for new businesses considering Lethbridge

as the home for their business. Of those new inquiries, a total of 8 businesses ultimately chose southern Alberta as the location for their investment with a total direct economic impact of \$5.3 million resulting in 48 new jobs. This 20% conversion rate was the highest on record for the organization although the direct economic impact was among the lowest.

Almost 25% of promising leads this year were lost to other markets as a result of a lack of brownfield development opportunities. Many companies have opted to manage risk by shifting away from building new facilities or so called greenfield developments in favour of redeveloping existing properties. Lethbridge currently has a lack of industrial real estate that meets market demand. Three inquiries were determined to be unsuitable for Lethbridge.

EDL continued to work with our partners at Invest Alberta, Invest in Canada and the Investment Attraction Branch of Alberta Agriculture and

Irrigation. EDL participated in an international trade mission to Ireland this year. EDL also hosted the Brighter Together Food journey in collaboration with Tourism Lethbridge and Lethbridge & District Exhibition that hosted two dozen representatives from the above organizations to better educate them on the wide range of potential across Canada’s Premier Food Corridor.

Targeted lead generation this year included the continued use of a boutique site selection firm to provide qualified leads with target companies focused on expansion. Moving into 2023, EDL will be leverage an artificial intelligence driven software platform as a pilot to bring lead generation activities in house.

The number of Business Retention & Expansion inquiries fell in 2022 to 12. Of these, 2 were landed resulting in a direct economic impact of \$82.2 million and an estimated 70 jobs.

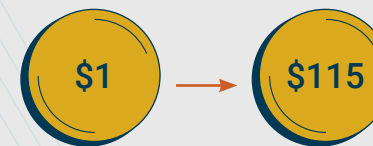
Combining investment attraction results with business retention and expansion, Economic Development Lethbridge delivered a total direct economic impact of \$87.5 million in 2022 generating an estimated 118

new jobs. This resulted in a combined impact of \$155 for every \$1 received in municipal funding. (EDL tracks induced and indirect economic impacts as well but finds the direct economic impact figures as reported to be the most tangible for our stakeholders.)

EDL also provided contract support to the Downtown Business Revitalization Zone this year. Under our contract as advisors on policy and planning, we assisted the BRZ with updating internal governance and operational policies, developing an annual report and developing a new strategic plan.

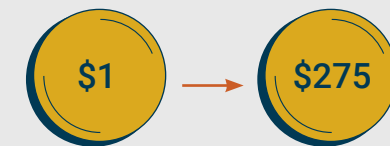
EDL conducted considerable research in 2022 into potential strategies to best capitalize on the explosion of investment in film and television production in Alberta. Better supporting the creative industries as well as renewed focus on Canada’s Premier Food Corridor and Canada’s Western Gateway feature prominently in the organization’s next four year business plan. Lethbridge is well positioned moving into 2023 to build on its regional strength and the EDL Board has built a business plan to build on the opportunities ahead.

ECONOMIC IMPACT OF THE WORK IN 2022



EDL returned \$115 in direct economic impact for every dollar of municipal funding we received in 2022.

10 YEAR AVERAGE (2013 - 2022)



Through investment attraction as well as business retention & expansion

Entrepreneurship & Innovation



In 2022, Teconnect's physical space, entrepreneur program offerings, and hybrid events evolved to meet the changing needs of its community. With the easing of health restrictions, Teconnect introduced hybrid events that combined in-person and virtual experiences, while also adapting its entrepreneur program offerings to fit this new format. This allowed Teconnect to continue providing valuable resources and support to entrepreneurs in a dynamic and flexible way.

281
meetings in total with 41 hybrid meetings averages about 6 meetings a week.

By the end of the year, seven out of the 22 offices in Teconnect were leased, with three incubator clients (API Labs Inc., Daniola Corporation, BIPOC Foundation) and one commercial client (Whipcord Edge Data Centre) among them. This accounted for 32% of the leasable space within Teconnect. The low occupancy rate was a direct result of the pandemic, which made it difficult for many entrepreneurs to leave their homes and want to expense the use of external spaces. In late December, Economic Development Lethbridge moved its downtown offices to

Teconnect, bringing the entire team together in one location, increasing team efficiency, and resulting in cost savings by eliminating commercial space rent for the downtown location.

Teconnect took part in the City of Lethbridge Broadband Pilot Project, which aimed to deliver fiber to businesses in Sherring Industrial Park. However, upon completion of the project, it was determined that it was not a good fit for Teconnect until the wireless services could provide adequate redundancy. Teconnect decided to continue with its current provider for internet and wireless services until this could be revisited in 2023.

RINSA

In 2022, the Teconnect Educational Programs, funded by Alberta Innovates through the Regional Innovation Network of Southern Alberta (RINSA), continued to provide robust support and mentorship to entrepreneurs and startups as they integrated technology and innovation into their work. A new 3-year agreement with Alberta Innovates was launched in April after the 2019-2022 funding cycle ended. The agreement featured a revamped approach to the client journey, programming, staffing, and systems which

resulted in a significant improvement in services. There was a strong emphasis on prioritizing engagement and community interaction, as the goal was to better serve entrepreneurs in southern Alberta.

In 2022, RINSA welcomed several new members, including BIPOC Foundation, Blackfoot Confederacy Tribal Council Entrepreneurship Committee, Rural Women Entrepreneurs in Technology (RWEIT), and representatives from government entities like PrairiesCan and the Alberta Government - Jobs, Economy, and Innovation portfolio. These new members strengthen the RINSA network and enhance its ability to provide services to under-represented groups in the region.

RINSA re-evaluated its intake process and categorized entrepreneurs into Early-Stage, Late-Stage, or Scale Up & Growth Startups, providing customized resources based on their stage. The RINSA website was also updated for a more streamlined user experience.

In its efforts to further support entrepreneurs, RINSA partnered with Class Rebel, a startup educational company that provides affordable courses to entrepreneurs and founders on various subjects such as fundraising, cryptocurrency, investing, content strategies, and equity compensation. Additionally, RINSA equipped entrepreneurs with new resources by activating licenses for business planning software, LivePlan, and an entrepreneur roadmap software called RootApp.

In 2022, the Alberta Innovates Impact Action Lab conducted a 10-year retrospective realist impact case study on the contributions of Teconnect and RINSA to the economic stability, growth, and success of southern Alberta. The study analyzed various

indicators, including the number of businesses established, jobs created or retained, investments attracted, and revenue generated, as well as the ripple effects, such as the impact on the local supply chain, environment, and quality of life of the people in the region. The impact study provided an evidence-based assessment of the effectiveness of the regional innovation network and underscored the importance of trusted relationships in achieving success. The 10-year study from 2011-2021 can be accessed through the QR code below.

Scan here to view the RINSA Impact Study:



Within the framework of a province-wide initiative, RINSA worked in collaboration with other regional innovation networks to organize a workshop focused on promoting rural investment in startups. The Rural Investor Education Series was developed in partnership with Class Rebel and tailored to an Alberta-centric perspective. The primary objective was to provide education and resources to rural investors, with an emphasis on familiarizing them with angel investing, and equipping them with the knowledge and skills to confidently approach early-stage founders and make informed investment decisions that could benefit their lives and communities, regardless of the investment amount. One session was conducted in 2022 with three more scheduled for 2023. Registration is open to anyone in Alberta.

Entrepreneurship & Innovation

EMERGING TECHNOLOGIES ENTREPRENEURS WORKING WITH

- Artificial Intelligence
- Internet of Things
- Big Data
- Nanotechnology
- Web applications
- Additive manufacturing
- Genomics
- Artificial Intelligence
- Augmented Reality and Virtual Reality
- Network security/Digital Security
- Financial Technology

INDUSTRY SECTORS ENTREPRENEURS WORKING IN

- Aerospace & Defence
- Agriculture & Food
- Building Products and Technology
- Construction
- Engineering and Geomatics
- Environmental Products
- Financial Services
- Health
- Information and Communications
- Logistics and Transportation
- Manufacturing
- Oil & Gas and Energy
- Real Estate
- Refining Petrochemicals
- Research
- Retail and Customer products
- Tourism and Recreation

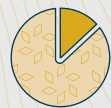
WESTEM / RWEIT

In June 2022, the Women Entrepreneurs in STEM (WESTEM) program completed its three-year contract after serving 1592 entrepreneurs and offering more than 240 programs. Of these programs, 43% were focused on workshops in new technology and STEM fields, while 57% were aimed at strengthening entrepreneurship skills. In 2022, WESTEM received the most prestigious marketing award from the Economic Developers Association of Canada (EDAC) for their podcast, WEcast. The podcast featured interviews with women entrepreneurs from across southern Alberta, highlighting their achievements and experiences. The 14-episode series is available for listening on your favourite podcast platform or by visiting westem.ca

Over the duration of the contract period the WESTEM program supported:



1592
number of clients supported to strengthen entrepreneurial skills.



604
number of clients supported in traditionally under-represented sectors.



24
female business advisors offering mentorship to southern Alberta female entrepreneurs.



1300
coaching sessions between business advisors and entrepreneurs

To continue providing successful entrepreneurial support to women in rural areas, EDL secured bridge funding from the Alberta Innovates Ecosystem Development Fund for a 1-year Rural Women Entrepreneurship in Tech (RWEIT) program. The RWEIT program is a streamlined version of WESTEM that aims to build on the learnings and experience gained from the WESTEM program over the last three years, with a narrowed focus on providing entrepreneurial support to technology centric women entrepreneurs. The program seeks to promote collaborative partnerships with pan provincial rural-based entrepreneurial ecosystem service providers to serve self-identified women and non-binary entrepreneurs. The program offerings are centered around tech training and coaching, with a particular emphasis on providing

niche program delivery for under-represented groups, including Indigenous, BIPOC, newcomer, and/or LGBTQ2S+ individuals.

Through the RWEIT program, an environmental scan was conducted to assess the available support for women entrepreneurs in technology and identify gaps in the rural entrepreneurial ecosystem. The RWEIT team engaged with 126 stakeholders, including regional innovation networks, entrepreneur support service providers, and accelerators, and identified over 207 programs and services. Based on this analysis, the RWEIT program identified four key areas of focus, which are Funding/ Financial, Technology, Growing/Scaling, and Equality, Diversity, and Inclusion (EDI), that would effectively address the identified gaps.

“Thank you for reaching out to me about this program and finding the right fit for a mentor. It’s been an invaluable experience. I’m looking forward to keeping going in the new year.”

- Veronique Boisvert
BIRCHWOOD CIRCLE OF CARE,
FORT MCMURRAY

“Cathy is a very knowledgeable and experienced ecosystem navigator. She has a holistic approach to helping me as I navigate building my start-up which is a big bonus. Her patience and accommodations have been greatly appreciated.”

- Lulu Mashonganyika
LIIT CARE CONNECT INC., AIRDRIE

“Thank you for reaching out to me about this program and finding the right fit for a mentor. It’s been an invaluable experience. I’m looking forward to keeping going in the new year.”

- Julie Legault
AMINO LABS NORTH INC., LETHBRIDGE COUNTY

Marketing & Advocacy

2022 saw Economic Development Lethbridge continue its work in Marketing & Advocacy on some of the most pressing issues in our city and region. With so much news in our area regarding the shortages of physicians, EDL helped the City and County of Lethbridge on a Doctor Recruitment campaign. EDL built a brochure with answers to questions those in the medical profession may have when considering Lethbridge as a place to start or relocate their medical business. These tools were all added to the Doctor Recruitment tab on the Choose Lethbridge website and work continues with these and other organizations in promoting Lethbridge as a viable option for those in the medical sector.



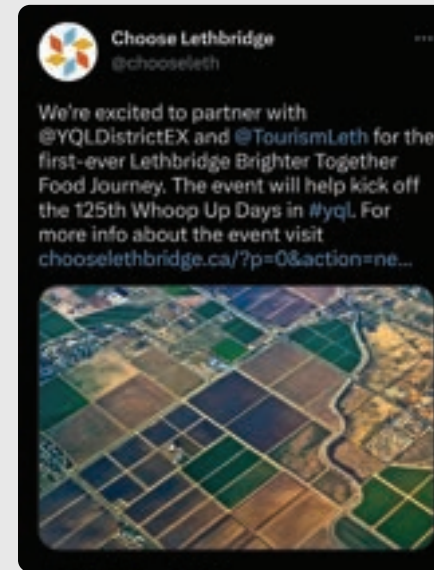
Southern Alberta was the focus of much of the print and digital marketing strategies for the organization in 2022.

Invest In Alberta magazine highlighted the many benefits of our region to executives and decision makers not just only in Alberta but across the country. Exposure to Canada's Premier Food Corridor (CPFC) continued in 2022 as well with a spotlight in Site Selection magazine. The story on CPFC highlighted the capabilities of our agriculture and value added processing sectors, superior growing conditions and targeted investment into the area. Later in the year Site Selection magazine named Lethbridge as one of the top 20 locations to invest in Canada.

EDL had the opportunity to partner with Lethbridge & District Exhibition and Tourism Lethbridge for the inaugural Brighter Together Food Journey. This event, which coincided with the kick-off of Whoop Up Days, saw nearly 30 partners, stakeholders and government officials partake in a food journey through our region. The journey allowed participants to visit Broxburn Vegetables, Prairie Hill Fruits, Little Gem Winery and Crystal Springs Cheese. The event then gave attendees the opportunity to view construction on the Agri-Food Hub and Trade Centre being built on the grounds of Exhibition Park and then everyone enjoyed a meal prepared from much of the foods they experience earlier in the day. The day was a huge success and EDL and its partners will look to make it bigger and better in 2023.

Midway through the year Economic Development Lethbridge adjusted

some of its offerings regarding the options of the Localintel tools on the Choose Lethbridge website. These tools are a great entry point for visitors, investors and the business community



to research the business climate in Lethbridge and area. EDL added a Logistics Advantages tool to help explain the Supply Chain environment in southern Alberta.

Another key project which began in 2022 was EDL assessing the messaging and look of its investment brochures. The overall look changed to incorporate much more of the Brighter Together branding colours, accents, and fonts. The new look also incorporated less text and more pictures and photography while still answering the questions and providing data that many investors are looking for. The next stage of this project will be building specific information pages, charts and graphs that can be easily moved in and out of the brochures

to meet the needs of each individual inquiry. This a la carte type of procedure will allow the investment attraction pillar to be much more proactive than reactive when inquiries do make their way to EDL.

Some of the other work in 2022 included EDL promoting International Economic Development Week by reaching out to our partners for commentary on the importance of Economic Development in our region. We continued to work on offering Energy Management opportunities to the business community as it remains one of the top concerns from the business community in our region. EDL continued to also work with community organizations looking for help with marketing, operational and advocacy projects and remained a trusted organization among local media who continue to reach out to EDL for an unbiased, factual perspective of economic performance in our city and region and also nationally and internationally.



Team Lethbridge



Team Lethbridge

Team Lethbridge's 7th mission to Edmonton was a resounding success. The delegation, made up of over 50 community and business leaders, met with government Ministers and staff over three days in December. The 23 local organizations that make up the delegation began planning the mission in July and demonstrated resilience as scheduling changes posed by the conservative leadership race resulted in reconfiguring mission plans.

During their time in Edmonton the team elevated the awareness of Lethbridge's highly collaborative and business friendly community to the province. This mission had 20 high-powered meetings with cabinet members, including the new Premier. Whilst in Edmonton, Team Lethbridge also met with the official opposition's Health Critic and a meeting with the Associate Deputy Minister of PrairiesCAN to maximize the Team

Lethbridge impact. The delegation also hosted receptions for both parties, with a total of 29 MLA's attending over the course of two nights.

This year was unique for Team Lethbridge as the team's message also had an impact outside the province; Hosting Canada's Ambassador to the United States, and Japan's Consul General. Both dignitaries were invited to Team Lethbridge events to gain a better understanding of the advocacy work done by Team Lethbridge and its participating organizations.

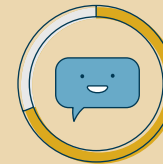
The delegation's goal was to showcase the best of what Lethbridge has to offer the province and to actively involve Lethbridge in strategic decision making at a provincial level. Through the meetings, Team Lethbridge generated 16 tangible outcomes to pursue as they continue to advocate for Lethbridge.

To gain a better understanding of what Team Lethbridge is all about you can view the documentary about the mission on the Choose Lethbridge website and YouTube channel.

Brighter Together Survey

December was a busy month for Economic Development Lethbridge as they once again partnered with the Lethbridge Chamber of Commerce and Downtown Lethbridge Business Revitalization Zone to conduct their annual Brighter Together Business Survey.

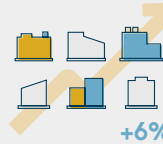
The 4th installment of the survey asked Lethbridge businesses to comment about the overall health of their business, where they see their business a year from now and what are some of the benefits and also ways to improve doing business in Lethbridge:



69%
of businesses surveyed expressed a favourable outlook for their business in the next 6-12 months.

Top 3 Locational Strengths to Doing Business in the Lethbridge Area

- Quality of life
- Collaborative Environment
- Proximity to Complimentary Industries



6/10
respondents reported growth in their business performance over the past year, up 6% points from the 2021 figure.

Top 3 Locational Challenges to Doing Business in the Lethbridge Area

- Utilities Cost
- Municipal Tax Environment
- Workforce Availability



Top obstacles for your business in the next year

- Rising cost of inputs
- Rising cost of labour
- Labour shortages



How businesses are adopting

- Cutting costs
- Improving company productivity
- Development of new products & services



Anticipated actions over the next 12 months

- Increase wages for staff
- Focus on upskilling or reskilling current employees
- Work with education & training institutions to offer Work-Integrated Learning (WIL) programs
- Provide employees with paid time to engage in learning and development programs



Businesses are asking for help with

- Assistance with acquiring employees
- Upgrading digital processes
- Strategies to retain employees

Catalytic Projects



Canada's Premier Food Corridor (CPFC) continued to be an area of focus for EDL and the 4 other economic development organizations committed on working to advance the agri-food sector in Southern Alberta. CPFC social media channels were secured and work on adding content to both Twitter and LinkedIn began in 2022. The CPFC website also was rebranded and updated to include some of the stunning landscapes and backdrops for the work being done in the corridor. Through Google Ad grant dollars, ads were created to help reinforce the messaging of Canada's Premier Food Corridor and direct inquires to the CPFC website. CPFC was also a sponsor of the 2022 North American Seed Fair and Ag Expo held at Exhibition Park and was featured in numerous publications including Invest in Alberta magazine, Site Selection magazine and Western Investor



Canada's Western Gateway focuses on the importance and advancement of quality logistical options for the many businesses who call Lethbridge and area home. With Lethbridge being one hour away from the only international 24-hour Canada/US border crossing in the province, work to ensure a seamless supply chain ecosystem is crucial for the delivery of goods through the Coutts crossing. 2022 showed us that disruptions in this supply chain can have long lasting impacts on both consumers and businesses. The events of early 2022 and blocking of this essential highway resulted in the loss of millions of dollars each day.

With the announcement of the twinning of highway 3 between Taber and Medicine Hat, the transportation of goods from east to west and vice versa will become easier and safer for many national and international companies.

The Trade and Logistics Corridor also features railways that use Lethbridge as a connection point. Work and funding to revolutionize Lethbridge Airport continues and will ideally help increase commercial traffic and tourism dollars to our area, and provide a viable option for the importing and exporting of goods.

Awards

2022 EDAC MARKETING CANADA AWARDS



**Social Media/App Category
& EDAC Cup Winner**
Operating Budget Over \$600,000



WEcast

The WEcast podcast was designed to amplify the voices, and tell the stories of self-identified women entrepreneurs, and those who support them, across the rural regions of southern Alberta. A wide array of topics, interviews and success stories helped to create a fresh episode each month and allowed hosts and producers to highlight and feature the many ups and downs of women entrepreneurs in the region. These stories and firsthand experiences offered female entrepreneurs in southern Alberta a way to feel part of a community and identify with challenges and experiences they may currently be having on their own entrepreneurial journey. WEcast was selected as not only the winner in the Social Media/App category with organizations with an operating budget of more than \$600,000/year, it was also selected as the recipient of the EDAC Cup. This award is selected as the overall top submission from all the winners of EDAC Marketing Canada Awards in that year.

2023-2026 4-Year Business Plan

2022 included work by the EDL staff and Board of Directors on a new 4-year business plan. The 2023-2026 business plan builds on previous business plans and reflects the tone of the world we live in today. Updates were made to the Economic Development Lethbridge mission, vision, approach, and values. The work the organization does for the betterment of our city and region will mostly stay the same, and expressed in a way that benefits all our citizens, businesses and organizations.

OUR VISION

Lethbridge is a:

- welcoming, diverse community embracing new opportunities.
- collaborative regional hub where innovation inspires investment.
- leader in sustainable business, academic excellence, and creative social enterprise.

OUR APPROACH

-  **Understand** – We know our market, we help others transform data into insights and we provide reports that add value to our stakeholders.
-  **Attract** – We work with our community to attract the brightest ideas, the brightest talent and ultimately investment.
-  **Grow** – We work to grow the economy. We grow our knowledge base. Growth of the economy means growth in our capacity and capability.
-  **Connect** – We bring people together. We connect entrepreneurs to investors, businesses with success.

OUR VALUES

As ambassadors of the community and the Lethbridge brand, we will be:

Innovative - We think ahead, always with imagination, creativity, and a drive to be part of the next big thing.

Collaborative - We are stronger together and unite under the same cause.

Engaged - We are committed to this community and the work that we do.

OUR MISSION

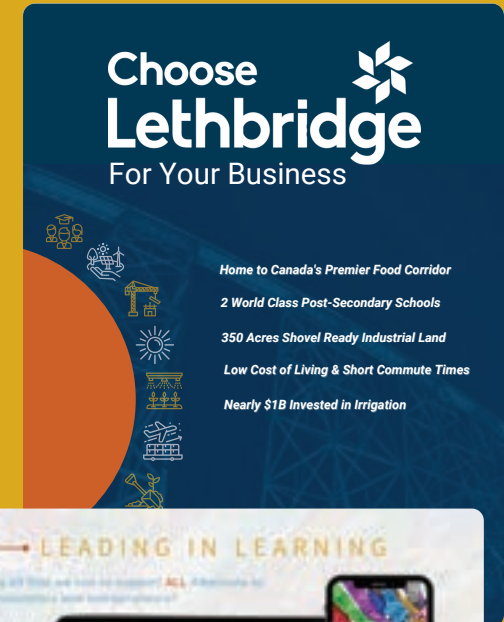
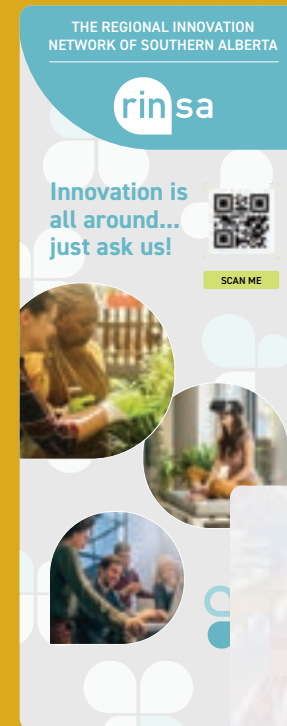
To strengthen and diversify the Lethbridge regional economy. We leverage our Brighter Together community brand to actively promote Lethbridge as a healthy place to live, learn, invest, experience, and do business.

Approachable - We are connected to our business community. We listen, understand and offer support for the next steps forward.

Strong - We work to bring strength and stability to the local economy and within our organization.

Leaders - We are pioneers for the future prosperity and evolution of Lethbridge.

Marketing Snapshot



Partners

Much of the collaborative work Economic Development Lethbridge does 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!

OUR 2022 PARTNERS

Alberta Catalyzer	BIPOC Foundation	Coast Lethbridge Hotel and Conference Centre
Alberta Government – Ministry of Agriculture and Irrigation	Blood Tribe Economic Development	Community Futures – Lethbridge Region
Alberta Government – Ministry of Jobs, Economy and Northern Development	Bow Valley College	Community Futures Taber
Alberta Government – Ministry of Transportation and Economic Corridors	Business Link	Community Futures - Treaty 7 Indigenous Business Support and Resource Group
Alberta Health Services	Calgary Technologies Inc (formerly Innovate Calgary)	County of Warner
Alberta Innovates	Campus Alberta Neuroscience	Downtown Lethbridge BRZ
Alberta Innovates - Impact Action Lab	Canada West Foundation	Economic Developers Alberta
Alberta Innovation Network	Canadian Council on Aboriginal Business (CCAB)	Economic Developers Association of Canada
Alberta IoT Association	Canadian Institute for Traffic and Transportation (CITT)	Energy Associates International
Alberta Southwest Regional Alliance	Chinook Arch Regional Library System	Farming Smarter
Alberta Women Entrepreneurs	Chinook Regional Foundation for Career Transitions	Futurpreneur
BILD Lethbridge Region	City of Lethbridge	GrowthX
Blackfoot Confederacy Tribal Council - Entrepreneurship Committee	Class Rebel	Innovate Calgary
	Coalbanks Creative	Invest Alberta
		LA Chefs

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

Lethbridge Chamber of Commerce	Organization (NACO)	Supply Chain Canada
Lethbridge College	National Research Council - IRAP	Teamworks Training Institute
Lethbridge College - Agent	Okotoks Economic Development	The Venture Mentoring Service of Alberta (VMSA)
Lethbridge College - Multimedia Production & Digital Communication and Media Program	Output Media	Thunderbird Consulting
Lethbridge College - CIT Advisory Group	Piikani Resource Development Ltd.	Tourism Lethbridge
Lethbridge Construction Association	Plant Protein Alliance of Alberta	Town of Coaldale
Lethbridge County	Platform Calgary	Town of Milk River
Lethbridge and District Association of REALTORS®	PrairiesCAN	Town of Taber Economic Development
Lethbridge and District Exhibition	Prime Catering	Transmark
Lethbridge Family Services	Protein Industries Canada	University of Lethbridge
Lethbridge Housing Authority	RINSA WESTEM RWEIT Business Advisors	Uggenti Digital Management Consulting
Lethbridge Local Immigration Partnership	Sandman Hotel Lethbridge	U of L - Agility
Localintel	Sandman Signature Lethbridge	Village of Coutts
MD of Taber	ScaleUp Edge	Village of Stirling
National Angel Capital	Select People Solutions	Village of Warner
	Southern Alberta Women in Business	Women Entrepreneurship Knowledge Hub (WEKH)
	SouthGrow Regional Initiative	Whipcord



From Economic Development
Lethbridge we'd like to say

Thank You!

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