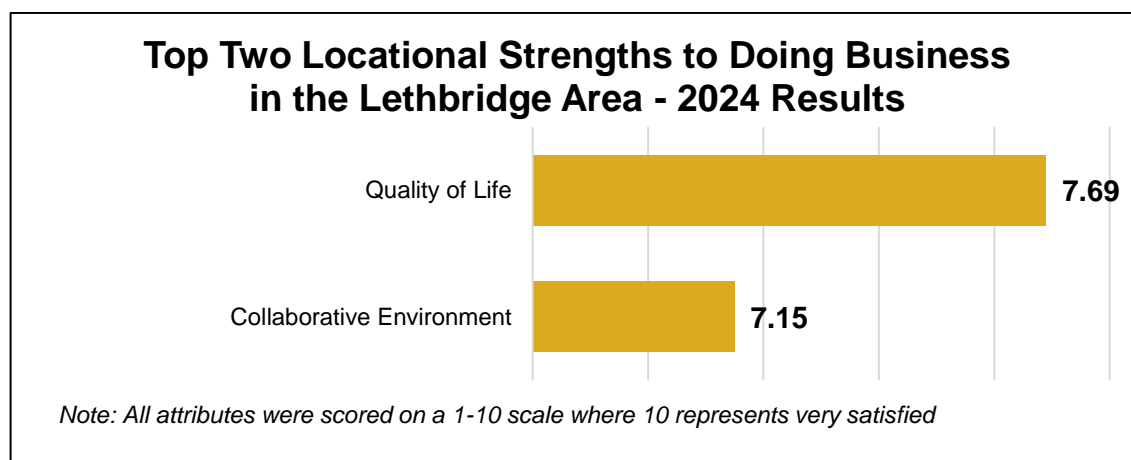


Background:

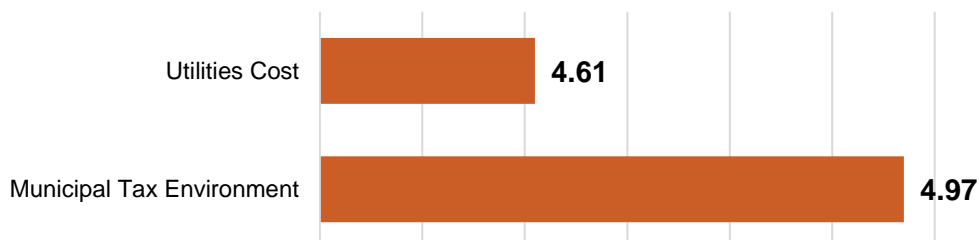
Economic Development Lethbridge (EDL) and the Lethbridge Chamber of Commerce have partnered on the annual Brighter Together survey of local business since 2019. This initiative probes local organizations to provide feedback about their current sentiments and overall business health in order to better 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 also help us highlight and articulate our comparative advantages as a city.

2024 Highlights:

- Labour force issues figure prominently into challenges anticipated for the year ahead with rising cost of labour selected as most pressing obstacle facing employers in the next 12 months.
- Locational strengths and challenges related to doing business were consistent with results from last year, with quality of life selected as the top locational strength and utilities cost selected as the biggest challenge.
- Optimism among businesses and organizations remains elevated but is down slightly compared to last year.
- Interest rates and rising debt is less of a concern than it was in 2023 as it recorded the largest relative decline among obstacles facing businesses and organizations.
- Nearly six in ten employers confirmed an intention to increase spending allocations on their labour force in the year ahead, a noticeable increase from last year.



Top Two Locational Challenges to Doing Business in the Lethbridge Area - 2024 Results



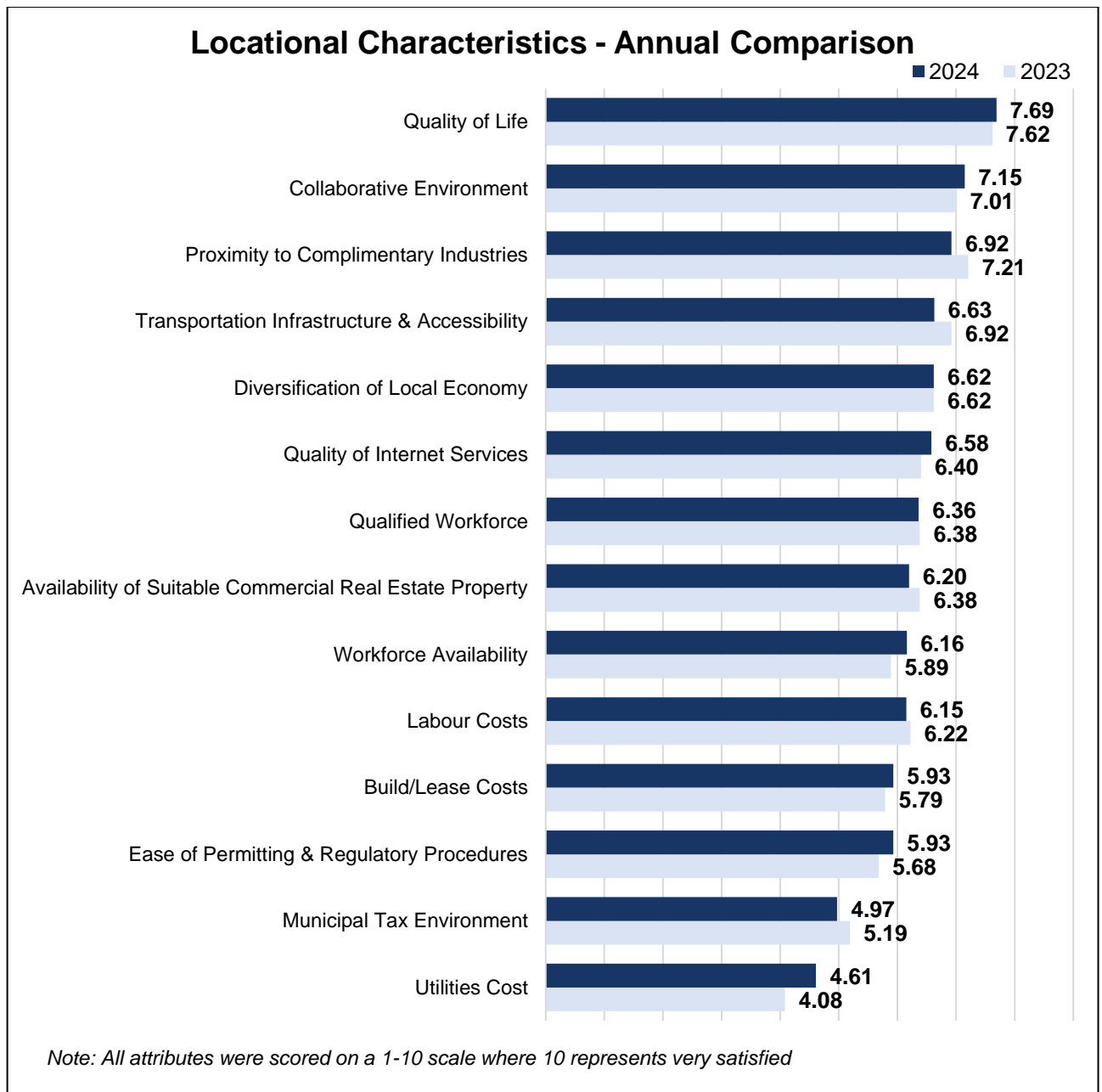
Note: All attributes were scored on a 1-10 scale where 10 represents very satisfied

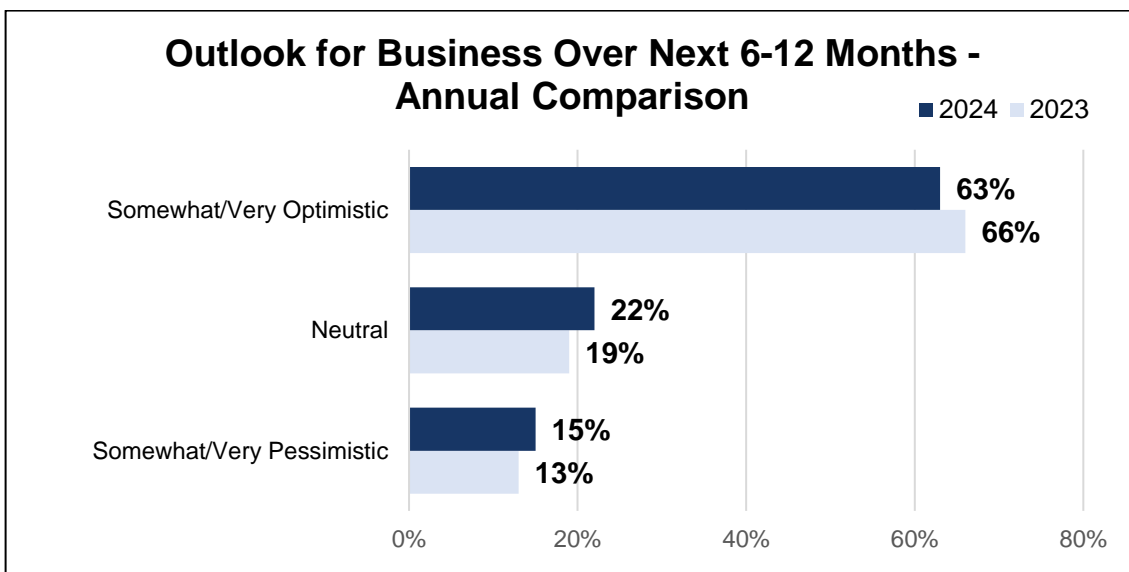
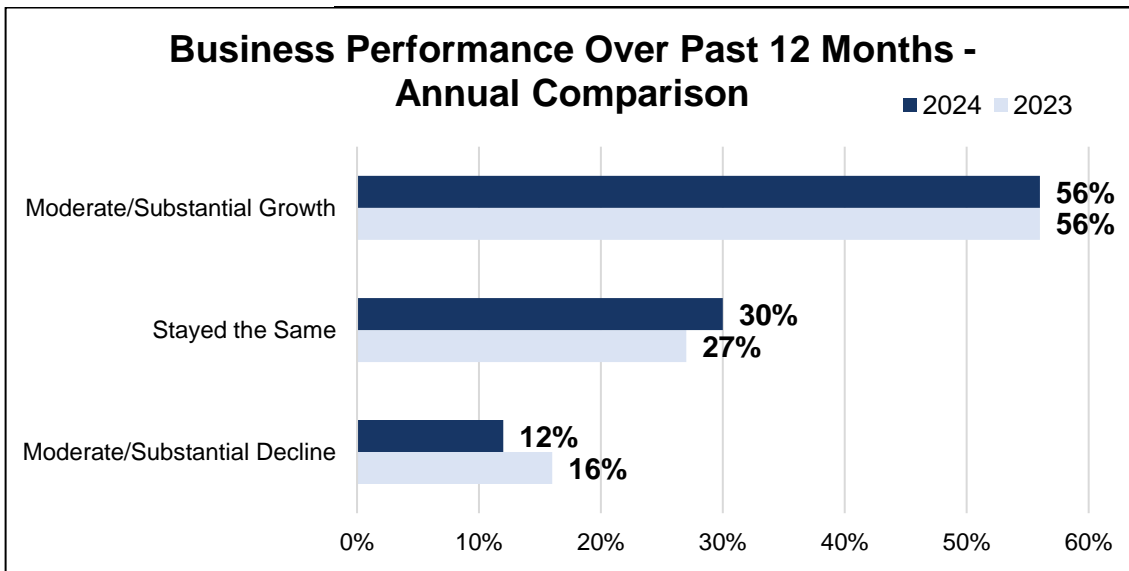
Top Two Locational Strengths to Doing Business in the Lethbridge Area – Annual Comparison

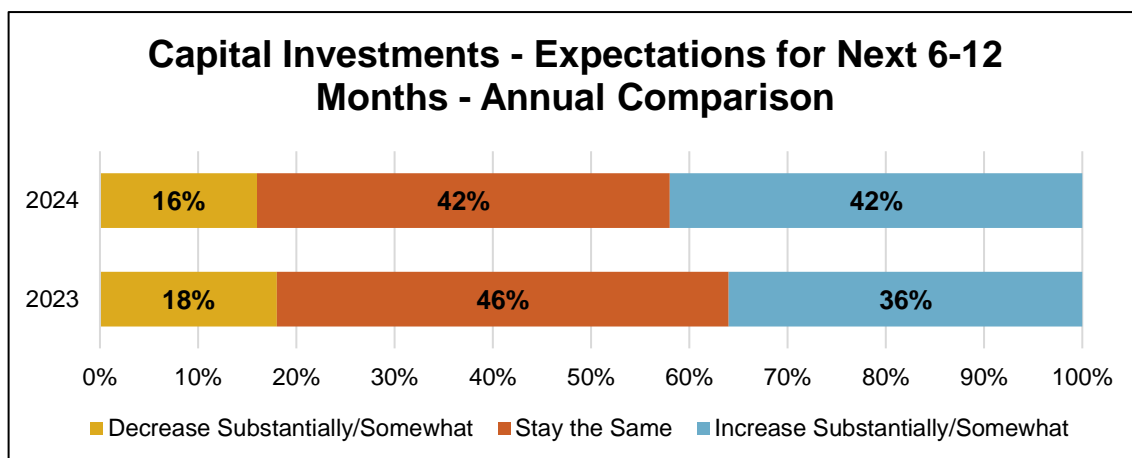
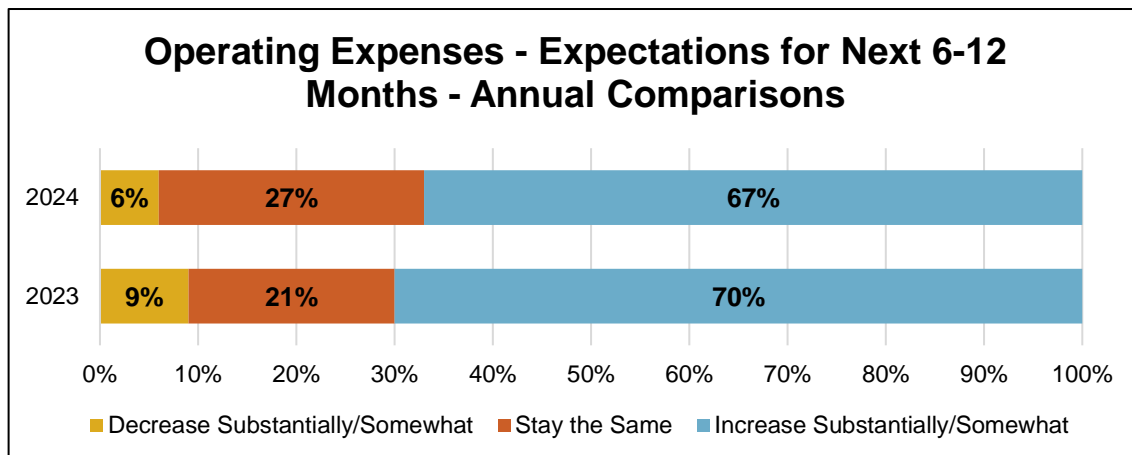
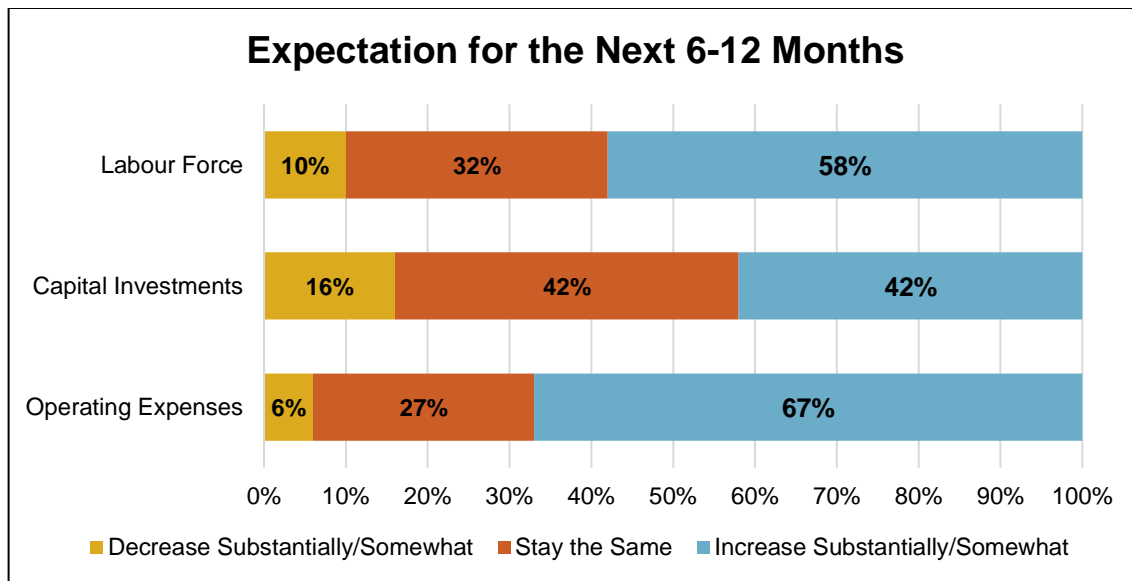
2024 – Top Two Strengths	2023 – Top Two Strengths
1 - Quality of Life	1 - Quality of Life
2 – Collaborative Environment	2 – Proximity to Complimentary Industries

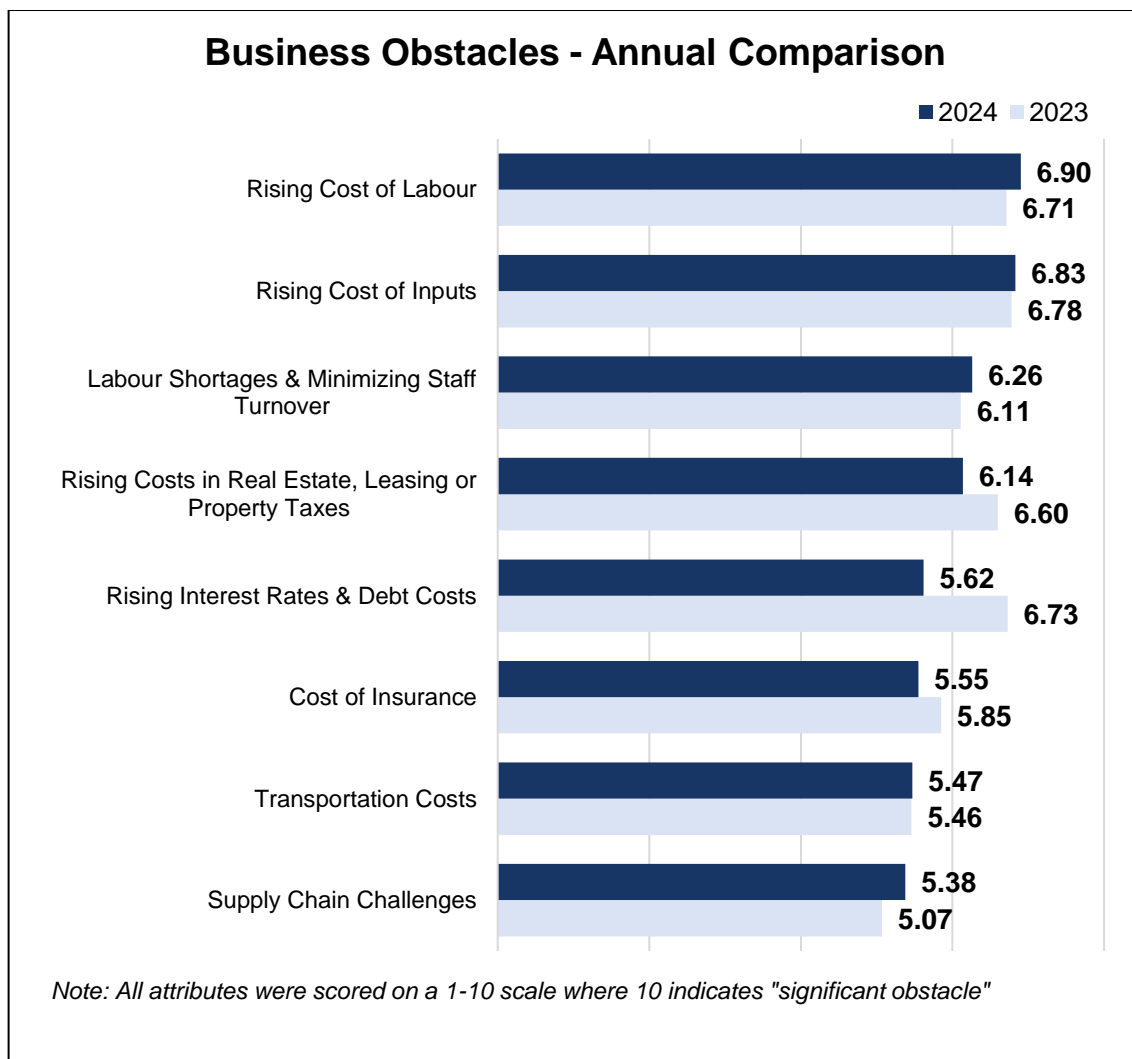
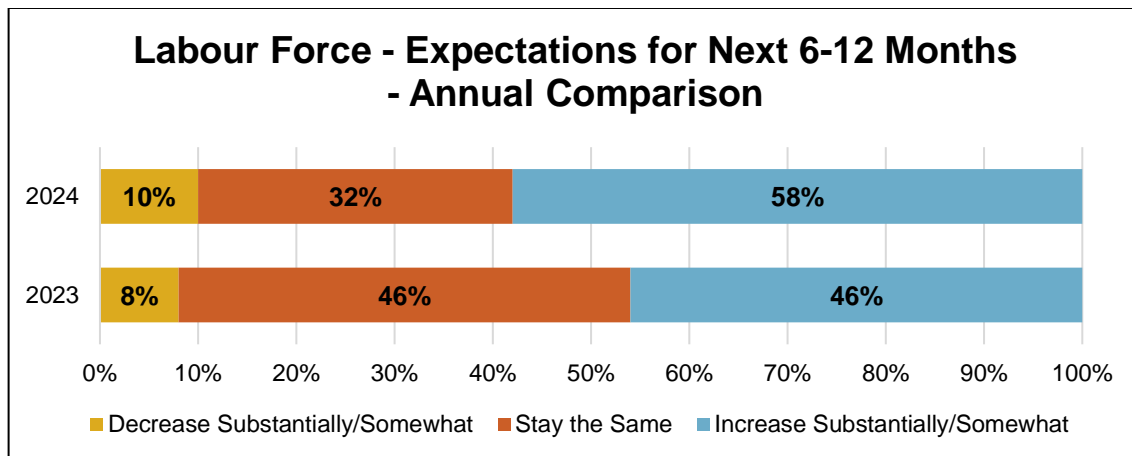
Top Two Locational Challenges to Doing Business in the Lethbridge Area – Annual Comparison

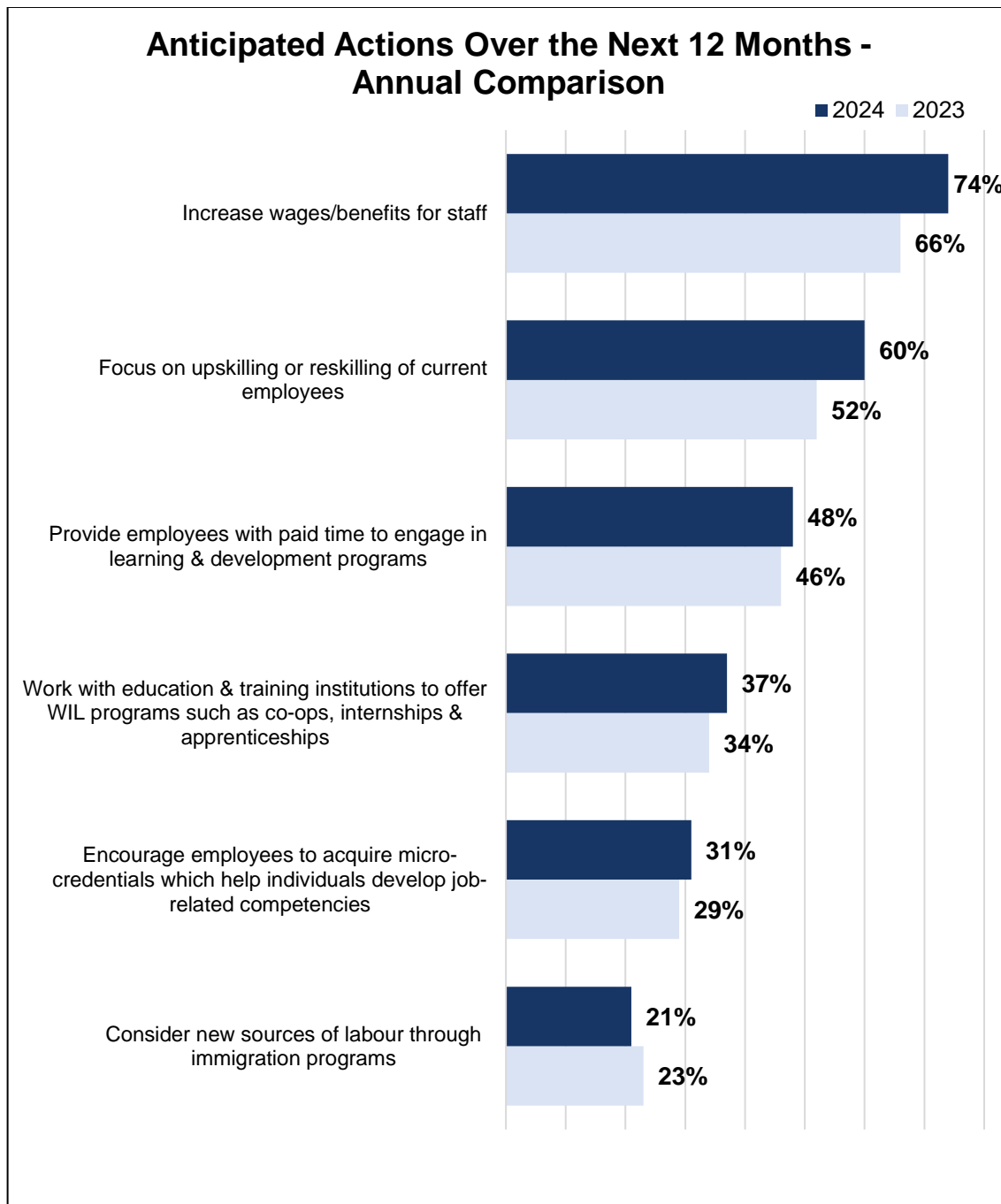
2024 – Top Two Challenges	2023 – Top Two Challenges
1 - Utilities Cost	1 – Utilities Cost
2 - Municipal Tax Environment	2 – Municipal Tax Environment

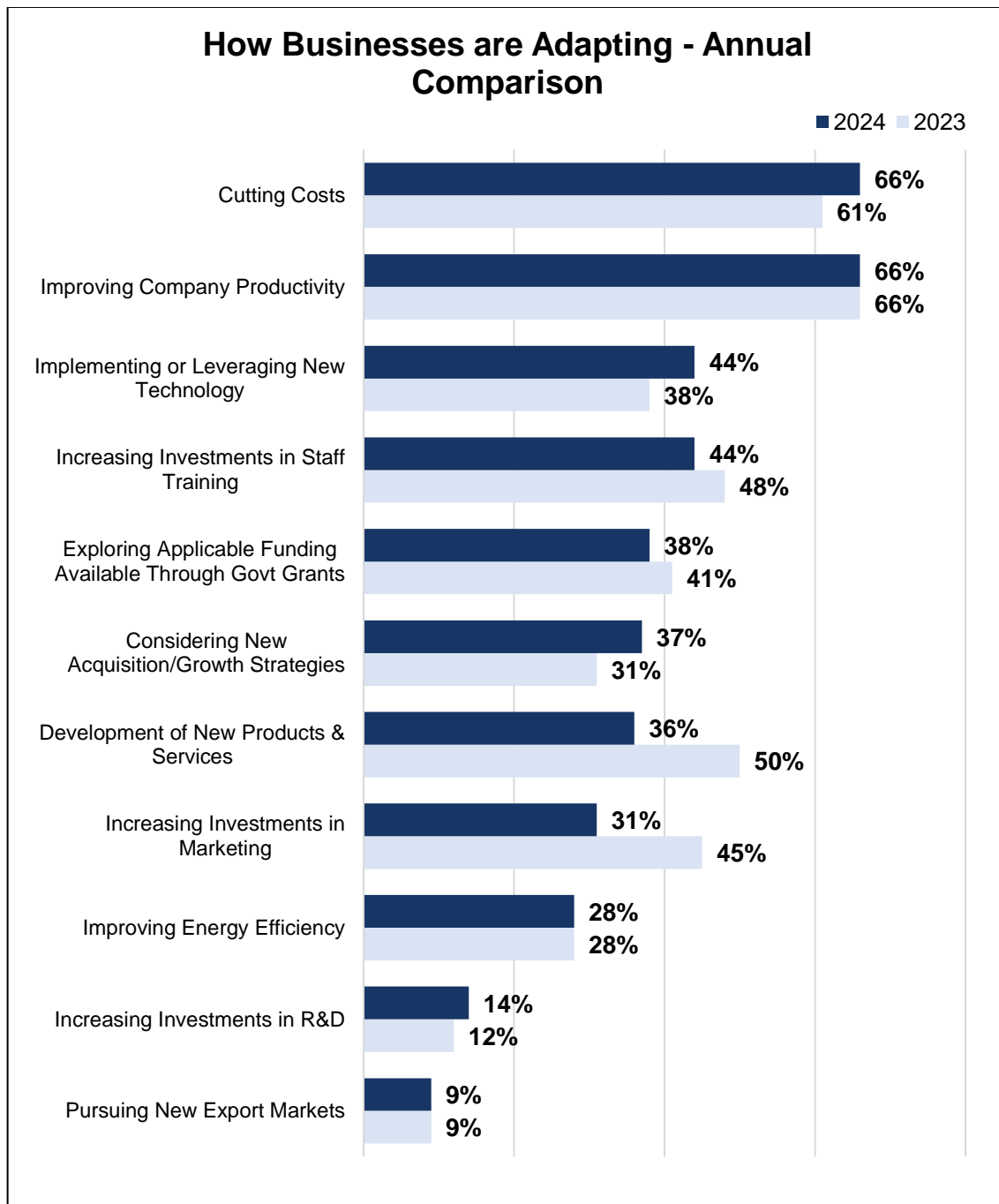




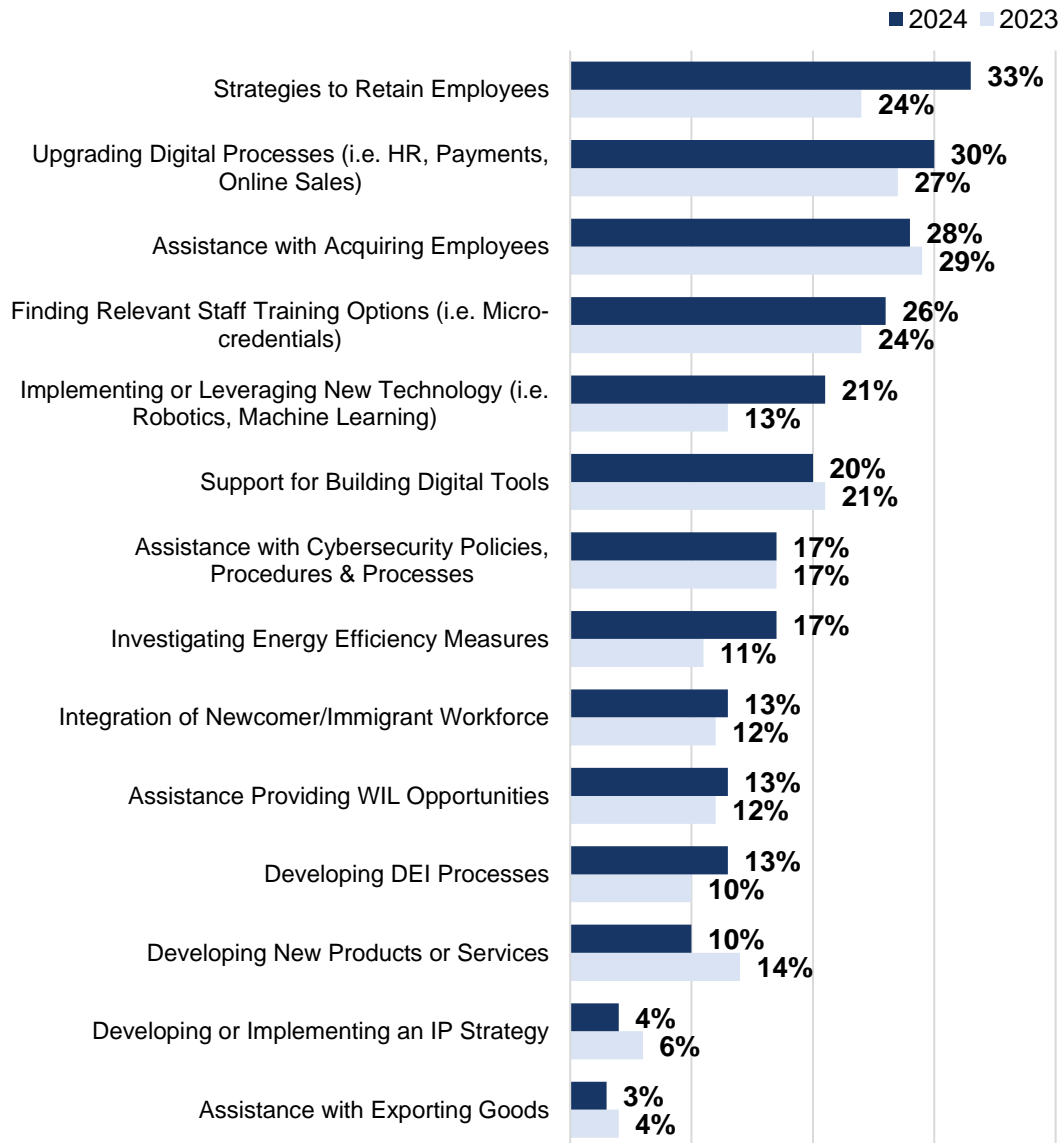




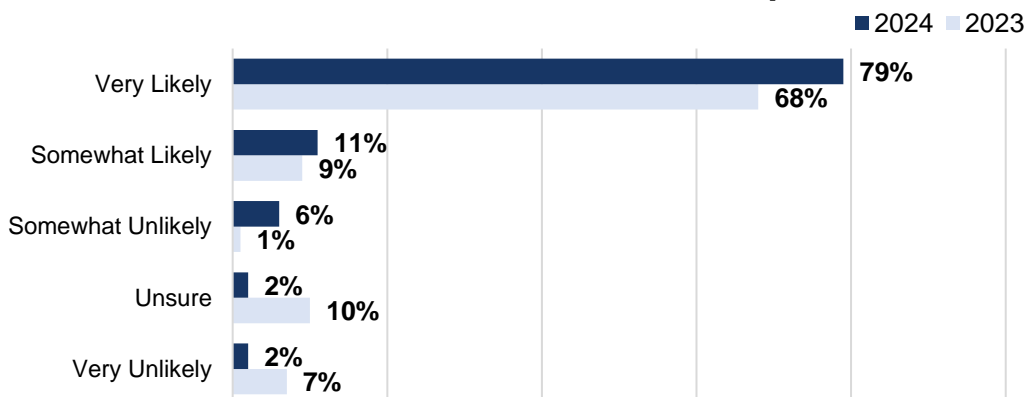




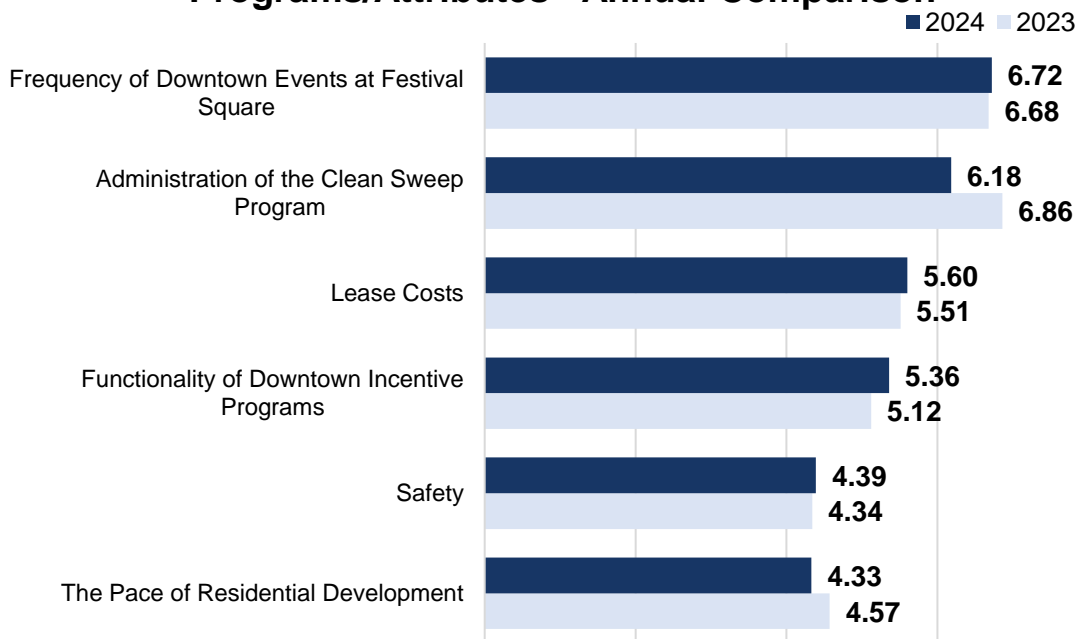
Assistance Businesses are Presently Seeking - Annual Comparison



Likelihood of Maintaining a Downtown Location Over the Next 12 Months - Annual Comparison



Level of Satisfaction with Downtown Programs/Attributes - Annual Comparison



Note: All attributes were scored on a 1-10 scale where 10 indicates "very satisfied"