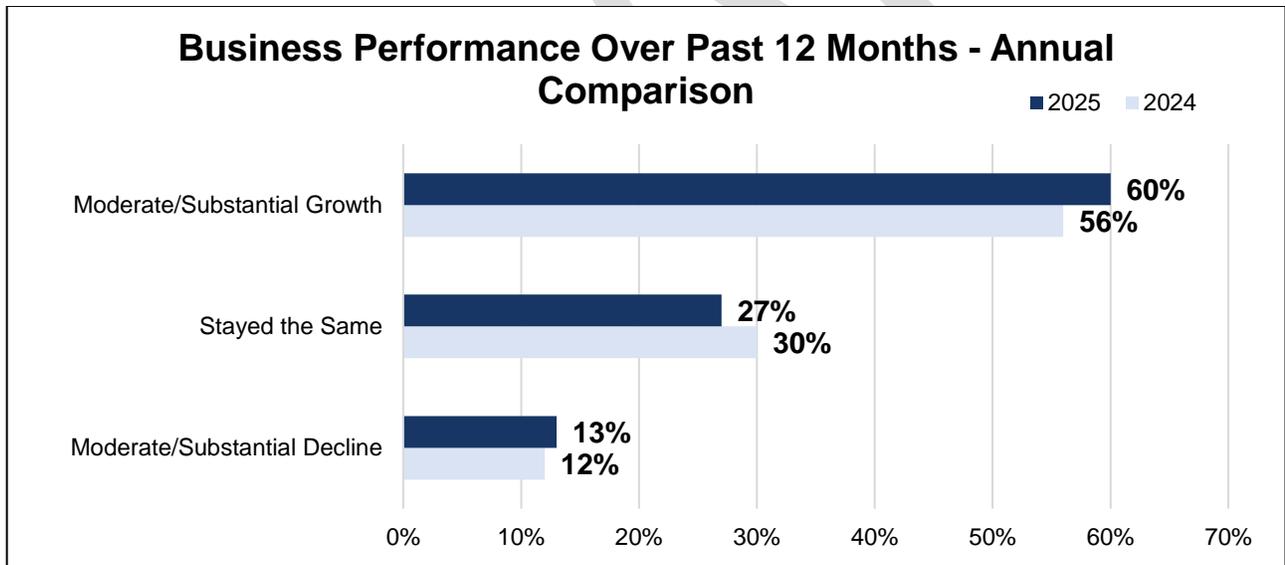


Background:

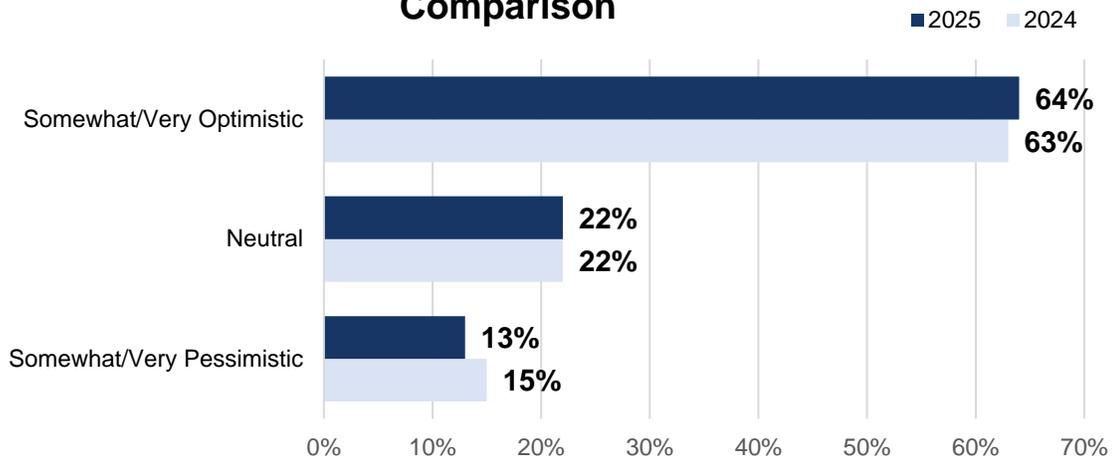
Economic Development Lethbridge (EDL) and the Lethbridge Chamber of Commerce have partnered on the annual Brighter Together survey of local business since 2019. This initiative probes local organizations to provide feedback about their current sentiments and overall business health in order to better 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.

2025 Highlights:

- Business performance over the past 12 months was strong, with 60% of respondents reporting that their business or organization achieved growth over this period.
- Optimism levels remain on par with those from last year, with more than six in ten respondents taking a sunny juxtaposition for the year ahead.
- The cost of insurance and labour costs were identified as the greatest obstacles facing employers over the next 12 months.
- Post-secondary presence was selected as the greatest locational attribute while the municipal tax environment was identified as the biggest challenge to doing business in the Lethbridge area.

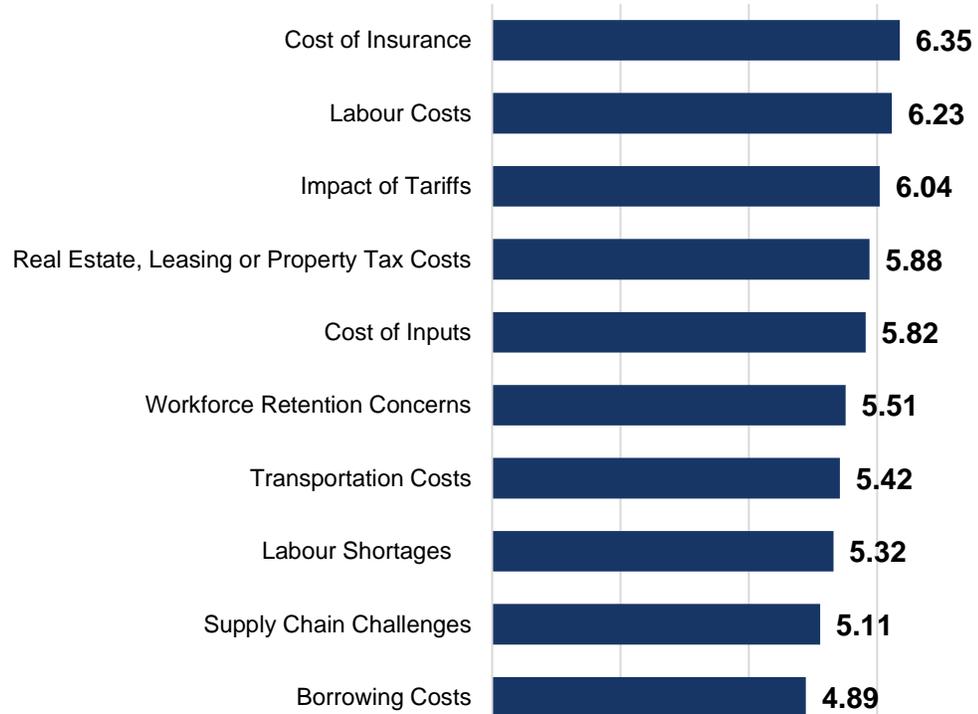


Outlook for Business Over Next 6-12 Months - Annual Comparison



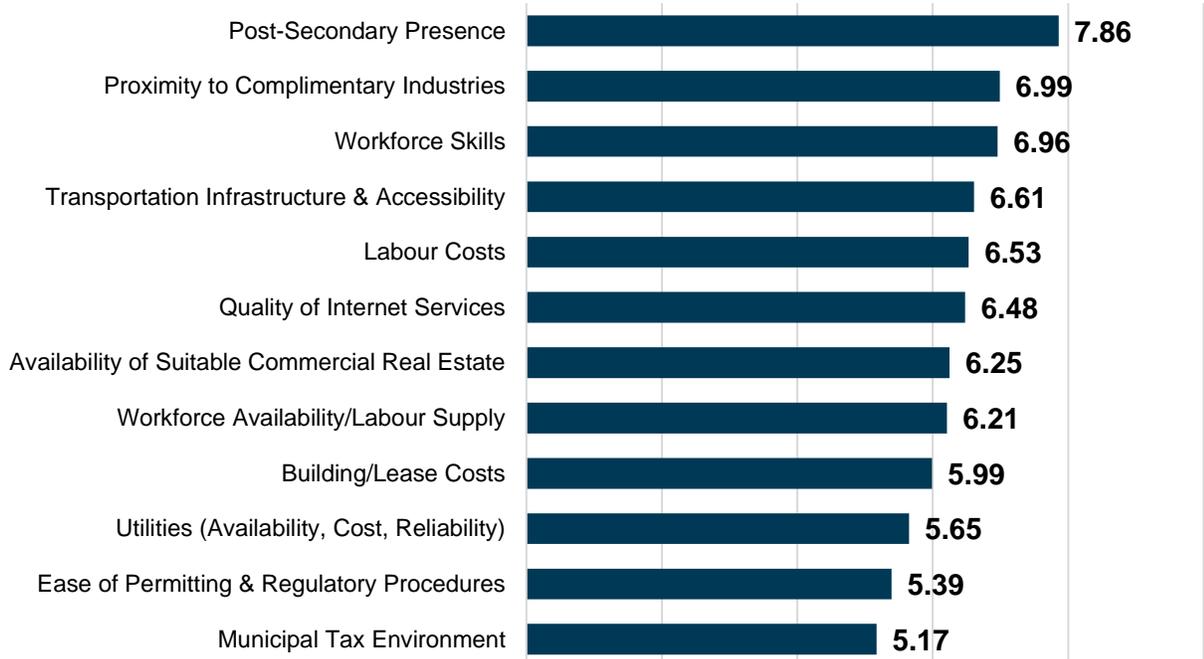
Business Obstacles for 2025 - Greatest to Least

Note: All attributes were scored on a 1-10 scale where 10 indicates "significant obstacle"

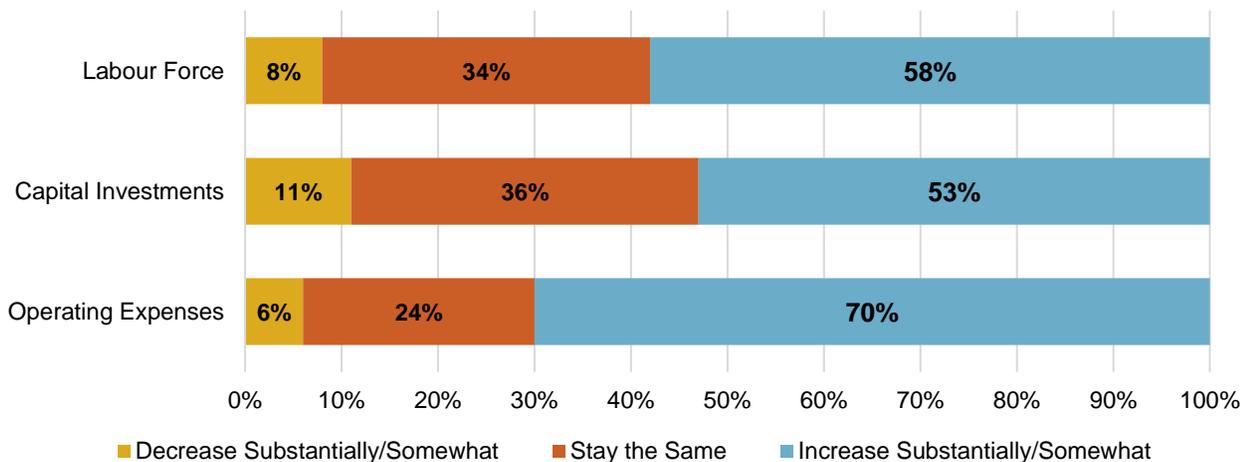


Level of Satisfaction with Locational Business Factors - 2025 Results

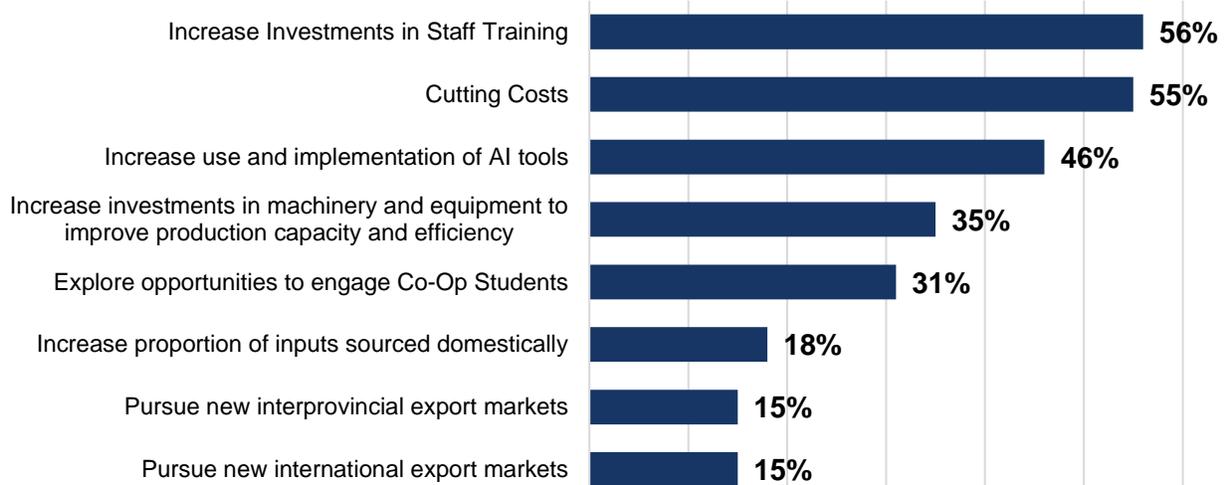
Note: All attributes were scored on a 1-10 scale where 10 represents "very satisfied"



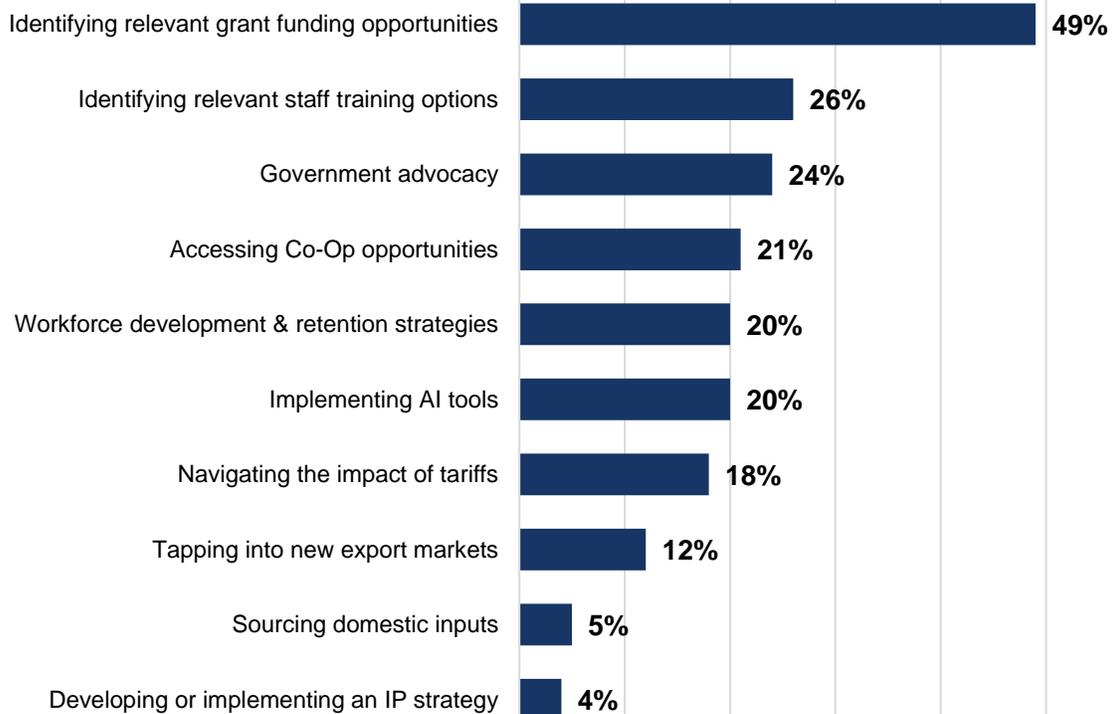
Expectation for the Next 6-12 Months



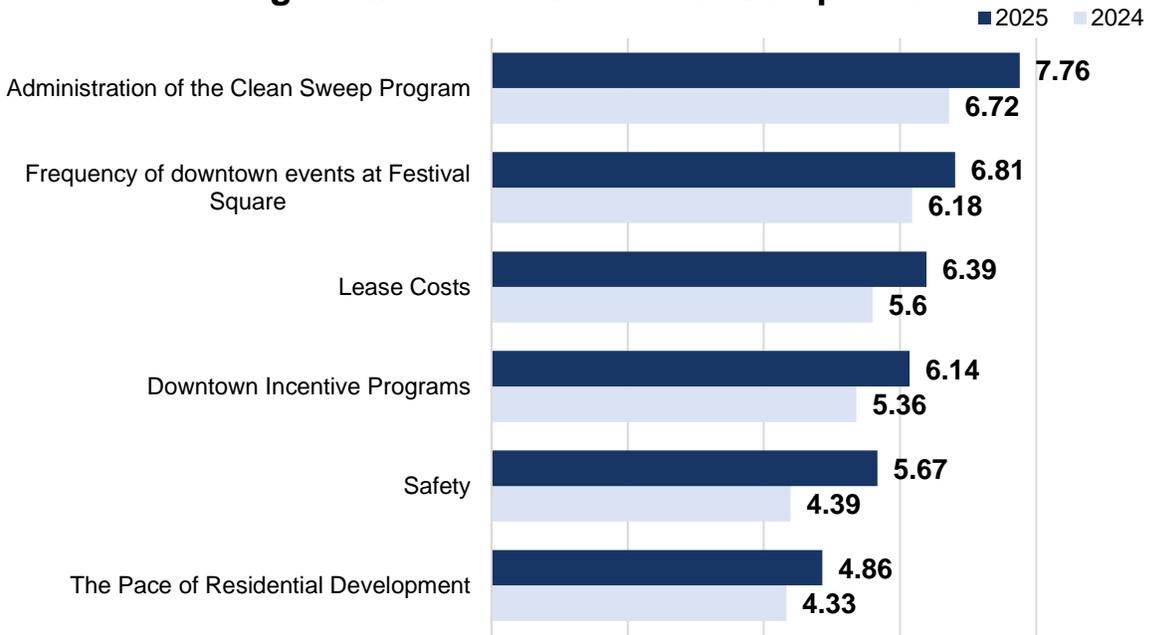
Anticipated Actions Over the Next 12 Months



Assistance Businesses are Presently Seeking



Level of Satisfaction with Downtown Programs/Attributes - Annual Comparison



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