

# 2025

Year in Review

Economic  
Development  
**Lethbridge**

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Year in Review  
**2025**

Economic  
Development  
**Lethbridge**

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## Board Chair & CEO Message

### Charlene Scheffelmair – Board Chair & President

As my tenure as Board Chair and President draws to a close, I look back with immense gratitude. I want to thank my fellow Board members, the EDL staff, and our community partners for making our community better one day and one initiative at a time.

A special thank you to Ben Young for his steady leadership as Interim CEO during a significant period of transition. His work ensured we didn't just hold the line in 2025, but continued to build with great momentum.

This was a year of bold moves. The launch of the world's first Quantum Super Hub inside Teconnect signalled to the tech world that Lethbridge is ready for the future of computing. At the same time, we took the first steps in leading Canada's Western Gateway Trade and Logistics Corridor.

Our ongoing work through Canada's Premier Food Corridor continues to position Lethbridge as a global leader in agriculture and food processing. These projects showcase how diverse and forward-thinking our community is.

All this work could not be done without dedication, hard work, and community pride. Three traits I see in our Board members and EDL staff each and every time we connect.

Thank you for a great year. It has been both an honour and a pleasure to serve as Chair.

### Ben Young – Interim CEO

2025 was a year of building capacity, achievement, and adaptability for EDL. One of our proudest milestones was the launch of our new website, a responsive, modern platform that showcases Lethbridge and the vast opportunities here like never before.

Across the organization, progress was steady. Canada's Premier Food Corridor continued driving the agri-food sector forward through training, networking, and international investment outreach.

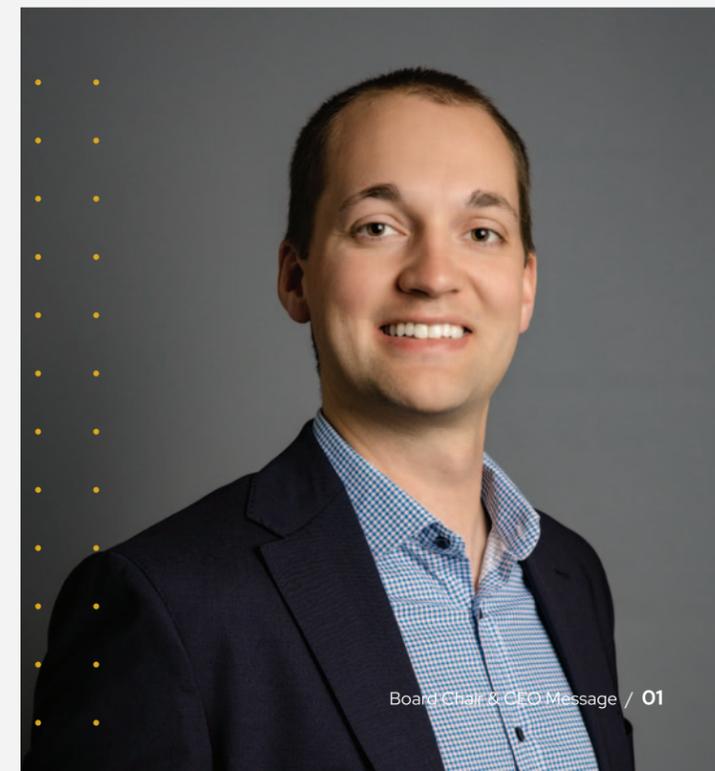
Canada's Western Gateway launched in 2025, supporting companies navigating trade challenges while strengthening Lethbridge's position in transportation and logistics.

EDL continues to adopt and respond to emerging technologies, with the introduction of the Quantum Super Hub, a first in Canada, located in Teconnect, bringing global recognition to Lethbridge.

Amid ever-shifting policy and political landscapes, EDL stayed adaptive and responsive. Trade uncertainty with the U.S. reinforced the importance of expanding our reach internationally, with delegations to the UK and Switzerland generating leads and building relationships for Lethbridge companies.

2025 also marked a CEO transition. I am proud to have led this team and am energized by what lies ahead.

With momentum and collaboration driving every initiative, 2026 promises to be a year of growth, opportunity, and impact for Lethbridge.



# Mission, Vision, Values

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.

We see a future Lethbridge that is recognized nationally and internationally for its many strengths. We are optimistic about what Lethbridge can become.

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

## 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

# Approach

Economic Development is the process of developing and maintaining suitable economic, social, cultural, learning, environmental, and political environments in which balanced growth may be realized, increasing the prosperity of the community.

## We are focused on four key outcomes:

- Lethbridge as an agriculture and manufacturing hub
- Lethbridge as a transportation and logistics hub
- Lethbridge as a centre of excellence for innovation in many sectors including health, education, technology, and alternative energy
- Lethbridge as a regional driver of the visitor and cultural economy

# Four Pillars

## Innovative

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

## Approachable

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

## Collaborative

We are stronger together and unite under the same cause.

## Leaders

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

## Strong

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

## Engaged

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

## 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 of our capacity and capability.

## Connect

We bring people together. We connect entrepreneurs to investors, investors to businesses and businesses to resources.

# 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.

\*Orange indicates City of Lethbridge appointed positions

## Agriculture/Agri-Food

John Ross

## Airport

Vacant

## Arts, Culture & Entertainment

Mary Ann Crow Healy

## Chamber of Commerce

Charlene Scheffelmair  
(Board Chair & President)

## City Mayor

Blaine Hyggen

## City Councillor

Nick Paladino, Rajko Dodic  
Al Beeber

## City Manager (Proxy)

Nicole Mitten

## Community & Social Services

Robin James

## Construction

Blayne Janssens

## Education

Tricia Doherty

## Environment

Shannon Frank

## Financial & Professional Services

Obed Maurice

## Health & Wellness

Dr. Steven Ha

## Hospitality & Tourism

Jody Young

## Indigenous

Byron Jackson

## Industrial & Manufacturing

Matthew Salmon

## Lethbridge College

Jason Donkersgoed  
Kenny Corscadden

## Lethbridge County

Tory Campbell

## Multicultural

Sampath Walgama

## Non-Profit

Sandra Mintz

## Past President

Timothy Hachkowski

## Real Estate & Development

Ken Harvie

## Regional Economic Development Agencies

Peter Casurella

## Retail

Jeremy Roden

## Sector-At -Large

Vacant

## Seniors

Alan Stocker

## Sports & Recreation

Susan Eymann

## Supply Chain & Logistics

Brent Peterson

## Technology

Ed Limon

## University of Lethbridge

Dena McMartin

## Young Entrepreneur

Jack Martin

## Young Professional

Jared Boras

# Investment Attraction

2025 was a year of focus, resilience, and opportunity for EDL's investment attraction efforts.

While slower investment levels across Canada have been felt locally, our team continued to push forward, responding to uncertainty and seeking new ways to grow Lethbridge's economic footprint.

We responded to 44 investment inquiries and successfully landed 2 new projects, bringing \$5.3 million in new capital and creating 12 new jobs – a 5% conversion rate on inquiries. These results reflect the strength of our core investment attraction work and the dedication of our team.

Amid U.S./Canada trade uncertainty, we expanded our international focus. In 2025, EDL participated in FDI (Foreign Direct Investment) delegations to France, the UK, and Switzerland, leveraging the expertise of Trade Commissioner Services and Invest Alberta.

These efforts generated nearly 20 promising leads, sparking meaningful conversations and laying the groundwork for future investment relationships overseas. Locally, our collaboration with SAITI continues to strengthen regional investment attraction, ensuring coordinated campaigns, effective lead generation, and timely responses to investor interest.

Initiatives like CPFC and CWG continue to contribute to investment outcomes, with their work detailed in their own reports. Despite a challenging national investment climate, EDL remains proactive, adaptable, and ready to seize opportunity.

By combining strategic partnerships, international outreach, and a relentless focus on results, we are building momentum to attract sustainable investment and drive economic growth for Lethbridge in 2026.

**\$5.3 million in new capital and creating 12 new jobs**



# Business Retention & Expansion

2025 was a year of momentum and impact for EDL’s business retention and expansion efforts. We continued to administer the Rural Renewal Stream, helping local companies access critical workforce support programs.

Workforce development was a major focus. In partnership with ACCES Employment, we highlighted local job opportunities and connected potential workers considering Lethbridge as their new home through the Connecting Canada Partnership.

Our revamped website addressed workforce demand issues by offering a Labour Demand Tool which allows employers to help with employment initiatives and also offers an up-to-date job board which uses AI technology to pull available jobs and curate them in one location.

Building on the Automation and Manufacturing Workforce study, EDL helped launch the Lethbridge Manufacturing Association (LMA), empowering manufacturers to tackle shared challenges (shortage of industrial mechanics), advocate for solutions, and collaborate with post-secondary institutions to fill critical skills gaps.

The Brighter Together Survey highlighted the strengths that make Lethbridge a great place to do business, including the city’s strong post-secondary presence. Businesses also reported increased satisfaction with downtown programs, including safety and lease options, showing the positive impact of local initiatives.

Nearly half of businesses sought support in identifying grant funding opportunities, giving EDL insight into how we can continue to help companies thrive. Looking forward, EDL is committed to building on this momentum – supporting local businesses, connecting talent with opportunity, and fostering a vibrant, resilient economy.

With innovation, collaboration, and strategic initiatives driving our work, 2026 is shaping up to be an exciting year for Lethbridge businesses.

## Lethbridge Economic Development & Growth Statistics:



# Market Intelligence & Economic Indicators

EDL was involved in a few major projects that were both in-development and/or culminated in 2025. The Commercial Industrial Study was a comprehensive report that provides an updated roadmap for economic development in Lethbridge.

The Trade Area Analysis provided insights into the current area. It also articulated the size of the local trader area and explored the interconnectivity between retail activity among residents in the city and surrounding area.

The Lethbridge Goods Movement focused on articulating the current state of freight transportation in the region and identifying existing barriers to the efficient movement of goods. It proposed strategies to be explored to enable economic development in the logistics sector.

The past year was a turbulent one for labour market outcomes, with the annual unemployment rate rising to 6.7% in 2025 (up from 5.5% the year prior).

EDL’s continuous access to up-to-date economic indicators enables the organization to recognize emerging trends and be proactive in identifying new opportunities and initiatives grounded in in-depth market intelligence.

## 2025 Annual Economic Indicator Overview:

INDICATOR	2025	2024	Y/Y CHANGE
Population (CMA)	143,143	140,181	+2.1%
Unemployment Rate	6.7%	5.5%	+1.2 pp
Participation Rate	66.6%	68.3%	-1.7 pp
Total Employment	72,700	73,200	-0.7%
Building Permit Values (CMA)	\$599.5M	\$498.5M	+20.2%
Housing Starts	620	715	-13.3%
Resale Housing Prices	\$424,119	\$384,794	+10.2%



# Canada's Premier Food Corridor

In 2025, Canada's Premier Food Corridor (CPFC) advanced its Business Retention & Expansion efforts through focused business engagement, workforce support, and strategic visibility initiatives.

To strengthen visibility and business support infrastructure, CPFC launched a new website, produced five strategic videos featuring 14 supplementary interviews, and implemented a monthly Goodie Basket campaign to promote local products and regional brands.



[canadaspriemierfoodcorridor.ca](http://canadaspriemierfoodcorridor.ca)

Direct outreach remained central, with 37 stakeholder meetings and 33 one-on-one business sessions, alongside participation in 25 regional events and delivery of 10 targeted initiatives.

These engagements helped identify operational pressures, workforce gaps, and growth opportunities across the agri-food sector.

Entrepreneurship support included the 12-session Food Venture Bootcamp, culminating in a live Pitch Competition, and two fall webinars delivered in partnership with Community Futures Chinook: Launching a Food Business 101 and Innovation Tools for Business Growth.

Workforce initiatives included a Permanent Residency information session for Ukrainian employers and job seekers, collaboration with Economic Development Lethbridge on Access Employment networking and hiring events, and support to the Lethbridge manufacturing sector on workforce-related challenges.

In Spring, CPFC hosted its 2nd Local Producers Dinner. The sold-out event, with 175 attendees, was a fantastic way to highlight the work being done in the Corridor and the numerous food-related businesses.

CPFC also hosted a Food Photo Party to help local producers increase market exposure and strengthen marketing capacity.

In December, CPFC completed the Manufacturing Economic Impact Study examining the contribution of manufacturing and food & beverage processing within the Lethbridge Census Metropolitan Area and participated in the Alberta-Winnipeg Trade Mission, strengthening interprovincial connections and market development opportunities.

Canada's Premier Food Corridor advanced its investment-attraction mandate by strategically emphasizing expansion into new international markets and priority growth sectors.

A key area of increased investor interest was the biofuel and low-carbon energy space, driven by the region's strong feedstock availability, including commodity crops as well as food processing and livestock by-products suitable for conversion.

This positioning has strengthened the corridor's value proposition for renewable energy and circular-economy projects.

Market validation was demonstrated through direct approaches from two private capital firms—one Canadian and one British—seeking exposure to investment opportunities within the corridor.

CPFC has continued to work with both organizations to introduce and align prospective projects with each firm's investment criteria and sector focus.



CPFC at Food Ingredients Europe in Paris, December 2025

These engagements reflect growing international awareness of the corridor and the effectiveness of ongoing promotion and outreach efforts.

In December 2025, CPFC participated for the first time in a Trade Commissioner Service (TCS) investment program associated with Food Ingredients Europe in Paris. This initiative provided access to pre-qualified, targeted meetings with European companies that had been vetted for North American expansion readiness, sector capability, and access to capital.

Working in coordination with in-market representatives from Alberta Agriculture and Immigration and Invest Alberta Corporation, CPFC delivered a coordinated Team Alberta presence. The program generated multiple high-quality leads and established a strong pipeline for continued follow-up and investment development activity.

Looking ahead to 2026, CPFC will build on this momentum through a targeted investment roadshow to Asia, continued sector-focused engagement in controlled environment agriculture (CEA), and sustained collaboration with corridor municipalities to advance investment-ready opportunities.



CPFC's Food Photo Party helped local producers strengthen their marketing and market exposure.





# Canada's Western Gateway

In 2025, Economic Development Lethbridge advanced Canada's Western Gateway (CWG) from a developing concept into a fully active initiative, onboarding two full-time staff focused on strengthening Southern Alberta's role in transportation, logistics, warehousing, and cross-border trade.

As supply chains continue to evolve and regions compete to attract investment, CWG's work supports the long-term development of a coordinated transportation corridor connecting Southern Alberta to provincial, national, and North American markets while positioning the region for future economic growth.

Throughout the year, CWG prioritized direct engagement with industry and municipal partners to better understand opportunities and challenges facing the sector.

A total of 35 interviews were conducted with industry and service providers, alongside 14 engagements with seven municipal partners.

These conversations provided valuable insight into workforce needs, infrastructure considerations, and operational challenges, helping ensure future CWG initiatives remain grounded in industry realities while supporting regional alignment.

CWG also expanded its presence within the transportation and logistics sector through representation at provincial, national, and North American conferences, strengthening relationships with industry associations and increasing awareness of Southern Alberta's competitive advantages.

Media coverage through Bridge City News, My Lethbridge Now, CITT Canada, Inside Logistics Magazine, and the Logistics Lowdown podcast further increased visibility and helped position CWG within broader transportation and logistics conversations across the corridor.

A key milestone was the successful hosting of the CITT & CWG: In Motion conference at the Historic Air West Hangar at Lethbridge Airport.

Delivered in partnership with Canada's Logistics Association and regional industry partners, the one-day event brought together over 70 attendees, featured 12 speakers, 6 sponsors, and included a morning industry tour highlighting local transportation, rail, and aviation assets.

The conference generated \$5,000 in revenue and demonstrated CWG's role as a regional convener, fostering new connections between businesses, training providers, and municipalities.

The work completed in 2025 established a strong foundation for the future.

With growing industry engagement, strengthened municipal partnerships, and increasing recognition across the logistics sector, Canada's Western Gateway enters 2026 positioned to translate awareness into investment attraction, workforce development, and long-term economic opportunity for Southern Alberta.

## CWG By The Numbers

35

INDUSTRY & SERVICE PROVIDER INTERVIEWS

14

ENGAGEMENTS WITH MUNICIPAL PARTNERS

7

MUNICIPAL PARTNERS

TRAINING COMPLETED BY CWG STAFF

TRANSPORTATION SYSTEMS

PERFORMANCE MEASUREMENT

BUSINESS RETENTION & EXPANSION

INVESTMENT ATTRACTION

### LETHBRIDGE CONFERENCE WITH CANADA'S LOGISTICS ASSOCIATION

2

INDUSTRY TOURS

12

SPEAKERS

70

GUESTS

\$5K

REVENUE

LINKEDIN FOLLOWERS

9

226

+2,411%



# Entrepreneurship & Innovation

## Bringing Quantum to Lethbridge

Teconnect stands at the centre of Lethbridge's innovation ecosystem, serving as both the anchor and initiator of progress across entrepreneurship, creative industries, intellectual property, and advanced computing.

It functions as Lethbridge's central meeting ground for RINSA, bringing together entrepreneurs, partners, educators, and industry to launch new programs and spark collaboration.



[chooselethbridge.ca/entrepreneurs](https://chooselethbridge.ca/entrepreneurs)

*2025 was a year of momentum, visibility, and leadership.*

## Bringing Quantum to Lethbridge

Lethbridge became home to the world's first Quantum Super Hub, launched in partnership with SuperQ Quantum Computing.

Rather than limiting advanced computing to large institutions, the Hub made powerful tools accessible to entrepreneurs, students, researchers, and industry professionals through a practical, community-driven model.

The launch generated significant media interest, with regional and provincial coverage highlighting Lethbridge's leadership in applied advanced computing. What began as a local initiative quickly attracted provincial and international attention.

The Lethbridge model became the reference point for new Quantum Super Hubs across Alberta and beyond, reinforcing the city's role as an originator in emerging technology adoption.



[chooselethbridge.ca/quantum-super-hub](https://chooselethbridge.ca/quantum-super-hub)

## Turning Technology into Workforce Impact

EDL played a key role in advancing the AKITO platform, helping translate emerging AI technologies into practical workforce and skills solutions.

As a regional anchor and integration partner, Lethbridge became an early demonstration site for AI-enabled learning and workforce development.

The AKITO platform supported Indigenous, newcomer, and underrepresented learners through tailored programs that aligned digital skills development with employment pathways.

EDL helped guide the program's shift from pilot delivery toward commercialization readiness, strengthening its long-term sustainability.



[digitalsupercluster.ca/projects/akito](https://digitalsupercluster.ca/projects/akito)

## What's Emerging

### Building Alberta's Third Creative Hub

2025 marked the launch of a bold next step for the creative economy. Through the Creative Industries Hub Feasibility Study, Lethbridge is shaping a future where film, digital media, gaming, content creation, and e-sports thrive year-round.

Creative professionals, educators, Indigenous and BIPOC leaders, and industry partners stepped forward to define real needs, real opportunities, and realistic pathways to growth.

Rather than starting with bricks and mortar, Lethbridge chose a smarter path. Evidence first. Community voice first. Sustainable models first. The final report is due March 2026.

### 2026 is About Scale.

Teconnect leads as the engine of Lethbridge's innovation economy.

RINSA enters a new multi-year phase with enhanced shared governance.

The Quantum Super Hub moves from first-of-its-kind to first-in-class, expanding real-world use cases across Alberta and beyond.

Digital and AI initiatives, including AKITO, shift from pilots to workforce solutions. In 2026, Lethbridge builds, scales, and leads.



# RINSA

## Connecting Innovation Across Southern Alberta

The Regional Innovation Network of Southern Alberta (RINSA) demonstrated the power of coordinated place-based innovation.

Representing a diverse coalition of economic development organizations, industry partners, post-secondary institutions, government funders, entrepreneur supports, and community-based supports across Southern Alberta, RINSA connected entrepreneurs to expertise and opportunity through a truly regional network.

Entrepreneurs from urban, rural, and Indigenous communities accessed coaching, capital readiness, and commercialization support through this interconnected ecosystem.

Founders advanced technologies, secured patents, grew teams, and entered new markets.

RINSA-supported companies progressed across both technology and business readiness levels, while member organizations aligned around shared priorities and complementary roles.

In parallel, RINSA advanced the Alberta Innovation operating system with IAXOV, piloting improved performance metrics and data intelligence to strengthen outcome tracking, decision-making, and ecosystem accountability.

Of RINSA's 410 active clients, 61 entrepreneurs joined the program in 2025, averaging 1-2 new client intakes per week.

Flagship events brought hundreds of innovators, investors, and ecosystem leaders together, showcasing Southern Alberta as a region where collaboration accelerates ideas into action.

RINSA closed the year well-positioned for its next phase, with strong governance, trusted partnerships, and a proven model for inclusive regional innovation.

The next step is a new three-year agreement with Alberta Innovates, building on more than a decade of sustained partnership supporting the southern Alberta entrepreneurial ecosystem.



rinsa.ca

### Looking Ahead

The next step is a new three-year agreement with Alberta Innovates, building on more than a decade of sustained partnership supporting the Southern Alberta entrepreneurial ecosystem.

**61**

**NEW ENTREPRENEURS**  
Joined the Program in 2025

**1-2**

**WEEKLY INTAKES**  
New Client Intakes Per Week

**410**

**ACTIVE CLIENTS**  
Across the RINSA Network

# Elevate IP Alberta

## Advancing Inclusive Innovation

Intellectual property is the foundation of competitive, investable businesses, and in 2025, Lethbridge continued to play a leadership role in advancing a more equitable approach to IP access across Alberta.

Through ElevateIP Alberta, in partnership with Innovate Calgary and the University of Calgary, rural, Indigenous, newcomer, women, and BIPOC entrepreneurs gained access to IP education, strategic navigation, and implementation support tailored to their lived realities.

This work ensured founders in Lethbridge could better understand how to protect and grow the value of their ideas at every stage of business development. A landmark, province-wide IP Roundtable convened entrepreneurs, service providers, academic experts, and policymakers to address long-standing systemic barriers.

The conversation moved beyond awareness to action, generating practical recommendations on IP navigators, IP triage, recognition of non-patent IP, and culturally grounded approaches to Indigenous knowledge protection.

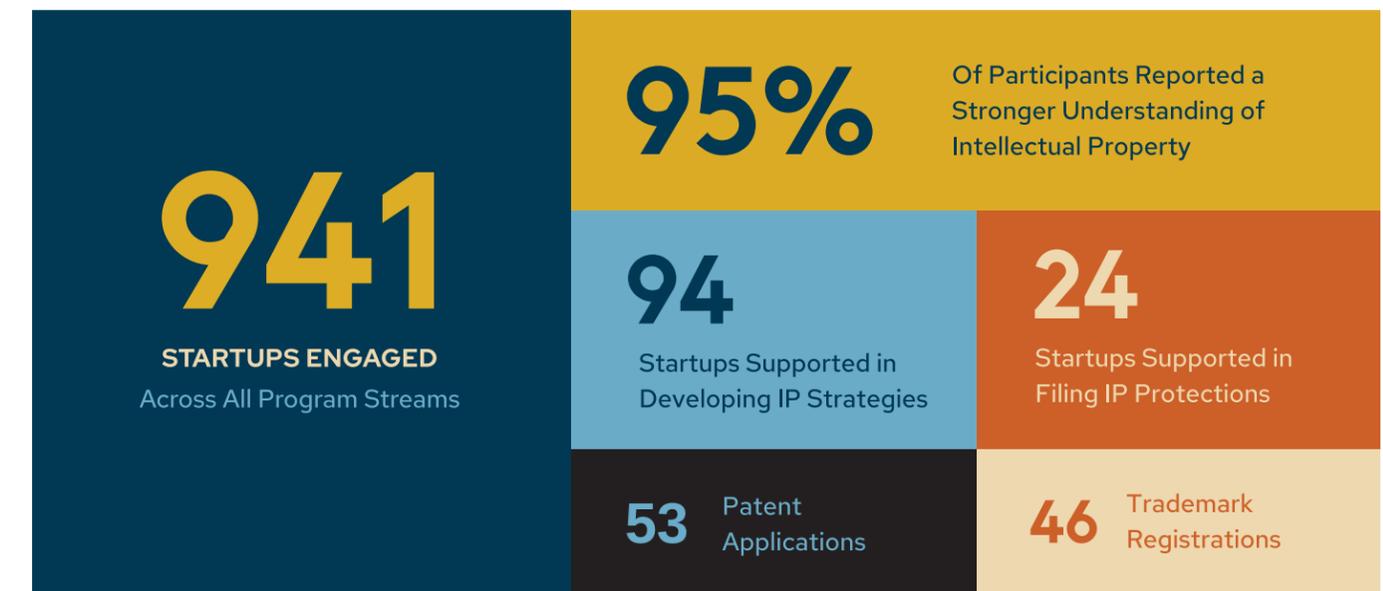
The outcome was more than dialogue. Insights from southern Alberta helped shape the next phase of a provincial IP strategy designed to complement federal programs while responding to Alberta's regional, rural, and Indigenous realities.

Through this work, Lethbridge emerged as a trusted voice, contributing to provincial and national conversations on the future of inclusive innovation and IP strategy in Alberta.



elevateip-ab.com

### Program Reach & Engagement:



ElevateIP Alberta is delivered on behalf of the University of Calgary, in partnership with Innovate Calgary and Economic Development Lethbridge. Statistics shown are drawn from ElevateIP Alberta's 2024/2025 Impact Report.

# Marketing & Advocacy

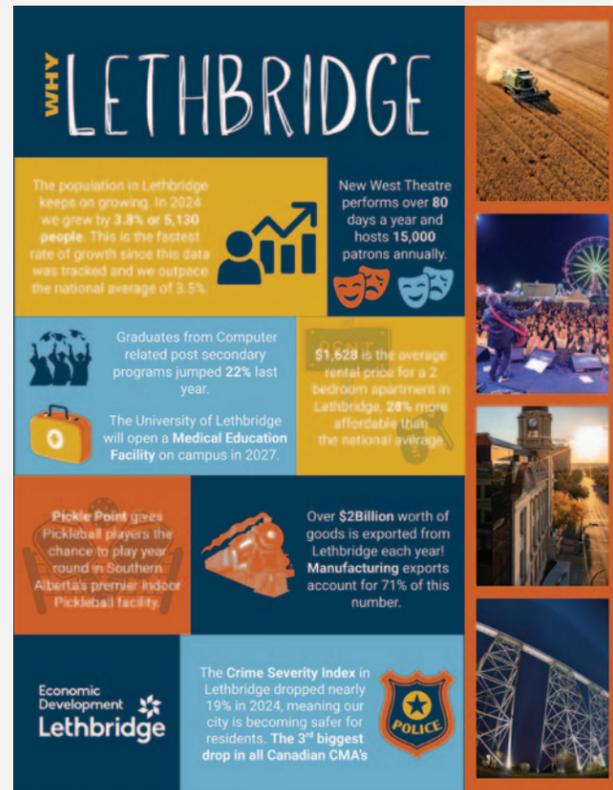
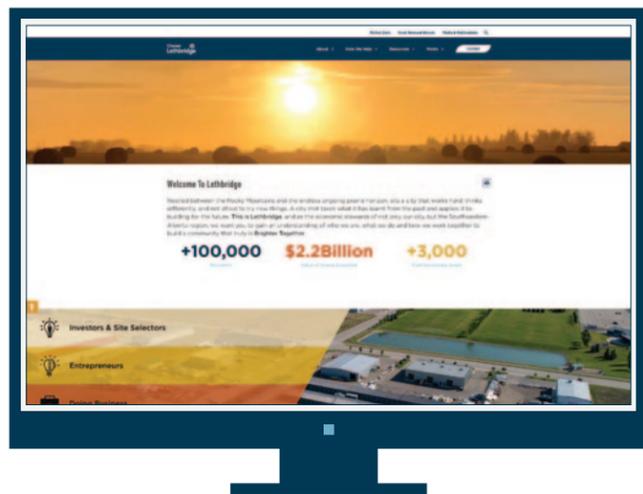
## A New Digital Front Door

Economic Development Lethbridge launched their newly developed Choose Lethbridge website in the spring of 2025.

The new site offered a better visual and user experience for visitors, and with the implementation of data visualization tools from partner CityViz, investors and site selectors can use the tools from the website to gain a better understanding of locating or building in Lethbridge.

After refining and optimizing the website in the spring, EDL launched a digital marketing campaign to drive awareness and engagement to the website.

Ads were developed for social platforms and website content to highlight numerous sectors and industries that are thriving in our city and region.



## Choose Lethbridge

As much of the research from past Brighter Together surveys has highlighted, a continued marketing awareness campaign dedicated to workforce development options and tools for local businesses and job seekers will continue in 2025.

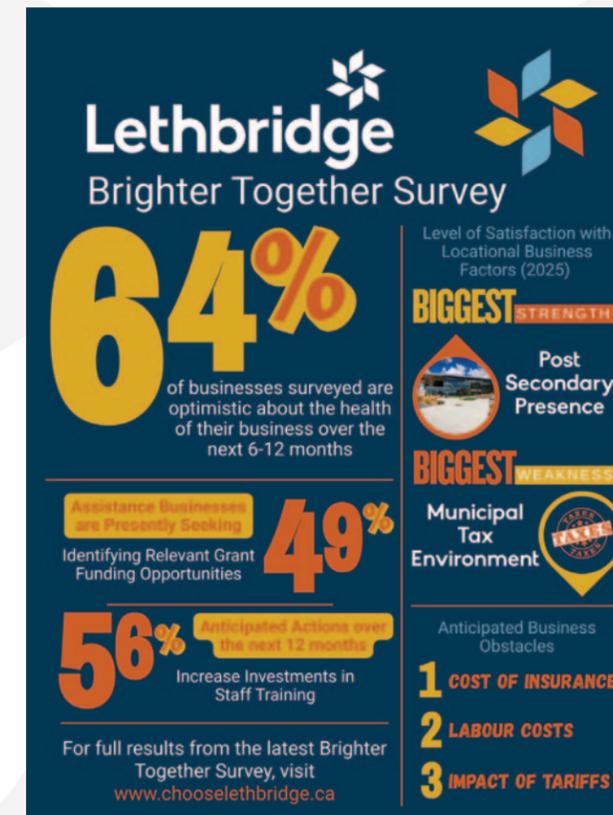
Marketing ranged from regular sector-specific updates to "Why Lethbridge" creative assets that highlight some of the work/life options in Lethbridge that may be a draw for individuals unfamiliar with our city.

## Growing Our Reach

EDL focused on growing two of its social platforms in 2025 and saw tremendous growth on LinkedIn, jumping nearly 20% to over 2,100 followers.

EDL used a mix of ads and posts, in both video and static formats, to increase engagement on LinkedIn.

Continued work on the Choose Lethbridge Monthly newsletter saw an increase in subscribers of over 10%, and the addition of pop-up banners on the new website and QR codes at events is part of the reason for the growth and a strategy that will be continued in 2026.



**All Roads Lead to Lethbridge: Sherring Industrial Park is Where Businesses Connect, Grow, and Thrive**

Sherring Industrial Park is Southern Alberta's premier industrial hub, offering businesses a ready-to-go location with fully serviced, shovel-ready lots. With direct access to major transportation routes and proximity to key markets, Sherring provides the infrastructure, ease, and connectivity to support businesses in manufacturing, logistics, and value-added processing.

**STRATEGIC LOCATION. UNMATCHED POTENTIAL.**

- Move-In Ready Lots:** Access 140,000 sq. ft. of shovel-ready lots with flexible zoning.
- Prime Location:** Strategize your market position in Southern Alberta's leading industrial park.
- Cost-Effective Development:** Start with competitive bid pricing and low operational costs.
- Workforce Advantage:** Tap into a 100,000+ skilled workforce.
- Connect Directly:** Tap into the CANAMEX Corridor and the CPKC rail line with rail-served lots.

**LETHBRIDGE IS READY TO WORK WITH YOU**

Tap into Lethbridge's competitive benefits and become part of a growing ecosystem that fosters leadership and success.

- EXPEDITED APPROVAL PROCESS:** Sherring Industrial Park offers a major incentive for businesses ready to move—streamlined approval processes and completed Phase 1 environmental assessments. Break ground faster, saving time and money.
- MUNICIPAL INDUSTRIAL TAX INCENTIVE:** Launch or grow your business in Lethbridge and unlock exclusive incentives. Get reimbursed for the increase in municipal property taxes—100% in year one, stepping down to 50% by year five. Plus, enjoy flexible perks like responsible land pricing and cost-sharing on servicing. We're here to drive your project forward.

Ready to Build a Brighter Future?  
Visit [ChooseLethbridge.ca/Investors](http://ChooseLethbridge.ca/Investors) to connect with our team today.

## Putting Lethbridge on the Map

To enhance awareness about specific industries in Lethbridge, Economic Development Lethbridge developed a suite of sector-specific infographics to help distinguish our city and region from other municipalities.

The assets included information about the Manufacturing, Agrifood and Technology sectors, as well as a dedicated infographic about Sherring Business & Industrial Park

# Creative Industries

Amid industry disruption from AI advancement, corporate consolidation, and cross-border trade tensions, 2025 became a year of strategic groundwork for creative industries. While uncertainty challenged Canada's US-reliant sectors, we focused on building resilience and competitive advantage.

Our partnership with City of Lethbridge Film Liaison Ismail Okasha transformed municipal operations, implementing streamlined policies that made Lethbridge genuinely film-friendly.

Productions now benefit from quick, reliable permitting across all departments. This was positively received when Dairy Farmers of Canada chose our iconic High-Level Bridge as a filming location for their national commercial.

We elevated our regional profile at premier industry events, including the Banff World Media Festival, the Lethbridge Independent Film Festival, the Calgary Underground and International Film Festival, the Toronto Film Festival, and the Association of Film Commissioners Cineposium Summit in Cincinnati.

Director Brock Skretting showcased our distinctive assets, positioning Lethbridge in critical industry conversations.

With Provincial Northern and Regional Economic Development (NRED) funding secured, we partnered with international firm Nordicity on a comprehensive Creative Industries feasibility study, establishing baseline data on our film, video game, and interactive digital media ecosystem while developing actionable recommendations for hub development.

We launched [www.screenlethbridge.com](http://www.screenlethbridge.com), with branding that pays homage to our sister city, Culver City, and plans to amplify awareness through strategic social media growth in 2026.



# Operational Excellence

Economic Development Lethbridge continues to seek opportunities to maximize our organization's impact and resources.

The implementation and continued use of tools such as Meltwater, ChatGPT, and AI Assistants allow EDL to work smarter and leverage them in their work.

Identifying and applying for grant dollars to help accomplish our work remains a key tool for EDL, and working as an arms-length entity from the city allows the organization to apply for funding that may not be available under a different model.

Responding to geopolitical turmoil, the impacts of tariffs and other pressure points remains top of mind for the organization.

Continued involvement with the Lethbridge Region Economic Resilience Task Force keeps our business and industry leaders informed.

Amid ongoing organizational changes, Economic Development Lethbridge continued to strive and provide the community with programs and initiatives to help on numerous fronts and in numerous sectors.

A key initiative for the incoming Board of Directors will be to hire a new CEO for the organization in 2026.

**A huge Thank You to our partners for supporting us in 2025. Without them, much of the work we do would be that much harder, and their knowledge and networks help us build a strong community.**

Partners include vendors, contractors, business advisors, mentors, industry leaders, government officials (municipal, provincial, federal), our local business community and other organizations like ours, committed to the betterment of our community.



# 2025 EDL Out n' About



Economic  
Development  
**Lethbridge**

