



Creating Opportunities .....

SouthGrow Newsletter

May 2015

**SAVE THE DATE**

**ANNUAL GENERAL MEETING**

**WEDNESDAY, JUNE 10**

**LETHBRIDGE LODGE**

**6:00pm MEET & GREET**

**6:30pm SUPPER**

**“CONTINUOUS EFFORT  
- NOT STRENGTH OR  
INTELLIGENCE IS THE  
KEY TO UNLOCKING  
OUR POTENTIAL.”**

**WINSTON CHURCHILL**



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## Profiles Update

The project is proceeding full steam ahead. Our consultant, Bruce Schollie, has been around the region to visit with Administrators and Economic Development professionals to gather information for each community profile.

Our aim is to build each of these Profiles into one large profile for the region and to house all that information on our website. Remember, a well developed profile is a good advertising tool for your community and is important as we proceed to market the region to potential business interests.

Bruce has already provided some pro-forma profiles to some of his first visits and is continuing to work on the collaboration with our members on developing just the right document for them. Please ensure that you provide timely feedback to him when requested or when he calls on you as we have set some aggressive timelines to complete this project before we move to the next stage of our Business Attraction Strategy.

Should you have any questions, please contact:

Pete Lovering at the SouthGrow office at 403-394-0615, or

Bruce Schollie directly at Schollie Research and Consulting at 403-346-9849.

### NEW MEMBERS

We welcome as members the following communities:

- **Arrowwood**
- **Magrath**
- **Vulcan County**

*We are now 23 members strong*



## Broadband update

Since our last comments, SouthGrow commissioned a report by Taylor Warwick to map out the Fibre Optic lines in the rural reaches of our region.

That report was received early in April and is currently being studied by our Management Board to determine the best approach to move forward with our advocacy on this issue.

Copies of the report will be made available to each of our members at our AGM in June or by contacting the SouthGrow office.

We are looking forward to the results of discussions and recommendations by the Mayors and Reeves of Southwest Alberta in their May and June meetings. We are hoping to draft a resolution, with the help of Management Board members, to present to the AUMA convention this fall. A resolution was already passed at the spring convention of AAMDC sponsored by the MD of Taber.

Bob Dyrda from Alberta SouthWest Regional Alliance has recently returned from the Broadband Communities Summit 2015 in Austin, Texas and we look forward to speaking with him about his experiences. As well, Bev Thornton from ABSW spoke recently to other REDA managers from across Alberta at the Annual Economic Developers Conference. In talking about the importance of Broadband as an economic development tool, she was very well received and our hope is that we can get all REDAs pulling together on this topic.

Did you know?? SouthGrow, along with Alberta SouthWest Regional Alliance, met with Stephen Khan, Minister of Service Alberta and Verlyn Olson, Minister of Agriculture, Food and Rural Development to stress the importance of enhance Broadband access in our region.



# Tourism Investment

We are pleased to report that the consulting firm of PFK Consulting Canada was engaged to provide a report on the top tourism opportunities in our region. They have finalized their report and it has been forwarded to the Tourism Business Development and Investment department of Alberta Tourism, Parks and Recreation. We expect full colour copies of that report in the next few weeks. Thanks to everyone on the steering committee that helped PFK with their study and to everyone that turned out at our public meetings.



## Coming Events

- May 21, 2015 - SouthGrow executive meeting
- June 3, 2015- Alberta SouthWest AGM
- Jun 10, 2015 - SouthGrow AGM

## Congratulations

Trevor Lewington for his appointment as CEO of Economic Development Lethbridge

## Contact Us

Give **Pete Lovering** a call for more information about our services and projects

**SouthGrow Regional Initiative**

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