

Creating Opportunities ...

Our Vision

SouthGrow is a region that is unified, prosperous and sustainable.

Our Mission

Creating Opportunities ... to accelerate and enhance quality of life, development and sustainability for the communities of the SouthGrow Region of Alberta.

Goals

Shared Vision for Economic Development
Create New Economic Development Opportunities
Cooperate and Share Services
Unified Voice on Regional Priorities



Strategic Collaboration Key Projects

- Develop & Build Partnerships
- Community Economic Development Training
- Shared Services Exploration
- Online Regional Business Directory
- Member Community Economic Development Profiles
- Members Only Section of Website
- Opportunity Attraction Readiness Index
- Regional/Industry Sector Ad Hoc Committees
- SouthGrow Internal Policies and Procedures
- Implementation of Three-Year Business Plan

Marketing & Communications Key Projects

- Regional Success Stories
- Website Information Population
- Recognition Event
- Internal Ambassador Program
- External Awareness Program
- Industry/Sector & Opportunity Profiles
- SouthGrowN Branding & Marketing Campaign

Economic Development & Innovation Key Projects

- Alternative Energy Initiatives
- Cluster Opportunity Identification Study
- Sector Information Databases
- Regional Labour Initiative

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Creating Opportunities ... The SouthGrowN Difference

SouthGrow Regional Alliance has unique characteristics that provide the people that live, work and do business in the region with many advantages. We have:

- A strong education and research cluster.
- An entrepreneurial orientation with many successful established companies.
- A varied landscape providing opportunities in alternative energy, agriculture, manufacturing, tourism, and other industries.
- A strong economic base that allows businesses, employees, residents and investors to grow and flourish in the region.
- Varied cultural assets providing a quality of life and opportunity to be enriched through diversity second to none.
- A young population and high quality of life creating opportunities for investors in a variety of industries.
- Trust, respect, and a spirit of collaboration and partnership amongst our members that contributes to the success and sustainability in the region.

Core Businesses

Based on the regional economic development alliance's core goals, SouthGrow Regional Initiative's core businesses are:

Strategic Collaboration

Working with member communities, industry/business, government and others to foster a south central Alberta shared vision for regional economic development and providing south central Alberta with a unified voice on regional economic development priorities.

Marketing and Communications

Promoting SouthGrow Regional Initiative as an effective regional alliance for economic development and an excellent place to live and do business.

Economic Development and Innovation

SouthGrow Regional Initiative works with member communities, regional businesses/industry and government to facilitate and create new and existing economic development opportunities in the region by targeting regional, provincial, national and international markets.

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City of Lethbridge
Town of Cardston
Town of Claresholm
Town of Coaldale
Town of Coalhurst
Town of Magrath
Town of Milk River
Town of Picture Butte
Town of Raymond
Town of Taber
Town of Vauxhall
Town of Vulcan
Village of Barons

Village of Carmangay
Village of Coultts
Village of Champion
Village of Milo
Village of Nobleford
Village of Stirling
Village of Warner
Cardston County
County of Lethbridge
M.D. of Taber
Vulcan County
County of Warner
Blood Tribe

