



**Creating Opportunities . . .**

# SouthGrow

Regional Initiative



- 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 Coutts
- Village of Champion
- Village of Lomond
- Village of Milo
- Village of Nobleford
- Village of Stirling
- Village of Warner
- Cardston County
- County of Lethbridge
- MD of Taber
- Vulcan County
- County of Warner
- Blood Tribe

## **Vision**

Southgrow is a region that is unified, prosperous and sustainable

## **Mission**

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

## **Core Goals**

- Foster a south central Alberta shared vision for regional economic development
- Create new economic development opportunities in the region
- Encourage and enhance shared services among communities through cooperation
- Provide south central Alberta with a unified voice on regional priorities.

## **Key Projects 2009-2010**

### **Strategic Collaboration**

- Economic Development Training
- Develop & Build Regional Partnerships
- Three-Year Business Plan

### **Marketing and Communications**

- Recognition Event
- Success Stories
- Website
- Newsletters
- Annual Report

### **Economic Development and Innovation**

- Alternative Energy
- Innovation and Commercialization
- Water for Economic Development
- Productivity Improvement

**[www.southgrow.com](http://www.southgrow.com)**

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# Creating Opportunities ... By

## Building Capacity

- Community Economic Development Training
- Opportunity Identification Assistance

## Encouraging Innovation

- Innovation and Commercialization
- Infrastructure Development

## Ensuring Sustainability

- Water for Economic Development

## Improving Productivity

- Industry Focused Initiatives
- Targeted Training Opportunities

## Strengthening Partnerships and Collaborating

## Communicating with Members and Stakeholders

- Newsletters
- Annual Report

## Focusing on OUR Natural Resources

- Alternative Energy Showcase, Feb. 25, 2010
- SouthGrowN and Green Feature Report
- Southern Alberta Alternative Energy Partnership

## Recognizing and Rewarding Success

- Recognition Event January, 2010
- Promoting Economic Development Success Stories

## Promoting the Region

- Website Information Portals
- Industry Profiles
- Opportunity Profiles
- Regional Profile
- Investment Attraction

