



EDL takes a team approach

In business, there is often strength in numbers. Economic Development Lethbridge has tested that theory and proven it sound more than once.

In January 2008, EDL joined with five land developers - Lethbridge Inland Terminal, Lethbridge County Airport, Harvest Capital Management Inc., Broxburn Business Park and Sherring Business & Industrial Park - to create the Collaborative Business Park Promotional Campaign

"By collaboratively promoting Lethbridge for investment, we demonstrate a diversity of choices that site selectors will find appealing," says Cheryl Dick, EDL Chief Executive Officer. "We have a location that would be appropriate for any business looking to southern Alberta. We appreciate the partnership of these developers and look forward to further opportunities ahead."

In January 2008, the partnership created an advertising campaign to raise the profile of Lethbridge and bolster investment attraction by promoting the significant land inventory and cost advantages of the region.

The partnership collaborated to benefit the region and provide the economies of scale for those involved. EDL prepared a project plan, the first of its kind in southern Alberta, then met with each of the business park owners to discuss the concept, which involved creative advertisements to set Lethbridge apart. The result: a unique, enticing design that stands out from standard wordy ads. The partnership paid to place "Choose Lethbridge" in high-profile North American investment magazines.

The collaboration has improved relationships and collaboration among the partners, and has resulted in inquiries in which land inventories in the partner business parks were matched and promoted to potential investors.

Future project co-operation is highly likely. All partners involved have demonstrated a focus and commitment to their business success and to the economic development of the region. They have created a powerful marketing message and promoted Lethbridge to potential investors.

Marketing strengths and creating a vision for the enhancement of the business investment in this region has been enhanced by working together and reaching out to new markets.

Did you know:

- Lethbridge boasts two nationally recognized post-secondary institutions and the largest research centre in Agriculture and Agri-Food Canada's national network of 19 research centres.
- Lethbridge boasts a young, well-educated and ethnically diverse demographic, ready to contribute to the economic growth and prosperity of our city. 36% of the population is under 25 years of age
- Comparatively low housing prices, short commute times and affordable consumer goods all contribute to the cost advantage in Lethbridge.
- Lethbridge employers draw workers from a large commuting area consisting of rural areas and smaller towns and villages within a 100 kilometre radius.

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