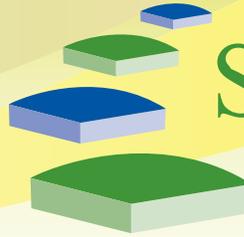


SouthGrowN Success

COMMUNITY FUTURES CHINOOK, TABER CHAMBER OF COMMERCE, TOWN OF TABER, MD OF TABER, ECONOMIC DEVELOPMENT LETHBRIDGE



SouthGrow
Regional Initiative

Excellence in Business Retention

Often, a partnership can produce results far beyond the sum of its parts. For five organizations in southern Alberta bent on luring workers to the area, the idea of a team approach to marketing has certainly paid dividends.

Community Futures Chinook (CFC), Taber Chamber of Commerce, Town of Taber, MD of Taber and Economic Development Lethbridge (EDL) put a common foot forward to creating a common brand, marketing campaign, and labour force initiative for the region. The result was the "You Belong Here" Labour Initiative in the Fall of 2005.

In 2007, the group launched an advertising campaign in southern Ontario promoting southern Alberta as "an attractive alternative for prospective employees looking for a combination of job opportunities, high quality of life and low cost of living," as EDL's website puts it.

"Southern Ontario continues to be a good fit for the promotion of southern Alberta job opportunities and our fantastic quality of life and low cost of living," says Cheryl Dick, EDL's CEO. For one month, 25 billboards boasted the southern Alberta advantage in Hamilton, Windsor, Niagara-St. Catharines and London-Sarnia, directing job seekers to SouthernAlbertaJobs.ca, a website listing southern Alberta businesses and types of jobs available. EDL, CFC and the Taber folks represented several companies at the National Job Fair and Training Expo in Toronto in September. "[Several] businesses have noticed a substantial increase in interest in the employment opportunities and lifestyle advantages in southern Alberta," says Dick. "Our initiative has proven to hold a distinct advantage over conventional recruiting efforts, as we provide all of the information people need to make an informed decision."

The collaboration successfully leveraged some \$200,000 in cash into a multiplied value of \$750,000. "It would be significantly more expensive for any business to obtain this kind of exposure on an individual basis," says Sean Miles, EDL's Director of Business Development and Operations.

Did you know:

- www.southernalbertajobs.ca website experienced 40,000 hits in the first two months after the launch in early September.
- Twenty-five billboards promoting the website were placed in strategic locations in Ontario one month prior to the Job Fair in Toronto in September.
- In conjunction with the billboard campaign, EDL and the Taber Labour Force Development Committee represented a number of companies at the National Job Fair and Training Expo in Toronto on September 25 and 26th, 2007.
- 65% of the people surveyed at the booth at the job fair indicated that they would be willing to relocate for a job.
- Almost 50% of those surveyed at the booth had someone in the family that would consider pursuing post secondary education in Lethbridge.
- The partners were winners of the Excellence in Collaboration and Partnership at SouthGrow's 2007 Recognition Event.

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