


Alberta SouthWest Bulletin March 2025

Regional Economic Development Alliance (REDA) Update

❖ Formation of the Lethbridge Region Economic Resilience Task Force (LERTF)

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- Thank you to Economic Development Lethbridge for taking the lead and bringing together the City, the 40 communities within Alberta SouthWest and SouthGrow, as well as a broad network of chambers, community futures, educational institutions, industry organizations, provincial and federal economic development agencies to share our best ideas to deal with impacts to commerce and industry in our regions.
 - The initiative is intended to be temporary, to accomplish what the partners feel to be sufficient progress. Participation is voluntary and on a project-by-project basis.
 - There is no financial contribution required; organizations contribute staff time, their best ideas and other in-kind resources within their capacity.
 - Projects with funding requirements will be evaluated and resourced through available support programs and voluntary contributions on a case-by-case basis.
 - While the task force is temporary, outcomes will focus on contributing to long term positive impacts.
 - And, it must be a real thing, as we have an acronym and a logo!



❖ South-Western Blackfoot Signage Program carrying on!

This award-winning pilot project partnership is led by Community Futures Lethbridge Region and includes the Kainaiwa, SouthGrow, Tourism Lethbridge, and Alberta SouthWest.

Phase 1 is ending, and planning is going ahead for Phase 2.

- The project offers matching funding for the installation of Blackfoot language signage for communities, businesses, institutions, and more across the regions.
- The Kainaiwa Language and Cultural Committee provides the translation services needed to either inform applicants of their Blackfoot name or assign the proper Blackfoot interpretation and translation to a location. It is a fascinating and educational process!
- Matching funds can cover 80% of the cost, up to \$2,000 per applicant.
- The application form lists prices of various signage options. More details on the website.

<https://lethbridgeregion.albertacf.com/south-western-alberta-blackfoot-signage-project/>

UPCOMING EVENTS

❖ Indigenous Tourism Alberta (ITA) Mini-gathering

Tuesday March 11, 2025, 9:00am-4:00pm, Agri-food Hub, Lethbridge. Last chance for tickets!

<https://www.eventbrite.ca/e/ita-regional-gathering-lethbridge-tickets-1200505657739>

Agenda is available on front page of Tourism Lethbridge website:

<https://tourismlethbridge.com/>

❖ Southern Alberta Economic Summit

Thursday March 27, 2025, 8:30am to 3:30pm- Agri-food Hub, Lethbridge Tickets - \$80

<https://www.eventbrite.ca/e/southern-alberta-economic-summit-2025-tickets-1058509342939>

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