

Investment Development Director

Activity Report Summary- November 2025

Stakeholder engagement

- **22 formal meetings** with municipal leaders, potential investors, and economic development partners.
- opportunity overviews and **preliminary analysis for the agriculture and waste sectors** and agencies
- **on-site meetings with entrepreneurs** across multiple sectors with a focus on regional promotion and investment attraction

Digital assets • Website Technology, Software and Platforms:

- Created a professional **corporate LinkedIn page** for AlbertaSW to post regional highlights
 - social media impressions reached **2,700**
 - website visits increased by **35%**
- Completed general edits and updates to website content.
 - set up AI database, Customer Relations Management (CRM) updates, and key documentation folders.
 - utilized productivity and communication software (Canva, Zoom); review and secure meetings.
 - met with LocalIntel:
AlbertaSW chosen to be an early adopter to “test drive” the new AI-powered platform -
- Created a **draft video** for Blackfoot Signage Project

Next steps and Strategic Outlook

November start-up activities have set the stage for next steps aimed at converting initial outreach and planning into tangible outcomes. The following items are pending:

- **Strategic Planning:** Finalize a "next level detail" project plan.
- **Funding:** Provide plans and proposed metrics to complete pending grant applications.
- **Opportunity Pipeline:** Identify and develop three distinct investment opportunities in each community.
- **Stakeholder Relations:** Finalize connections with all community CAOs.



Activity Report Details- November 2025

A. Municipal and Regional Governance Engagements

Connect with key administrative and governance bodies to align strategies and discuss regional opportunities.

- Board Meeting, Fort Macleod
- Resilience Task Force meeting, on-line.
- Municipal CAOs and Staff:
 - ID#4 Waterton Park CAO
 - Claresholm CAO and town staff (in-person)
 - Cowley Mayor
- Inter-municipal Associations:
 - Crowsnest Pincher Creek Landfill Association (pending)

B. Business and Investment Prospect Meetings

Direct engagement with existing businesses and confidential investment prospects to foster growth and attract new capital.

- Existing Industries:
 - BRC Industries Claresholm
 - CFI flight School Claresholm
- New Investment Inquiries:
 - Confidential Ag Investment Inquiry (x2)
 - StartUp Water Sanitation (x3)
 - EndPoint Recovery (pending response on business plan)
- Sector-Specific Consultations:
 - InnoVisions and Associates (Natalie Gibson)
 - Alberta Ag (regarding Ag company grants)

C. Economic Development and Partnership Introductions

Connect with regional partners and economic development frameworks.

- Regional Economic Development:
 - Trevor Lewington, Lethbridge County
 - RINSA (Regional Innovation Network of Southern Alberta) meeting, on-line
- Training and Association Connections
 - EDA (Economic Developers Alberta) Workshop, Fort Macleod
 - Highway 3 Twinning Development Association (H3TDA) meeting, Fort Macleod
- Grant and Funding Agencies:
 - PrairiesCan meeting re: specific grant programs for AlbertaSW, regional entrepreneurs
 - Tariff Relief Grant details for businesses impacted by cross-border dynamics
- Workforce Development Partnerships
 - Youth Workforce Opportunity: Chinook Regional Foundation for Career Transitions
- General Networking
 - In addition to formal meetings, the Director engaged in **20-30 micro-connections and conversations** to build a broader network and gather informal intelligence.

D. Project Management and Operational Framework

- Significant effort was dedicated to establishing the internal systems and documentation required for effective investment attraction and project tracking.
- Modern tools were reviewed and implemented to streamline operations and data management.
- Foundational documents and analyses were compiled to support strategic decision-making.

• Compilation:

- Updated grant and support opportunities list.
- Information related to the MD of Willow Creek Waste.
- Folders for Investment Attraction (IA) and Business Retention & Expansion (BRE) companies.

• Analysis:

- A comprehensive Website Analysis was conducted.

• Opportunity Briefs:

- Confidential Ag company brief.
- Waste Opportunity Brief.

E. Investment Attraction and Regional Promotion

Active promotion of the region through personal contact, digital channels, and content development yielded measurable increases in a very short time!.

Online promotional activities resulted in a marked increase in audience reach and interaction.

Metric	November Figure	Percentage Increase
Website Visits	520	+35%
Unique Website Visits	482	+47%
Social Media Impressions	2,700	N/A
Social Media Interactions	250	N/A

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Visit the new Alberta SouthWest page on LinkedIn!

<https://www.linkedin.com/company/alberta-southwest-economic-development/>

