

SOUTHGROW

REGIONAL ECONOMIC DEVELOPMENT

GROWTH • INNOVATION • PROSPERITY



Our Mission

*In collaboration with its members and supporters, SouthGrow will proudly **enable** economic development programs and initiatives that contribute to **growth potential** throughout the region.*



Accomplishments



Dozens of large-scale studies and reports that continue to inform investment in the region.



Numerous development tools made available for members to support municipal projects and programs.



Training sessions for councilors and municipal staff to equip communities for success.



Tens of millions of external \$\$ leveraged for regional projects and tens of millions in external investment secured.



Conclusion.

Ongoing, multi-year work that has yielded huge results for the region.

Projects informing Investments

Tourism Collaboration - 2023
Global Agri-food Marketing - 2023
Community Investment Readiness Profiles - 2023
Blackfoot Signage Project - 2023/24
Community Matchmaking - 2023
Grad Retention Study - 2023
Regional Supply Chain Identification - 2022
Global Agri-food Marketing Initiative - 2022
Zero Emissions Vehicle Infrastructure Project
Terragraph Technology Trial - 2021
Economic Recovery Taskforce - 2020
Regional Skills Gap Study - 2019 - 2020
Broadband Finish Line Project 2019 - 2020
Canada's Premier Food Corridor - 2019 - 2020
Community Broadband Options - 2019
Renewable Energy Impact Report - 2019
Highway 3 Twinning Development Association - 2019
Cost Benefit Analysis of Alberta Rural Broadband - 2019
CHP Technology trial on Dairy Farm - 2019
On Farm Energy Program - 2018 - 2020
Peaks to Prairies Electric Vehicle Network - 2017 - 2020
SouthGrow Community Business Retention, Expansion, and Marketing Plans - 2017
Broadband Project Master Plan - 2017
Formation of SAITI - 2016
Community Broadband Report - 2016
Investment Readiness and Attraction Review - 2015
Broadband Infrastructure in SouthGrow - 2015
Hospitality and Tourism Investment Study- 2015
Community Renewable Energy Toolkit - 2014

Investment Attraction and Lead Generation Project (MNP) - 2014
More than Enough Marketing Campaign - 2013
Community Ec Dev Strategies - 2012
Formation of RINSA - 2012
Investment Readiness Assessment - 2012
Bio Energy Opportunity Profile - 2010
Productivity Improvement - 2009
Study of SouthGrow Business Trends - 2009
Water for Economic Development - 2009
Wind Power - 2009
Carbon Credit Opportunity Profile - 2008
Innovation and Commercialization - 2008
Formation of SAAEP - 2007
Green Growth Plan - 2007
Waste to Energy Opportunity Profile - 2007
Alternative Energy - 2006
Feasibility Study - Integrated Bio-Diesel Refinery 2006
Gateway to Alberta Phase 1 and Phase 2 - 2004-2006
Ready Meals Opportunity Profile - 2004
Confectionary Opportunity Profile - 2003
Solar Energy Opportunity Profile - 2003
Agricultural Assessment - - Grow your Own - 2003
Ready Meals Opportunity Profile - 2004



2024-2025

Pillar I: Strategic Collaboration

I. Member Engagement

- A. Annual Council Presentations
- B. Regional Training
- C. Government Relations
- D. Economic Development Summit
- E. SouthGrow Strategic Review

I. Build and Sustain Collaborations

- A. Southern Alberta Alternative Energy Partnership
- B. Southern Alberta Investment and Trade Initiative
- C. Canada's Premier Food Corridor and Canada's Western Gateway
- D. Southern Alberta Tourism Collaboration
- E. Highway 3 Twinning Development Association
- F. REDA Collaboration
- G. Regional Innovation Network of Southern Alberta

I. Sustain or Expand Membership

- A. Sustain Membership
- B. Expand Associate Memberships

Pillar II: Marketing & Communications

I. Regional Promotion

- A. Website Improvements

I. Internal Communications

- A. Newsletters
- B. Regional Sponsorships

Pillar III: Economic Development & Innovation

I. Ag-Tech Market Development

- A. Agri-food Scholarship Program
- B. Agri-food Conference Representation

I. Labour Market Solutions

- A. Implementation of Regional Grad Retention Strategy
- B. Immigrant Retention Study

I. Community Supports

- A. Housing Needs Assessments
- B. Grant Advice Hot Line

I. Special Projects

- A. Zero Emissions Vehicle Infrastructure Project (Final Year)
- B. EV Bus Project
- C. Supply Chain Opportunity Identification Project (Final Year)
- D. Blackfoot Language Signage (Year 2)

I. Flagship Project

- A. SouthGrow Power Project

I. Targets of Opportunity

- A. Local Waste Solutions Study
- B. Farm and Crop Conference
- C. Labour Attraction Marketing
- D. Energy Innovation Pilot Project with FortisAlberta



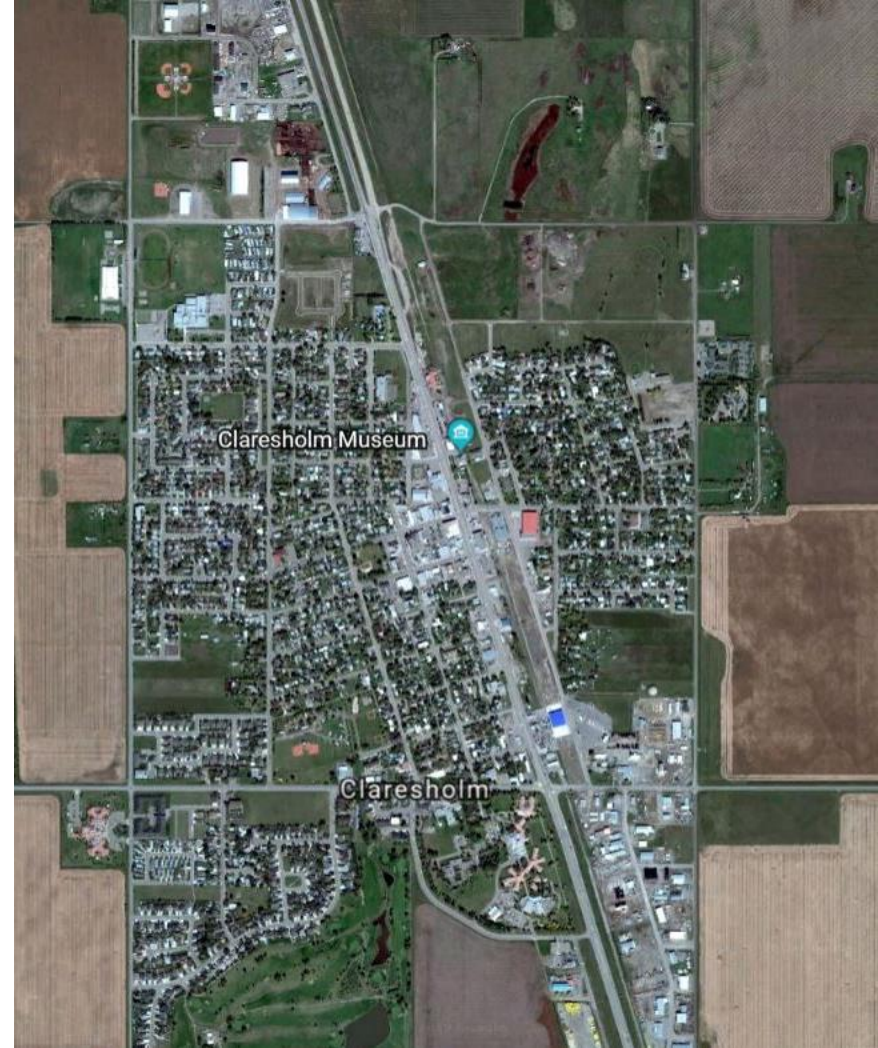
This Year's Challenge

- Provincial Government Relations
- Regional Ec Dev Capacity



Opportunities

- Geography / Regional Service Centre
- Urban fringe partnerships
- Rural Immigration Designation
- Regional tourism waypoint
- Utility provision for industrial growth
- Light Industrial Expansion
- Green-housing
- Community Energy Management / Solar



Conclusion.

Opportunity is knocking for Claresholm, which benefits from regional agri-food growth plus location on a major corridor, and mid-point distance from major centres. The challenge Claresholm must overcome is demographics.

Regional Challenges

- Rural side-lining
- Community level Economic Development
- Long-term water sustainability
- Balancing Land use
- Next Gen Waste Disposal
- Labour Force / Affordable Housing





Thank You

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