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LOCAL NEWS

# Invest Southeast Alberta launches business growth project

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Commentator/Courier

Invest Southeast Alberta launched the Business Retention and Expansion and Work Force Development (BREWD) project to promote business growth on June 3.

The initiative was made possible because of a newly formed consortium of business, governments and service agencies called "Invest Southeast Alberta," that are working for the future success by ensuring new and existing businesses in the region have the support system they need to grow and succeed.

Invest Southeast Alberta partners launched the BREWD project to identify and address barriers that might prevent business from growing or taking advantage of opportunity in the region. Additionally, the project builds upon the work of numerous partners and sets the stage for increased collaboration and growth in the future. The budget for the project come is \$122,500 and shared resources provided by each of the partners.

Verge Economic Development is looking forward to the opportunities that that this may present to this part of the province.

"Verge Economic Development is pleased to support this dynamic group to ensure the businesses within our area have a support system to grow, innovate and compete in the amazing corner of our province that we call home. By bringing a focus on southeast Alberta, we will take advantage of opportunities unique to our region," said Richard Oster, chair for Verge

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Red Hat Co-op general manager Gillian Digman said “I am very pleased to be involved in the initiative. Attracting and retaining a strong, productive work force is critical in our business.” “Working collaboratively with other local employers on solutions to common labour challenges is something we support.”

“Business retention and expansion and workforce development is vital for the diversification of business in this regio. We are pleased to support this project and look forward to results and opportunities that will come,” said Curtis Gouw, Bow Island Apple Drugs.

The BREWD project spans to Medicine Hat, Redcliff, Bow Island, Cypress County and the County of Forty Mile.

The leadership team consists of Aurora Cannabis, Alberta Labour and Immigration, Bow Island Apple Drugs, City Centre Development Agency, City of Medicine Hat, Community Futures Entre Group, Dynamic Industrial Solutions, Medicine Hat College, Hut 8 Mining, MNP, Moxies, Mr. Lube, Red Hat Cooperative, Terralta, Tourism Medicine Hat and Verge Economic Development. The first phase of the project will be to inform the business community about the benefits of this initiative and how to get involved.

Information sessions will be held on June 19 and 20 at the Cypress Club in Medicine Hat. You

can RSVP by calling Elizabeth Blair at (403) 528-2824 by June 17.

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