



Governance

Standing Policy Committee

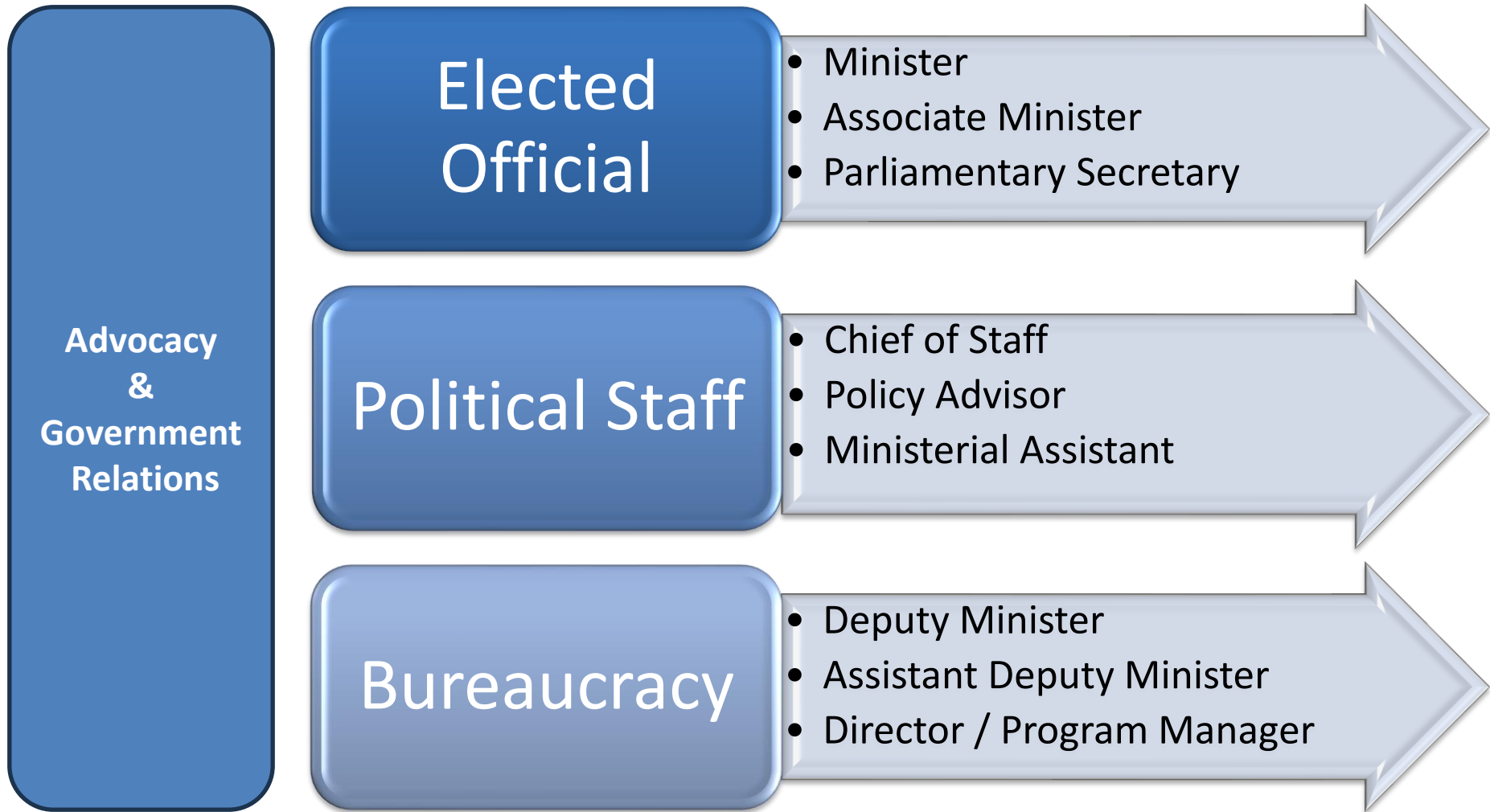
June 27, 2024

History



Mission	Year	Participating Organizations
1	2008	12
2	2010	15
3	2012	18
4	2015	18
5	2017	18
6	2019	22
7	2022	23
8	2024	19

3 Advocacy Streams





Team Lethbridge is an incredible testament to the power of unity.

"No other community in Alberta has been able to replicate the collaborative message of partnership, vision and economic development like Lethbridge has. Team Lethbridge uses this power to effectively present key initiatives and priorities of our city to government officials. I look forward to working with all of you on this year's trip."

Nathan Neudorf, MLA
Lethbridge East



Team Lethbridge continues to show the rest of the province how to collaborate and strengthen relationships across many industries and interests.

"I look forward to seeing you on your visit to the Legislature and continuing to advocate with you for Lethbridge. Our city, our community leaders, and our key organizations contribute to the success of the whole province and I relish the chance to show the government the best of Lethbridge along with you."

Shannon Phillips, MLA
Lethbridge West

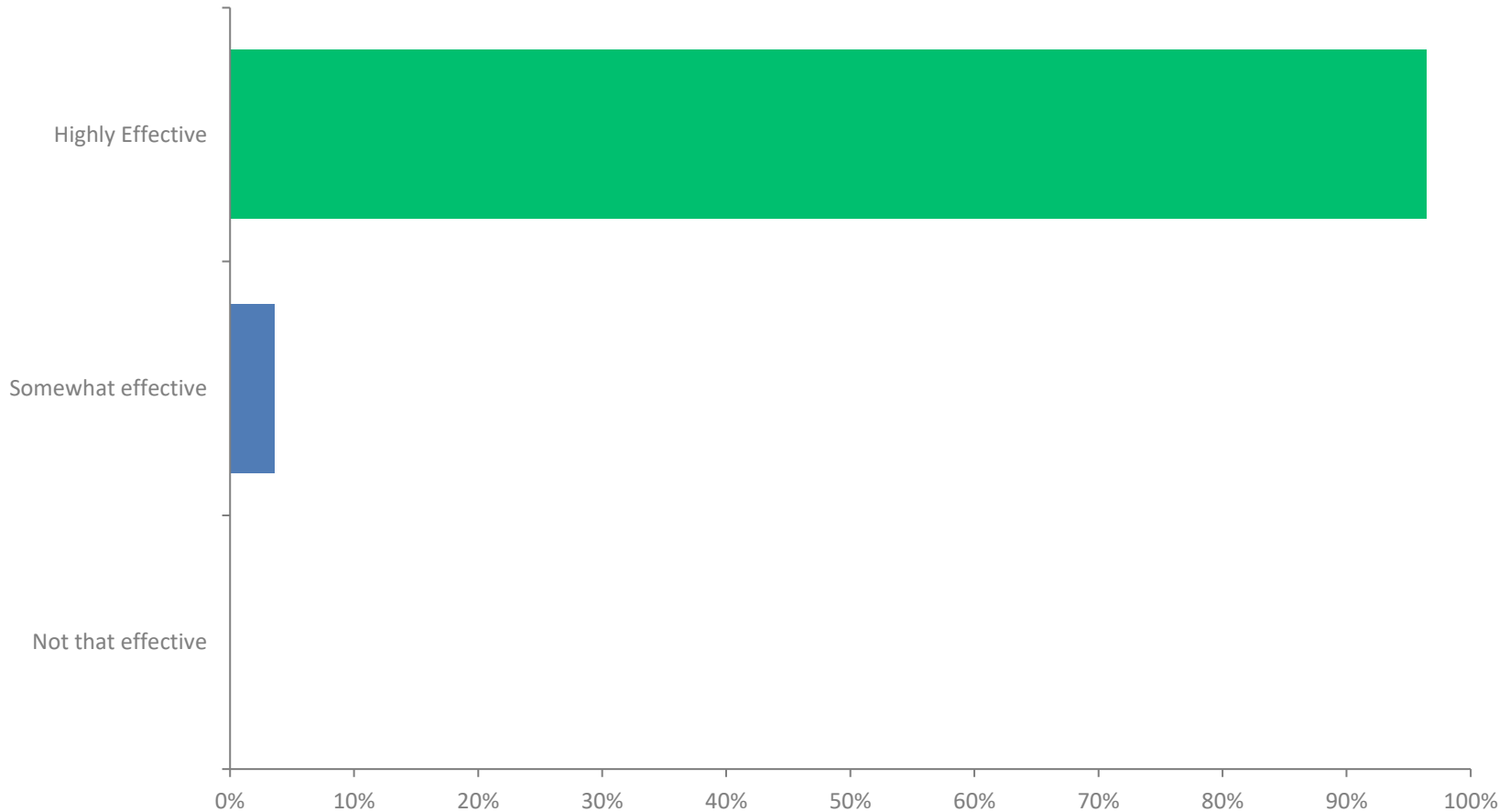


Mission #8

Team Lethbridge Mission “The Introduction”	Individual Organization’s Government Relations “The Follow Up”
<ul style="list-style-type: none">• once every 2 years (with some events in between)	<ul style="list-style-type: none">• ongoing process
<ul style="list-style-type: none">• quick, 20-30 minutes, be memorable	<ul style="list-style-type: none">• working sessions, be detailed
<ul style="list-style-type: none">• relationship building	<ul style="list-style-type: none">• relationship strengthening
<ul style="list-style-type: none">• community awareness	<ul style="list-style-type: none">• organizational awareness
<ul style="list-style-type: none">• high level, non-political	<ul style="list-style-type: none">• issues based advocacy
<ul style="list-style-type: none">• broad general ask, partnership focused	<ul style="list-style-type: none">• narrow, specific ask

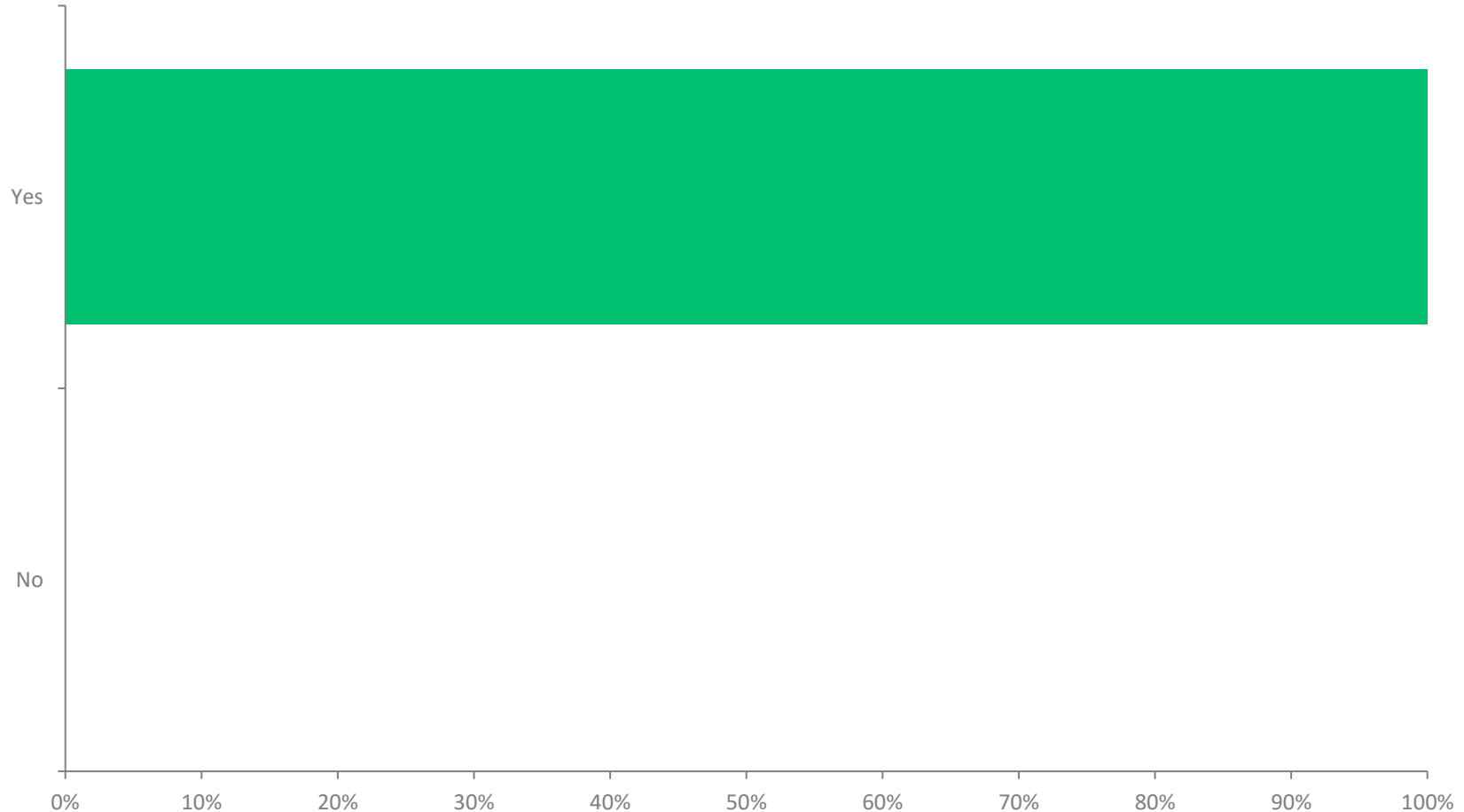
Q4: Do you feel that this mission was effective at accomplishing the goals of Team Lethbridge?

Answered: 28 Skipped: 2



Q21: Would you support your organization attending a future Team Lethbridge mission to Edmonton?

Answered: 22 Skipped: 8



EDL's Role



Team Lethbridge Goals: (2022)



- Elevate the assets, strengths & attributes of Lethbridge to provincial decision makers
- Enhance awareness / appreciation for the value Lethbridge generates
- Convey appreciation for investment / funding in Lethbridge and communicate the possibilities with further investment
- Increase Lethbridge's inclusion / participation in strategic decision making
- Build relationships & opportunities between partners on the mission

Our Key Messages: (2022)



Lethbridge is known as a place that embodies an intelligent and forward-thinking community, with deep roots that support innovation.

- Lethbridge is a desirable and welcoming place to live and raise a family
- Lethbridge is proud of our many diverse traditions, cultures and the region's natural beauty
- Lethbridge is a place where collaboration allows us to seize opportunity
- Lethbridge welcomes visitors, residents and businesses open to doing things differently

Example Outcomes: (2022)



- 19 meetings over 3 days with Ministers, Deputy Ministers and Chiefs of Staff, 1 meeting with Official Opposition critic, 2 MLA receptions, 1 meeting with Prairies Economic Development Canada
- Feasibility grant of \$1 million for rural physician training program which resulted in recent announcement of capital and operational funding to support the full program launch at the U of L
- Rural Renewal Stream of the Alberta Advantage Immigration Program application and subsequent approval for Lethbridge
- Expansion of dual credit / pathways program

2024 Priorities:

- **Capital** – major long-term investment
- **Operating** – regular Ministry budgets
- **Policy** – not money related, removing barriers or unlocking opportunities
- **Other** – something else we can potentially flag