

OUR LATEST MEDIA RELEASE



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INVEST GREATER CALGARY LAUNCHES TO ATTRACT INVESTMENT AND BUILD REGIONAL PROSPERITY

CALGARY – Eight municipalities across the Calgary region have joined forces through Invest Greater Calgary (IGC), a new pilot initiative to attract investment, create jobs and cement the region's place as North America's most competitive business hub.

Hosted by Calgary Economic Development (CED), IGC brings together the City of Airdrie, City of Calgary, City of Chestermere, Town of Cochrane, Foothills County, Town of High River, Town of Okotoks and Rocky View County through a newly signed agreement.

In a time of global economic uncertainty, shifting trade dynamics and growing competition for business investment, IGC creates a stronger regional identity and a clearer value proposition for site selectors and investors. By speaking with one voice, municipalities can better position the region to attract global capital, support local industries and respond nimbly to trade disruptions.

The launch of IGC reflects growing momentum around regional collaborations taking shape around the world. By pooling expertise and aligning economic priorities, municipalities can strengthen their position to draw investment. This includes better positioning the region as an industrial hub, where shared infrastructure, talent pipelines and supply chains are essential to long-term success.

This three-year pilot project will focus on regional collaboration to advance initiatives under four key areas: regional research and analysis, regional marketing and promotion, investor support and program development. Municipalities are working together on a comprehensive business plan and a regional study to sharpen the region's value proposition.

IGC doesn't replace local economic development — it strengthens it. Municipalities keep their own priorities while gaining shared data, regional marketing and broader investor reach. By collaborating instead of competing, they can pursue regionally significant opportunities and bring more investment home.

Participating municipalities have committed to a shared annual contribution through a cost-sharing formula that accounts for population and assessment value. Additional funding has also been secured through provincial and federal grants.

A dedicated secretariat, housed at CED, has been established to lead project development, coordinate operational support and advance initiatives across all focus areas. An Interim Lead is in place with a permanent Secretariat Lead to be named later this year.

With funding, governance and shared priorities in place, IGC marks a new chapter of regional cooperation — one that prioritizes collective growth over municipal boundaries.

QUOTES

"Invest Greater Calgary represents the future of economic development. This partnership shows the power of municipalities working as one to compete globally and act locally. By sharing data, aligning outreach and presenting a unified vision, we're signaling to investors that the Calgary region is ready for bold ideas, major projects and long-term investment."

Bonnie Nunnari, Interim Lead of the IGC Secretariat and Senior Director of Intelligence, Calgary Economic Development

"The City of Airdrie is proud to be part of this collaborative partnership. Working together with our regional neighbours is essential to driving economic success. By joining forces to attract, retain, and grow businesses, we can better support investors and highlight the many advantages of doing business in the Calgary region."

Sara Chamberlain, Team Leader of Economic Development, City of Airdrie

"When investors see municipalities working together, it sends a powerful signal of stability and shared purpose. Chestermere's involvement in Invest Greater Calgary demonstrates that our city is ready to grow in step with the region."

Nimish Patel, Manager of Economic Development, City of Chestermere

"Exploring opportunities to collaborate with regional partners is an important component of Cochrane's approach to Economic Vitality. Invest Greater Calgary (IGC) represents an opportunity for Cochrane to action those efforts, by participating in the three-year pilot project. Participation in IGC amplifies Cochrane's exposure to opportunities for investment attraction and retention to create and retain high-quality jobs in our community. By leveraging the additional funding and expertise of other regional partners, Cochrane can amplify and accelerate its economic opportunities."

Mark Krysinski, Director of Community Growth, Town of Cochrane

"This initiative endeavors to support economic growth both at the local level and regionally, encouraging collaboration and enabling individual communities to benefit from a larger presence in the economic market. Foothills County looks forward to continuing to work with our municipal neighbors and to the opportunities and resources that the IGC initiative promotes."

Drew Granson, Deputy Director of Planning, Foothills County

"The Town of High River is excited to formally join this partnership and continue working with our regional partners to showcase our assets. By pooling our strengths and resources, we can better attract investment, support local businesses and create sustainable growth across the region."

Jocelyn Dunsmore, Community Development Liaison, Town of High River

"This initiative helps us tap into new tools and expertise that we wouldn't have access to alone. It is a deliberate and strategic investment that supports the long-term prosperity of Okotoks and directly aligns with the desired outcomes of our Economic Development Strategic Plan."

Chris MacIsaac, Community Identity Manager, Town of Okotoks

"Invest Greater Calgary focuses on regional research, market intelligence, marketing, and investor support. It helps participating municipalities reduce duplication and concentrate resources on high-impact economic development. By pooling resources, municipal economic development departments achieve economies of scale for common functions, providing the region an opportunity to emphasize and market its strengths to national and international investors."

Aaron Latimer, Economic Development Manager, Rocky View County

ABOUT CALGARY ECONOMIC DEVELOPMENT

Calgary Economic Development is an opportunity-maker, helping to spark and fuel Calgary's growth. Our job is to connect people with resources that can help them grow their careers or businesses, thrive in new locations or markets and feel at home in our community. We steward the economic strategy, *[Uplook: An Action Plan for Our Economy](#)* with the mandate to position Calgary for long-term economic success by supporting the expansion, retention and acquisition of companies, capital and talent. We offer a wealth of information to help everyone succeed and we tirelessly promote Calgary, in Canada and around the world. For more information, visit www.calgaryeconomicdevelopment.com and follow us on [LinkedIn](#).

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