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NEWS RELEASE

FOR IMMEDIATE RELEASE

ECHO Lacombe to launch new economic development tool for businesses

Lacombe, Alberta (September 11, 2017) – ECHO Lacombe Association is proud to announce the launch of a new web-based economic development microsite for existing and new small business owners in Lacombe.

“The microsite aims to support entrepreneurs by providing current and relevant information about our local market, including details on business climate, industry and available real estate,” said Monica Bartman, Echo Lacombe Association board member and executive director of the Lacombe & District Chamber of Commerce. “It will serve as a practical tool to help directly address some of the challenges that new businesses experience when seeking good data to support their respective plans and visions.”

The new microsite will provide online information that is easily accessible, clear and up-to-date. Rather than entrepreneurs visiting multiple websites for information, the site seeks to serve as a one-stop-shop, where all the information they require for effective business decision-making is at their fingertips. The microsite makes it easier for entrepreneurs to:

- Research the local business climate and industry trends
- Identify their customers and competitors
- Uncover local opportunities
- Find available properties

The microsite was developed by leading edge Canadian technology firm LocalIntel, which has launched similar sites for Calgary Economic Development, the City of Airdrie and the Town of Cochrane.

“This is a subscription-based software system that provides us with the same functionalities as the larger centres,” said Bartman. “The microsite will be made available on the Echo Lacombe, City of Lacombe and Lacombe & District Chamber of Commerce websites.”

“I see this new service as a way to dramatically improve our connection to prospective businesses,” said Echo Lacombe Association Vice President Jana Fafard. “A good part

of working with businesses is about making a positive first impression and providing ongoing support. This micro-site should help us do just that.”

For information on the new Lacombe economic development microsite please contact Guy Lapointe at (403)782- 1263 or glapointe@lacombe.ca.

About ECHO Lacombe

The ECHO Lacombe Association includes representatives from the City of Lacombe, Burman University and the Lacombe and District Chamber of Commerce, as well as an additional five members from the community-at-large. The group seeks to improve the quality of life within Lacombe by fostering a collaborative environment focused on cultivating innovation, nurturing a business-friendly culture, promoting sustainable growth and creating a safe, inclusive, vibrant and healthy community.

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