

# Village of Glenwood Business Plan



Prepared by:

Beth Lewis, Market Research Assistant

&

Miranda Davies, Instructor in the Division of Business & Arts

August 29, 2016

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## Glenwood Business Attraction Strategy

Between the dates of May 2016 to August 2016, Beth Lewis under the supervision of Miranda Davies of Medicine Hat College in partnership with Alberta Rural Development Network (ARDN) and the Glenwood Economic Development Society (EDS) conducted research and analysis for the purpose of assisting the Village of Glenwood, Alberta, to create awareness of their communities' opportunities, attract new business, and support existing business by developing and implementing a comprehensive community business attraction strategy.

### Purpose

Glenwood, Alberta, has 287 residents and is located northwest of Cardston. It is supported mainly by agriculture and the Saputo plant. The EDS of Glenwood would like a business attraction strategy developed that will aid them in sustaining and growing the community as the population decreases and younger generations leave for urban areas for employment. Key deliverables for this project include a comprehensive business attraction plan for Glenwood, hands on Business Model Canvas training for Glenwood volunteers, as well as, certificates of completion from Medicine Hat College issued to all participants.

### Methodology

Medicine Hat College contracted a student intern to work throughout the summer to help Glenwood develop business attraction recommendations provided by the intern and under the supervision of Miranda Davies of Medicine Hat College.