



Community Profile

Municipal/County Name	Cowley	Contact Name	Tiare Dewart
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Give an overview of your region (150-200 words)			
<p>Welcome to Cowley, a small and tranquil gem nestled where the expansive prairies gracefully meet the foothills of the majestic Rocky Mountains. With its modest size, this community embraces a serene atmosphere that reflects a sense of simplicity and calm. Despite its quiet demeanor, Cowley boasts a robust spirit of community pride and volunteerism, where residents actively contribute to the well-being of their tight-knit town. The town thrives on a stable small business environment, fostering economic resilience and sustainability. In Cowley, the stunning natural backdrop harmonizes with the strong bonds of community, creating a unique and welcoming place where the beauty of the landscape is complemented by the warmth of its residents.</p>			
Sectors			
What sectors are you most competitive for and why?			
<ol style="list-style-type: none"> 1. Transportation- due to its proximity to Highway 3 (major corridor connecting Alberta/BC) as well as having the main CPR line run through the town (no access currently), this town can help move products East/West very efficiently. Companies such as Higginbotham Trucking have made this home for that reason. 2. Construction- with the agriculture sector surrounding the community and the large-scale renewable projects in the area, construction companies including trades that are into excavation, home building, and commercial can find a place to call home. Companies like HC Forest Products are located in Cowley. 3. Abattoir- with a well-known abattoir (Back Country Butchering) for custom meat processing that draws people from all over Southern Alberta, this village could become more of a destination for meat processing. 4. Agriculture Supports- due to the farms and ranches in the area, there is opportunity for additional services to be added within the village to help the larger sector. 			
What is your value proposition?			
<p>Cowley stands as a promising economic hub, strategically positioned as a transportation corridor with easy access to both highway and rail networks (no access currently). Unlock unparalleled connectivity that facilitates seamless trade and logistical advantages for your business.</p> <p>With affordable lots available, Cowley invites entrepreneurs and investors to establish a presence in a town that values economic progress. The community's eagerness and commitment to collaboration create a supportive environment, ensuring that your business thrives in an atmosphere of shared success.</p>			
Costs of Doing Business			
Tax rates			
Residential and Commercial: 11.9			
Land Costs per acre (average)			
Average home price between \$169-\$270K YTD (www.realtor.ca)			
Real estate costs per sq. ft (average)			
No information is available at this time.			
Incentives or cost advantages (if any)			
No formal incentives but council is open to conversation			
Other	Leasing Opportunity: Restaurant along Highway 3		
Ease of Doing Business			
What supports do you bring for new businesses (try to be specific)?			
While no formal programs are in place, the fact that Cowley is a small tight-knit community lends itself to natural support from the citizens.			
Are there major transport access (road, rail, air)			

Rail: CPR Mainline runs through town with no access currently.
Road: Highway 3 (major E/W corridor connecting B.C to Alberta)
Air: closest is Pincher Creek Municipal- 15 minutes away
Describe the business culture in the community
In this close-knit environment, small businesses play a crucial role in fostering a sense of familiarity and trust among residents. At the same time, medium-sized enterprises bring diversity and contribute to the town's economic stability. The collaborative nature of Cowley's business culture ensures that enterprises, regardless of size, support one another, creating a harmonious and interconnected commercial landscape.
How do you make new businesses feel welcomed? Feel supported?
The village offers numerous events where businesses can connect with the citizens who will naturally support the ventures.
Who is the point of contact for inquiries?
Tiare Dewart
Speed of Doing Business
What are the permitting & zoning timelines?
Permitted: < 1 week. Discretionary: < 1 month
Is the point of contact for inquiries familiar with land use planning, development approvals and the building process?
Yes, and will act as a concierge to help the business connect with supports and resources needed.

Talent
What does your talent pipeline look like? How do you attract talent? What is the affordability look like (e.g., Average housing costs)
With a population of 220 people, there would be a need for business to attract talent from the surrounding rural area and other small towns, villages, and hamlets. There is a progression of younger families moving into the village, so home-grown talent is increasing.
Is there access to post-secondary or training programs offered?
The nearest post-secondary is in Lethbridge. Training programs are offered in Pincher Creek (15 minutes away) for some entry level positions.
What are the stats about the local workforce?
Alberta Regional Dashboard: 105 people in the labour force, 73% participation rate, and 11% unemployment rate.
2021 Stats Canada Census: 53.5% of the population is aged 15-64 with an average age of 44.2
How do you retain talent? What is the quality of life like in your community? (schools, recreation etc.) How do you ensure new residents feel welcome?
The breathtaking views and proximity to amenities in neighboring communities means people have the option to live a quiet rural life while still being able to find the amenities and services they desire. With a school only a few short minutes away in Lundbreck, there is also a large demographic of home-schooled kids. Housing is incredibly affordable with mature yards and neighborhoods as more of the community is aging out and young families are moving in. Being a gateway to an outdoorsy lifestyle is also a huge attraction for people in the village.
ESG (Environmental, Social and Governance) + DEI (Diversity, Equity & Inclusion) ESG compliance and disclosure are top drivers of investor trust as there is a growing awareness that communities, companies, government etc. have the responsibility and resources to accomplish positive climate action and build a more sustainable and resilient future.
What are the environmental, sustainability or emission reduction initiatives in your community?
The village has an Integrated Community Sustainability Plan that they have begun work on. This includes initiatives like a recycling program for residents. With a strong renewable sector in the adjacent MD, there is also exploration of utilizing clean energy.
What are the DEI initiatives in your community?
With a strong history of diversification with both French immigrants and the Russian Doukhobors, this village continues to welcome different ethnicities and cultures and still has a significant French speaking population. Equity is organically occurring with the majority of council and senior level administration being female.
Other

Are there any other aspects that make your community unique?

What makes Cowley truly unique is its embodiment of the quintessential small-town feeling. In this close-knit community, residents experience a sense of belonging that is hard to find elsewhere. The charm of Cowley lies in its low traffic and crime rates, creating an environment where safety and peace prevail. Here, everyone looks out for everyone, fostering a genuine sense of camaraderie that transcends mere neighborly relations. What sets Cowley apart is its ability to offer the tranquility of a quiet rural retreat while being conveniently close to the amenities of nearby Pincher Creek. It's a place where the simplicity of small-town living harmonizes with the proximity to essential services, providing a unique and harmonious balance for those seeking a refuge from the hustle and bustle of urban life.

Include any relevant maps or photos of investment ready sites

Commercial Opportunities for Lease: Restaurant @ 615 Price Avenue.

